



Stayin' Alive:

The case for trauma insurance

Cancer is on the rise but so too are survival rates – making trauma insurance increasingly relevant for your clients

The importance of trauma cover

In the course of a routine check-up, Anna's doctor discovered a ductal carcinoma in situ – meaning her breast had to be removed. With no history of cancer in the family, Anna had no reason to suspect this could happen to her. She didn't even have a noticeable lump. Luckily, Anna had taken out an ING Trauma policy 12 months earlier. In her letter to ING, Anna described her trauma policy cover as a 'lifeline sent from heaven'. These stories remind us how important advisers and insurers are in helping people cope with this terrible illness.



More Australians are being diagnosed with cancer

An estimated 78,857 new cases of cancer were diagnosed in Australia in 1996. By 2006, that figure had risen to 106,000, an increase of over a third – far outweighing the increase in Australia's population during that time.

This trend is expected to continue, with the total number of new cases projected to increase to around 115,400 in 2011. Sadly, one in three Australian males, and one in four females, can now expect to be diagnosed with cancer before age 75. The most common types of cancer are breast, colorectal, melanoma and lung.

The Australian Institute of Health and Welfare (AIHW) has predicted a decrease in terms of new diagnoses by 2011 in cervical cancer – with the number expected to drop from 735 new cases in 2001 to around 450 in 2011, or by around 37 percent.

Incidence rates are up, but so are survival rates

Some statistics to think about:

- 60% of Australian cancer patients will survive more than five years after diagnosis (63% of women and 57% of men).
- Breast cancer, the most common cancer in females, now reports five year survival rates of 84% - up from 72% a decade earlier.
- Other cancers to experience significant improvements in five year survival rates were Hodgkin's disease, up from 74% to 84%, and cancer of the kidney, up from 50% to 59%.
- Survival rates for colorectal cancer - the second largest cause of cancer deaths - increased from 51% to 59% for colon cancer, and from 50% to 58% for rectal cancer.

Give your clients the cover they need for cancer

With cancer incidence rates rising, your clients need to be more aware of the increasing risks. Trauma cover helps your clients pay for treatment costs and enables them to make real lifestyle changes. Help your clients and their families cope with diseases

like cancer, and explain the vital role insurance can play in a successful recovery.

¹ Cancer in Australia: an overview, 2006' – Australian Institute of Health and Welfare, June 2007

² Cancer incidence projections, Australia 2002 to 2011' – Australian Institute of Health and Welfare, August 2005

³ Cancer incidence projections, Australia 2002 to 2011' – Australian Institute of Health and Welfare, August 2005

⁴ 'Cancer survival in Australia, 2001' – Australian Institute of Health and Welfare, September 2001

Constructive Mentoring State Forum Events

Three representatives from Matrix Planning Solutions presented Financial Planning Workshops in a series of Work/Life Balance Forum events being held Australia wide.



The Forums are part of the Constructive Mentoring program, a government-funded mentoring scheme for women working in the building, design and construction industry. The Work/Life Balance theme reflected the needs of the program participants to seek harmony in their lives as busy working women (many with young families), and the speakers at each event touched on various topics of interest, including setting up a small business, ways to combat stress and maximise energy levels, and the value of mentoring.

Through monthly feedback forms sought throughout the program, Financial Planning was consistently nominated by a majority of the program participants as an area they wished to improve on in their own lives. Thus, Matrix Planning Solutions was asked to help shed some light on the subject!

Some of the key topics covered included: budgeting, wealth creation (through investments and superannuation) and the need for personal protection and forward planning.

The presenters who spoke at the events were:

Zelton Zinman (NSW – 24th July)
Vicki Hagley (WA – 28th July) and
Renate Tonks (SA – 3rd September).

All attendees were glad to hear the 'wake-up call' from the Matrix Advisers, with many vowing to make changes the very next day towards building a more secure financial future. Quite a few participants also took advantage of the free 1-hour consultation offered by each presenter.

The Constructive Mentoring team wishes to thank Allison Dummett and all of the Matrix presenters, for their co-operation and assistance.

