

Life Is Unscripted...did you know?



Critical Illness Is The Cause of...

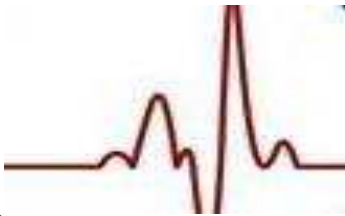
- **50% of Mortgage foreclosures ,¹**
- **48% of Business failures ,²**
- **60% of Bankruptcies are the result of financial hardship due to a critical illness ³**
- **3 of 4 (75%) people over the age of 40 will experience a critical illness at some point their future. ⁴**

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Cancer:

- **Every 21 seconds, someone in the U.S. is diagnosed with cancer.**⁵
- **1 in 8 people w/ advanced cancer turned down recommended care due to cost**⁶
- **1 in 4 cancer patients /families said they used up most or all of savings to pay for treatment**⁶



Heart Attack:

- **Every 25 seconds, someone in the U.S. will have a coronary event, and about every minute someone will die from one.**⁵
- **45% of heart attack victims are under the age of 45.**⁵



Stroke

- **Every 40 seconds, someone in the U.S. suffers a stroke.**⁵