

GROUP INSURANCE

How it Works Flexible Benefits

Promotion of flexible benefits

We are able to provide promotional literature which has been designed with our different products in mind. The literature includes:

Posters, flyers and case studies

These can provide:

- high level overviews of the benefits available
- how the individual can benefit by selecting the benefits
- support services which are available if benefits are purchased
- the cost involved

Videos and guides

These explain in more detail:

- the benefits
- claims processes

Bespoke literature

We are happy to amend any generic literature so that it carries customer specific:

- corporate names and logos
- benefits and costs
- benefit selection processes
- entry requirements and processes
- claims processes
- contact information

The collage features several promotional materials:

- INTRODUCING GROUP LIFE ASSURANCE FLEXIBLE BENEFITS FREQUENTLY ASKED QUESTIONS:** A poster with a purple background and a couple's hands clasped. It includes sections like 'What Group Life Assurance?' and 'How much do I have to pay?'
- PARTNER LIFE COVER NOW AVAILABLE FOR ALL EMPLOYEES!** A poster with a pink header stating 'PARTNER LIFE COVER PAYS A CASH LUMP SUM IF YOU LOSE YOUR HUSBAND, WIFE OR PARTNER.' It lists situations it can help with, such as paying off a mortgage.
- INTRODUCING INCOME PROTECTION INSURANCE FLEXIBLE BENEFITS FAQ:** A poster with a teal background and a person using a cane. It includes sections like 'What is Income Protection Insurance?' and 'How much do I have to pay?'
- CRITICAL ILLNESS COVER:** A large poster with a red and white color scheme. It features a 'How to go' section, a list of 13 core illnesses (e.g., Alzheimer's Disease, Cancer, Coronary Heart Disease), and a 'WHAT ELSE IS INCLUDED?' section. It also includes a 'SPECIALIST TREATMENT COVERAGE' section and a 'SIMPLY LOG INTO' section with a grid of options.



Our forms are available to download from our website: www.canadalife.co.uk/group

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