

Grow Your Business with SmartChoice® Critical Illness and Accident Insurance



In an ever-changing market driven by economic and regulatory issues, it is more important than ever to deliver protection and value at the employer and employee levels. That's why Reliance Standard now includes Critical Illness and Accident Insurance as part of its SmartChoice portfolio.

Critical Illness and Accident Insurance are the perfect complements to the SmartChoice benefits program. Both lines offer robust benefits and low premiums (in comparison to health insurance premiums) that can help fill in coverage gaps — particularly with high deductible health plans.

Critical Illness

Critical Illness offers coverage for a specified list of "triggers" or diagnoses at 3 different benefit levels. We also provide additional subsequent occurrence and recurrence benefits for critical illness diagnoses that fall under specific parameters. This plan design is based on thorough market study to determine the features most important to consumers as well as their employers, including needs that they may not even be aware of at the time of a critical illness diagnosis.

Accident

Accident coverage also has 3 distinct levels of coverage from which to choose. Each plan level provides established direct benefit payments for a myriad of different injuries, treatments and even surgeries. According to Eastbridge Consulting, while other voluntary coverages have experienced a decline in participation, participation rates for group accident have held steady at 21% for the last few years.

This coverage is designed to help reduce employee out-of-pocket deductible exposure when common accidental injuries occur.

– Pat Cassidy, AVP-Small Group Marketing
Reliance Standard

In the marketplace, accident insurance has been identified as a major differentiator among carriers. Industry experts believe if a carrier has a strong accident plan, it bodes well for consideration of the rest of the carrier's product portfolio.¹

Critical Illness and Accident Insurance are great complements to an already strong SmartChoice benefits portfolio. Making these new benefits available to your clients can help your bottom line, while giving clients the opportunity to make the SmartChoice!

¹Willis, Dave (2014). Rough Notes Accident Insurance: Timely Choice for Employers

This brochure is intended for use by agents and brokers only and is not intended for distribution to the general public.

Please note that SmartChoice Critical Illness is available in all states except FL, MD, MN, MT, NY & WA and SmartChoice Accident will be available in all states except FL, MN, MT, NY & WA. Also, the state of CO requires a minimum of 10 lives to participate in either coverage, while the state of MI requires a minimum of 5 lives to participate in either coverage.

Reliance Standard Life Insurance Company is licensed in all states (except New York), the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam. In New York, insurance products and services are provided through First Reliance Standard Life Insurance Company, Home Office: New York, NY. Product availability and features may vary by state.

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