



Critical Illness Direct

Cash benefits
paid directly to you
not your doctor or hospital

DID YOU KNOW?

62%

of bankruptcies in 2007
were due to illness ...

78%

of those filers had
health insurance.¹

Cash benefits can be used for:

- Co-pays or co-insurance
- Rent/mortgage
- Car payments
- Child care
- Everyday living expenses

A **critical illness** can strike suddenly and **disrupt your life** physically and financially. **Critical Illness Direct** offers seven affordable benefit level options that pay **lump-sum cash benefits** directly to you. The money can be used to **pay unexpected medical costs or everyday living expenses**.

Applying is simple and can be completed in minutes.

Critical Illness Direct At A Glance

- Pays up to a **\$60,000 lump-sum cash benefit** upon a diagnosis of a covered critical illness or qualifying event
- Benefits are paid directly to you - not your doctor or hospital
- Coverage is available for the whole family - you, your spouse and your kids
- Affordable premiums that do not increase as you get older with coverage **starting at \$2⁹¹ per month²**

Cash benefits paid directly to you. Apply today!

¹ The American Journal of Medicine, August 2009. | ² For 25 year old female, non-tobacco at \$10,000 benefit level.

CH CR ILL DIR SD 1113

Critical Illness Direct



Pays a lump-sum benefit upon a qualifying event or diagnosis listed below, subject to a 30-day waiting period.



Make sure you are protected with other popular SureBridge products:



Simplified Issue Term Life



Dental



Vision

BENEFIT OPTIONS

Qualifying Event paid at 100%

Advanced Alzheimer's, ALS, life threatening cancer, coma, (illness induced), heart attack, major organ transplant, stroke, end-stage renal failure.

\$10,000 \$15,000 \$20,000 \$30,000 \$40,000 \$50,000 \$60,000

\$10,000 \$15,000 \$20,000 \$30,000 \$40,000 \$50,000 \$60,000

Qualifying Event paid at 25%

Benign brain tumor, cancer in situ, coronary bypass.

\$2,500 \$3,750 \$5,000 \$7,500 \$10,000 \$12,500 \$15,000

MONTHLY PREMIUMS

35 Year Old Male	\$7 ⁸⁵	\$11 ⁷⁷	\$15 ⁶⁹	\$23 ⁵⁴	\$31 ³⁹	\$39 ²⁴	\$47 ⁰⁸
35 Year Old Female	\$5 ²⁷	\$7 ⁹⁰	\$10 ⁵⁴	\$15 ⁸¹	\$21 ⁰⁷	\$26 ³⁴	\$31 ⁶¹
40 Year Old Male	\$11 ²¹	\$16 ⁸²	\$22 ⁴²	\$33 ⁶³	\$44 ⁸⁴	\$56 ⁰⁵	\$67 ²⁶
40 Year Old Female	\$7 ⁸⁵	\$11 ⁷⁷	\$15 ⁶⁹	\$23 ⁵⁴	\$31 ³⁹	\$39 ²⁴	\$47 ⁰⁸

This is only an illustration of benefit and premium options per non-tobacco covered person. Benefits reduce by half at age 70.

Consumer Preferred Status: Based on 22% of applicants selecting the \$10,000 benefit level (4/2013).

Apply today for Critical Illness Direct and get cash to help cover your expenses while you recover

This brochure provides only summary information. The information contained herein is accurate at the time of print. This plan is not intended as a replacement for accident and sickness health insurance and should not be construed as such. For a complete listing of benefits, exclusions and limitations, please refer to your Policy. In the event of any discrepancies contained in this brochure, the terms and conditions contained in the Policy documents shall govern. A specified disease/condition and major organ transplant Policy, Form CH-26113-IP (01/10) SD.

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CRITICAL ILLNESS DIRECT: OTHER IMPORTANT INFORMATION

Definitions:

- **Pre-Existing Condition** means a medical condition not excluded by name or specific description for which: 1) medical advice, consultation, or treatment was recommended by or received from a legally qualified physician within the **12 month** period before the effective date of coverage; or 2) symptoms existed which would cause an ordinarily prudent person to seek diagnosis, care or treatment within the **12 month** period before the effective date of coverage.
- **Qualified Event** means one of the diseases, conditions or procedures listed which occurs while the Policy is in force and for which positive diagnosis is made by a legally qualified physician based on diagnostic criteria generally accepted by the medical profession.

Coverage Information:

- **COVERAGE BEGINS:** Chesapeake requires evidence of insurability before coverage is provided. Once Chesapeake has approved your application and you have paid your premium, coverage will begin on the Policy date shown in the Policy schedule.
- **TERMINATION OF COVERAGE:** Your coverage will terminate and no benefits will be payable under the Policy: At the end of the month for which premium has been paid | On the date the lifetime maximum benefit amount has been reached | At the end of the month following the date of our receipt of your request of termination | On the date of fraud or material misrepresentation by you | On the date we elect to discontinue this plan or type of coverage or all coverage in your state | On the date an insured person is no longer a permanent resident of the United States | On the date you reach age 75 | Your dependent's coverage will terminate at the end of the month following the date such dependent ceases to be an eligible dependent. Premium will only be refunded for any full months paid beyond the termination date.

THE CHESAPEAKE LIFE INSURANCE COMPANY®

A Stock Company
(Hereinafter called: the Company, We, Our or Us)
Home Office: Oklahoma City, Oklahoma
Administrative Office: P.O. Box 982010
North Richland Hills, Texas 76182-8010
Customer Service: 1-800-815-8535

SPECIFIED DISEASE/CONDITION AND MAJOR ORGAN TRANSPLANT POLICY OUTLINE OF COVERAGE FOR POLICY FORM CH-26113-IP (01/10) SD

1. The coverage is designed only as a supplement to a comprehensive health insurance Policy and should not be purchased unless You have this underlying coverage.
2. **READ YOUR POLICY CAREFULLY!** This Outline of Coverage provides a very brief description of some of the important features of Your Policy. This is not the insurance contract and only the actual Policy provisions will control. The Policy itself sets forth, in detail, the rights and obligations of both You and Us. It is, therefore, important that You **READ YOUR POLICY CAREFULLY.**
3. **SPECIFIED DISEASE/CONDITION AND MAJOR ORGAN TRANSPLANT POLICY** – Specified disease coverage is designed to provide restricted coverage paying benefits **ONLY** when certain losses occur as a result of a Qualifying Event. **Coverage is NOT provided for basic hospital, basic medical-surgical, or major medical expenses or loss from Injury or accident.**
4. **SCHEDULE OF BENEFITS –**

LIFETIME MAXIMUM BENEFIT AMOUNT

Primary Insured: ☐ \$10,000 ☐ \$15,000 ☐ \$20,000 ☐ \$30,000
☐ \$40,000 ☐ \$50,000 ☐ \$60,000

Dependent spouse: ☐ No Benefit ☐ \$10,000 ☐ \$15,000 ☐ \$20,000
☐ \$30,000 ☐ \$40,000 ☐ \$50,000 ☐ \$60,000

Dependent child(ren): ☐ No Benefit ☐ \$10,000 ☐ \$15,000 ☐ \$20,000
☐ \$30,000 ☐ \$40,000 ☐ \$50,000 ☐ \$60,000

WAITING PERIOD: 30 days from the Effective Date of Coverage.

QUALIFYING EVENT

BENEFIT PERCENTAGE

Advanced Alzheimer's Disease	100%* of Lifetime Maximum Benefit Amount
Amyotrophic Lateral Sclerosis	100%* of Lifetime Maximum Benefit Amount
Benign Brain Tumor	25%* of Lifetime Maximum Benefit Amount
Cancer In Situ	25%* of Lifetime Maximum Benefit Amount
Coronary By-Pass	25%* of Lifetime Maximum Benefit Amount

***THE BENEFIT PERCENTAGE WILL BE REDUCED BY ONE-HALF ON THE DATE AN INSURED PERSON REACHES AGE 70.**

QUALIFYING EVENT**BENEFIT PERCENTAGE****End Stage Renal Failure**100%* of Lifetime Maximum
Benefit Amount**Heart Attack**100%* of Lifetime Maximum
Benefit Amount**Illness Induced Coma**100%* of Lifetime Maximum
Benefit Amount**Life-Threatening Cancer**100%* of Lifetime Maximum
Benefit Amount**Major Organ Transplant**100%* of Lifetime Maximum
Benefit Amount**Stroke**100%* of Lifetime Maximum
Benefit Amount***THE BENEFIT PERCENTAGE WILL BE REDUCED BY ONE-HALF ON THE
DATE AN INSURED PERSON REACHES AGE 70.**

5. **BENEFITS** - Upon receipt of proof of a Qualifying Event, We will pay the Benefit Percentage of the Lifetime Maximum Benefit Amount, as shown in the POLICY SCHEDULE – SCHEDULE OF BENEFITS provided that the Qualifying Event occurred after the Waiting Period set forth in the POLICY SCHEDULE – SCHEDULE OF BENEFITS.

The Benefit Percentage shown in the POLICY SCHEDULE – SCHEDULE OF BENEFITS, will be reduced by one-half on the date an Insured Person reaches age 70.

In no event will We pay more than the Lifetime Maximum Benefit Amount during an Insured Person's lifetime.

6. **EXCLUSIONS AND LIMITATIONS** – We will not provide any benefits for any loss caused by, resulting from or in connection with:

1. An Injury or accident;
2. Any act of war, declared or undeclared;
3. Active military duty in the service of any country;
4. Participation in a riot, civil commotion or insurrection;
5. Suicide, attempted suicide, or any intentionally self-inflicted injury, while sane or insane;
6. Payment for care for military service connected disabilities for which the Insured Person is legally entitled to services and for which facilities are reasonably available to the Insured Person and payment for care for conditions that state or local law requires be treated in a public facility;
7. Experimental or investigational medicine;
8. Intentionally medically induced Qualifying Event, except in the case of Major Organ Transplant;
9. Cosmetic surgery;
10. Directly or indirectly engaging in an illegal occupation or illegal activity or Your being incarcerated; or
11. Committing or trying to commit a felony.

Benefits will not be payable for:

1. Any Qualifying Event caused directly or indirectly by Acquired Immune Deficiency Syndrome (AIDS) or AIDS related complex;
2. Any condition that is not Diagnosed as a Qualifying Event, as defined herein;
3. Loss resulting from any other disease, sickness or incapacity, other than loss resulting from a Qualifying Event, as defined herein. This includes any other disease or incapacity which may have been complicated or directly or indirectly affected or caused by a Qualifying Event or as a result of treatment of a Qualifying Event; or
4. Any amounts in excess of the Lifetime Maximum Benefit Amount.

Pre-Existing Condition Limitation for a Qualifying Event occurring during the Waiting Period

If a Qualifying Event occurs during the Waiting Period, You must elect (a.) whether the Policy is to be voided and a full premium refund issued, or (b.) if the Policy is to remain in force. If the Policy remains in force, the diagnosed Qualifying Event will be subject to a 12 month Pre-Existing Condition limitation beginning from the Effective Date of Coverage.

7. **RENEWAL CONDITIONS.** The Policy is guaranteed renewable to age 75, subject to the Company's right to discontinue or terminate the coverage as provided in the TERMINATION OF COVERAGE section of the Policy. The Company reserves the right to change the applicable table of premium rates on the Class Basis.
8. **PREMIUMS.** We reserve the right to change the table of premiums, on a Class Basis, becoming due under the Policy at any time and from time to time; provided, We have given You written notice of a least 31 days prior to the effective date of the new rates. Such change will be on a Class Basis.

Navigate life's twists and turns with the SureBridge portfolio of supplemental and life insurance products



Dental



Vision



Accident Direct



Income Protection Direct



Accident Disability Direct



CancerWise®



Critical Illness Direct



Hospital Confinement Direct



Critical Accident Direct



ProtectFit Plus



Accident Companion



Final Expense Whole Life



Simplified Issue Term Life

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For more information on SureBridge's
supplemental insurance products, please visit

www.SureBridgeInsurance.com



SureBridgeInsurance.com

800-815-8535

Weekdays, 8am to 5pm in all time zones

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