

Why do you need Trauma Cover?



25% of stroke sufferers will be under 65¹

2,479 new breast cancer registrations with 647 deaths from the disease in one year²

Younger people are having heart attacks which has implications for jobs and family life³

Sources:

1. Stroke Foundation of New Zealand, www.stroke.org.nz

2. New Zealand Health Information Service,

Cancer: New Registrations and Deaths Report, 2005

3. Christchurch Cardiologist John Elliott, quoted in "Heart attacks hit young", Christchurch Press, 27 October 2006.

Who do you know that has suffered from a heart attack or cancer in their working lifetime? No one ever expects it to happen to them, but imagine hearing the news that you have a serious medical condition. How would you cope financially during the recovery period? Would the financial stress hinder your progress? How would your partner cope? Would they be able to support you during your recovery as well as continue to work?

With advances in medical technology we have a far greater chance of surviving a trauma/critical illness than we have in the past. But are we prepared for the financial consequences of survival?

Trauma Cover provides you with a one-off lump sum payment if you're diagnosed for the first time with one of 38 conditions defined in the policy. You can use this lump sum on whatever you wish – whether this is medical expenses, paying off the mortgage or taking the family on holiday.

How it began

The surgeon who assisted the world's first heart transplant was the one who designed and promoted trauma insurance in 1983. Dr Marius Barnard saw firsthand how modern medicine and surgical procedures were saving patients' lives but killing them financially during their recovery. He believed that people needed trauma insurance not because they were going to die, but because they were going to live*.

**As described on a webcast at www.scottishwidows.co.uk.*

Who claims for trauma?

- 48 is the average age of claimants
- The largest claim was for breast cancer and totalled \$1,500,000
- The most common claims are for cancer, stroke and heart conditions

TOWER claims statistics, September 2008.

This brochure is not a policy wording. Full terms and conditions are set out in the policy wording and can be obtained at any time from TOWER. The policy wording sets out the benefits, features, any limitations, maximums and exclusions (circumstances where cover is not provided).

“It takes away the guilt of looking after yourself”

Like many women, Susan leads a very busy life - starting up a business and looking after her family. A few months before her 50th birthday, she started to feel abnormally tired. While she didn't think there was anything wrong, she thought she'd go early for her general health check-up, just to make sure.

After some blood tests, the doctor suggested a colonoscopy. Having had a major health scare just five years prior, she didn't think for a moment that there could be anything wrong, "I'd had my batch of bad luck; surely nothing bad would happen again so soon".

The specialist performing the colonoscopy told her then and there that she had bowel cancer, and within a week she was booked in for surgery. She also went on to have chemotherapy.

Because Susan had Trauma Cover, she was paid out a lump sum on the diagnosis of her condition. This was able to be used for anything that she wanted, such as treatment or paying bills. Going through treatment meant that the things Susan would usually do needed to be done by others – so that meant paying more people to do more things. For example, getting a cleaner in to clean the house.

"Having the insurance has helped hugely. I've just had to take the attitude that I can't do it all and it's ok, that's what the insurance is for, it's to be used for the things that are being affected. It just took the pressure off. I'm actually doing ok and people don't believe me!"

She is also able to go to Pilates twice a week with a trainer, because she couldn't be part of a normal class. "I'm actually having some 'me time' and it's making me feel good about myself". This has assisted greatly in maintaining her positive attitude and sense of wellbeing.

"You get insurance for lots of reasons. It helps you through a difficult time, and there is always a risk that you won't need to claim on it, but that's a good thing too".

"It's really interesting because I talk to a lot of women who don't have this cover. I say 'what if something happened to you?' Even women who are at home as well, who would help look after the kids? It would impact them hugely".

**This case study is taken from a real claims situation. Names & some details have been changed to protect privacy.*

For more information, talk to your adviser or phone TOWER on 0800 754 754.