



## Optional Life Insurance

together  
we're there

Group Benefits | [www.sunlife.ca](http://www.sunlife.ca)



# my life my plan

## An integral part of a comprehensive benefits plan

You know how hard your plan members work to take care of their loved ones – to provide them with a home, a comfortable lifestyle and the means to achieve their goals.

Maintaining this level of financial security is a big responsibility that takes careful planning. As an employer, you have the opportunity to help plan members protect their loved ones and make their families' dreams for the future a possibility.

Your benefits program plays a critical role in enhancing your plan members' well-being and building loyalty. Optional Life Insurance will complement your existing program - at no additional cost to you.

You choose the plan design, the amount of coverage you'd like to offer your plan members and whether to include spousal coverage. By offering plan members yearly renewable term group insurance at affordable rates, you'll increase plan member goodwill, improve loyalty and productivity and enhance your recognition as an employer of choice. Including Optional Life Insurance as part of your benefits program will provide additional protection to your plan members and their families, when they need it the most.



## Keeping it personal

Our Optional Life Insurance enrolment kits are simple and straightforward, helping your plan members make the best choice as quickly and easily as possible.


To make the best decisions for themselves and their families, your plan members need to know what Optional Life Insurance is all about. Each enrolment kit contains a detailed brochure to help plan members think about their individual needs and options.

### **Personal Approach**

Every plan member will receive an enrolment kit, personalized with their name, through interoffice mail to ensure the packages aren't lost in the everyday clutter of home mailboxes.

### **Personal Touch**

Our goal is to help plan members get the coverage they need. To ensure they don't miss the enrolment deadline, we'll send them a reminder before their application is due.



## The right tools to build the right plan

Getting the coverage your plan members need should be easy – and we've made sure it is. Our Optional Life Insurance enrolment kits have everything they'll need to choose the best options for themselves and their families:



### Personalized, sponsor endorsed letter

The letter's personalized touch grabs plan members' attention and provides them with coverage options and premium details specific to their individual circumstances.



### Informative brochure

The easy-to-follow brochure explains the value of Optional Life Insurance and provides a work sheet to help the plan member choose the coverage that's best for them.



### Appropriate forms and postage-paid envelopes

Plan members simply fill out the included forms, seal them in the postage-paid envelope, and drop them in the mail. For online enrolment, we'll tailor the kits with appropriate instructions.



### Enrolment reminder

We make sure plan members don't miss out. This reminder encourages them to act before their enrolment deadline.

It's easy to help plan members get the coverage they need: you just have to give them the right tools.

## We'd like to tell you more

If you'd like to know more about how our Optional Life Insurance can enhance your benefits program for plan members, please contact your Sun Life Financial group representative.

## Giving plan members more

It's likely most of your plan members already recognize their need for life insurance. The problem is most are unsure of the amount of coverage they need. We're here to help! We provide plan members with information and tools to help them determine how much coverage is right for their personal situation.

Plus, plan members can convert their group coverage to an individual policy (maximum \$200,000) offered by Sun Life Assurance Company of Canada, should their employment end.

## Value for plan members, value for you

Optional Life Insurance offers some significant "pluses" including:

- n Plan designs that can be customized to meet your group's specific needs
- n Easy-to-understand coverage terms and conditions
- n Competitive rates - our Optional Life offers plan members the advantage of 'group buying power'. Plans are renewable on an annual basis.

## About Sun Life Financial

A market leader in group benefits, Sun Life Financial serves more than five million people in over 10,000 corporate, association, affinity and creditor groups across Canada. Our core values — integrity, service excellence, customer focus and building value — are at the heart of who we are and how we do business. Our extensive products, services and technology enable us to tailor group benefit programs to meet virtually any customer's needs competitively and cost-effectively.

Sun Life Financial and its partners have operations in key markets worldwide including Canada, the United States, the United Kingdom, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda.

Group Benefits are offered by Sun Life Assurance Company of Canada, a member of the Sun Life Financial group of companies.

Printed in Canada  
GB10055-E-08-07