Vitality GENISTAR
Financial Freedom For All

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THE TRUE COST OF ILLNESS

WHY HOLISTIC PROTECTION MATTERS

Illness is rarely a single moment in time — it is an ongoing financial, emotional, and lifestyle disruption. Internal insights repeatedly highlight a critical truth: **it is illness, not death, that most often breaks a family financially**.

When clients imagine financial risk, they typically picture the worst-case scenario: dying prematurely. But most claims aren't due to death — they come from **long-term illness, reduced working capacity, and ongoing care needs**.

1. Loss of Income: The Hidden Drain
Loss of earnings is consistently the biggest financial hit following illness. UK data shows individuals typically lose **£1,400–£1,700 per year** after developing chronic illness, with household members also losing income due to care responsibilities.

Long-term sickness has pushed **700,000 people out of employment** since 2020, and two in five people with long-term illness lose at least 10% of income.

This is where Income Protection becomes vital. The industry-average IP claim lasts **4.5 years**, illustrating how long households often rely on replacement income.

2. Day-to-Day Costs That Escalate Quickly
Illness introduces unavoidable new expenses: hospital travel, childcare during treatment, home help, specialist prescriptions, and increased household costs such as heating. Typical early-stage costs can run **£10,000–£30,000+ in the first year alone**.

These pressures often deplete savings rapidly — a significant concern given that **11.5 million adults have less than £100 saved**, and one-third have under £2,000.

3. Why Serious Illness Cover Matters
SIC isn't just a lump-sum. It provides immediate capital to cover treatment, home adaptations, and living adjustments when clients need it most. Most importantly, **it pays while clients survive illness**, not after they pass away — addressing the real risk.





UPCOMING TRAINING

**links will be shared on the Genistar Information Hub*

Licensing Plus sessions:
4:30pm-6pm
April 21st, May 26th, June 23rd

- *Adviser Hub walkthrough*
- *How to build a quote*
- *Online application and underwriting*
- *Retention tips*

Workshops:
4:30pm-6pm

- April 7th – Session 1: Making the Most of Vitality
- May 12th – Building a Quote, Product Information and Overview
- June 9th – Quality and Compliance