



GLOBAL PACIFIC
FINANCIAL SERVICES LTD.

VITAL LINK

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Providing critical illness peace of mind



VITALLINK[™] Providing critical illness peace of mind.

What health issues are affecting Canadians?



CANCER



Percentage of Canadians will develop cancer during their lifetimes¹.



HEART DISEASE



70,000

It is estimated that there are over 70,000 heart attacks in Canada each year.²



STROKE



10 mins

Every 10 minutes, one person in Canada has a stroke³.

How are Canadians recovering?



Cancer mortality rates are declining for males under the age of 80 and for females under the age of 70⁵.



75%

Cardiovascular death rate in Canada has declined by more than 75 per cent – and nearly 40 per cent in the last decade⁴

92%



Rate of survival among patients hospitalized for a heart attack has increased to 92%⁶.

Why do Canadians need critical illness coverage?

Protect clients from the financial impact of a critical illness by providing them comprehensive critical illness coverage at competitive premium rates.

Source URL: <https://www.globalpacific.com/bulletins/empire-life/2015-02-25/vital-link>

How does Vital Link 100 compares?

- Consistently ranked #1⁶ ? Male & Female, Non-Smokers, ages 25 to 40, face amounts \$50,000, \$100,000 and \$150,000.
- Consistently ranked #2⁶ ? Male & Female, Smokers, ages 25 to 40, face amounts \$50,000, \$100,000 and \$150,000.

Check us out on LifeGuide.

²
1 Canadian Cancer Society, 2009. ³ Heart and Stroke Foundation, 2011. ⁴ Canadian Cancer Statistics 2011. ⁵ Statistics Canada 2011. Ranking based on
⁶
LifeGuide as of November 6th, 2014. Female, Non ?Smoker, age 35, face amount \$50,000, ranked 2nd.