

Crisis Recovery Plan for men



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According to industry research¹, AIA Australia has one of the best Male Cancer definitions in the industry.

In Australia, almost 3000 men die of prostate cancer and around 18,700 new cases are diagnosed every year.² Each day about 32 men learn news that they have prostate cancer – tragically one man every three hours will lose his battle against this insidious disease.

If one of your clients was diagnosed with Prostate Cancer, wouldn't you want them to have the best possible insurance in place?

Why are we rated one of the best?

AIA Australia's Priority Protection Crisis Recovery Plan provides the full trauma benefit for all types of malignant prostate cancers including those classified as T1, or its equivalents.

T1: Clinically unapparent tumor not palpable nor visible by imaging

- T1a: Tumor incidental histologic finding in 5% or less of tissue resected (in prostatectomy)
- T1b: Tumor incidental histologic finding in more than 5% of tissue resected
- T1c: Tumor identified by needle biopsy (e.g. because of elevated PSA)

Speak to your local AIA Australia Sales Manager about how we can help you to offer your clients one of the best Crisis Recovery products in the market.

1 Proplanner: The policy will provide the full trauma benefit for all types of malignant prostate cancers including those classified as T1(a), T1(b) and T1(c)

2 <http://www.prostate.org.au/about-prostate-cancer.php>

3 Reference: <http://www.prostate.org.au/prostate-cancer-related-statistics.php>

Did you know?³

- **One in 9** men in Australia will develop prostate cancer in their lifetime.
- **Prostate cancer is the most common cancer** in Australian men and is the second most common cause of cancer deaths in men.
- The chance of developing prostate cancer increases:
 - as men get older
 - if there is a family history of prostate cancer. eg a man with a father or brother diagnosed with prostate cancer.
- Early, curable prostate cancer may not have symptoms. While younger men are less likely to be inflicted, they are more likely to die prematurely from it.
- Simple testing by a GP can detect prostate cancer.
- A recently published international study showed that **firefighters have a 28% higher risk** of prostate cancer.

To find out more about AIA Australia visit AIA.COM.AU

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