



LV= Life and Critical Illness cover

Supporting you and your family through life changing moments.

Client Guide



Life changing cover, for life changing events

What is Critical Illness cover?

Almost everyone knows someone who has been affected by a life-changing condition such as cancer, stroke, heart disease or a serious accident. While you might not want to imagine this happening to you or those you care about, it's more common than you think.

Critical Illness cover is a type of insurance policy where you pay a regular monthly premium, in return for being covered for a lump sum of money. In the event that you are diagnosed with one of the listed conditions during the policy period, Critical Illness cover will pay a one-off payment to help you protect your home, family and lifestyle when you need it most.

Why do I need Critical Illness cover?

Many are unprepared against the impact a life-changing event like this could have on their finances, emotional state, overall lifestyle and importantly, their family.

On average, people are £570 worse off after being diagnosed with a serious condition.

Source: Macmillan Cancer Support.

2 in 5 parents have had to take time out of work to take care of an ill child.

Source: MetLife, 2018.

After the diagnosis of a life-changing condition, your financial commitments don't usually stop and you'll still need to keep up with outgoings such as mortgage or rent, bills and living costs.

Although you might be entitled to state benefits, it is often not enough to replace your income. Added costs such as hospital visits, child care and needing to take time out of work can all result in additional financial pressures during an already challenging situation. Have you considered whether your partner or dependents will be able to cope financially if the unexpected happen?

Critical Illness cover can help to protect your lifestyle by providing a much needed breathing space, so you don't have to worry about what will happen to your home or building up debt.



Our insurance policies are for protection purposes only, and have no cash in value at any time. If you stop paying premiums your cover ends and you get nothing back.

Life changing illnesses, are you at risk?

You may think you're not going to get ill, especially with a life changing illness.

In 2018, 80%* of all Critical Illness claims we paid at LV=, were paid out on just 3 main types of illness;

1. Cancer
2. Heart related conditions
3. Stroke

Source: Association of British Insurers.

Things can go wrong...



- 1 Cancer Research UK, <https://www.cancerresearchuk.org/health-professional/cancer-statistics/risk>, Accessed 01/20
- 2 Stroke association UK, State of the Nation report (2018)
- 3 British Heart Foundation, UK factsheet - December 2019



A life changing illness won't just affect you medically

- Think about the **financial** implications – your mortgage, your bills, your hobbies and your lifestyle.
- How would this affect you **emotionally**? Times will be hard, not just on you, but on your family too.
- Linking to all 3 things, medical, financial and emotion; the state of your **mental health** will be impacted. Critical Illness can offer peace of mind for your financial situation, and we'll aid you with tools and services to support you and family in a time of need, after all, that's what we're here for.

Did you know?

Two thirds of people with a long-term physical health condition suffer from a mental health problem

Coming to terms with the diagnosis of a life-changing condition can be extremely difficult for the individual, and the people in their lives. Learning to adapt to managing symptoms, health care environments and undergoing procedures can be an isolating experience. It's often a period of uncertainty and worry over the future, all of which can impact on mental health.

We strongly believe that mental health is just as important as any physical condition. Our Critical Illness cover goes beyond the financial benefit, supporting you emotionally during this life change, through counselling and other mental health services

(Source: NHS)

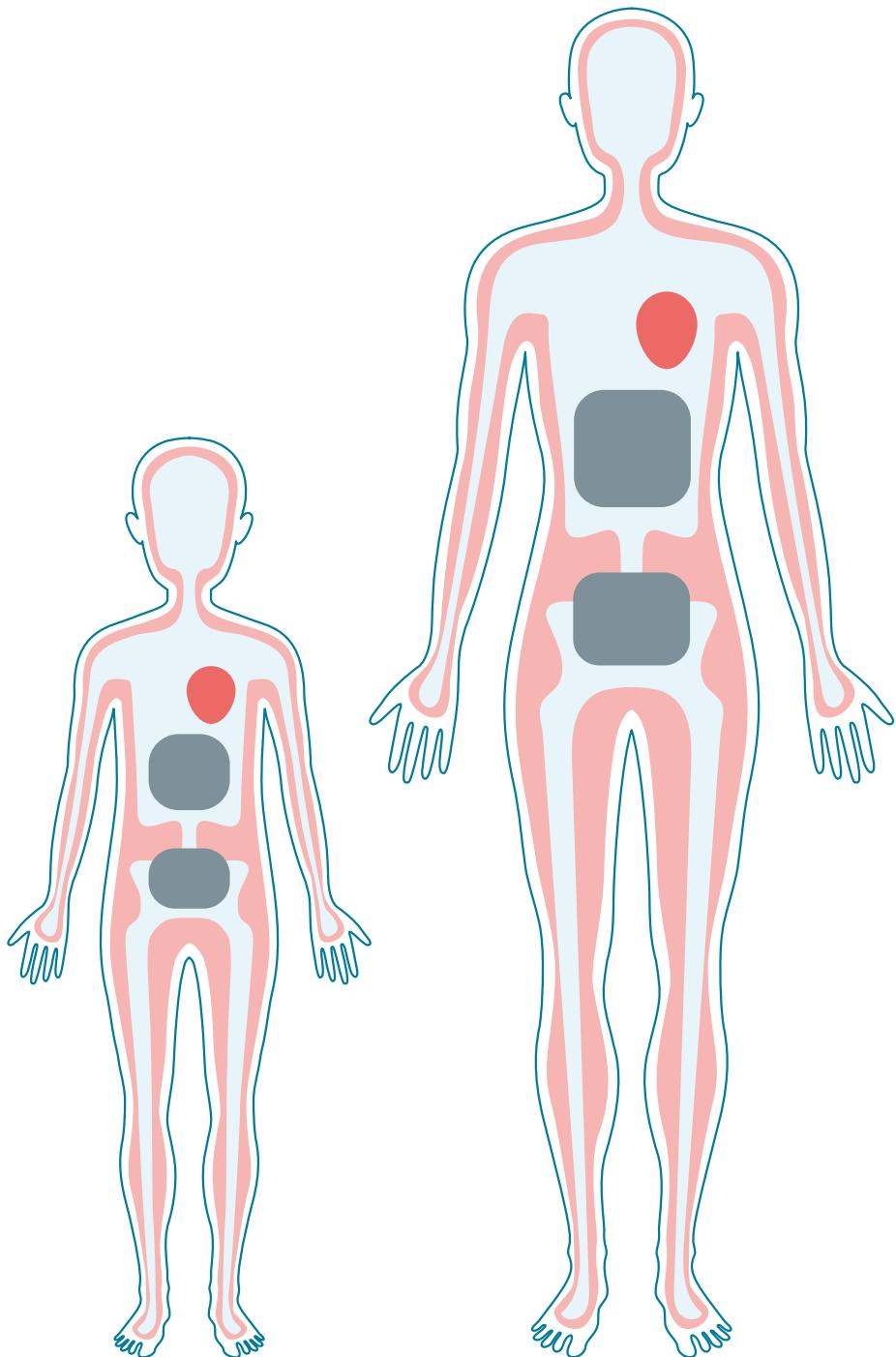


You'll want to be supported with an insurer who will help you throughout the life of your policy, at point of claim; medically, financially and emotionally and beyond claim with life-long support for you and your family.

Introducing LV= Life and Critical Illness cover

We offer Critical Illness cover as part of our Combined Life and Critical Illness policy, which will pay out a lump sum if you die, or are diagnosed with one of a number of listed critical illnesses during the term of the policy. It's important to understand that you are only covered for the illnesses that we list in your policy conditions, and no others.

We understand that product jargon, especially conditions covered, can be confusing and overwhelming. To help you, we've grouped our conditions together to help you identify exactly what we cover.



This diagram is for illustrative purposes only. For more information on what's covered, please refer to your Policy Conditions.

We'll also protect your family against the unimaginable

Nobody wants to think about their child being diagnosed with a life-changing condition. Sadly on rare occasions this can happen, causing devastation to their loved ones. Our Critical Illness cover also offers support to the wider family through Children's Critical Illness cover, protecting any current or future children from birth up to your child's 23rd birthday.

Comprehensive cover for you

Our Life and Critical Illness cover will cover you against 87 conditions, including 49 full payment and 38 additional payments (20 of these additional payments are covered under 1 additional payment condition 'Less advanced cancers'). This is a summary of what is covered, for further detail please refer to your policy conditions.

Please note this information refers to our Combined Life and Critical Illness policies with policy condition reference MIMICI25LG or MIMICI25LR, which you can find on your policy schedule. Please note for Critical Illness or Combined Life and Critical Illness policies with a policy different condition reference, please refer to your policy conditions to check what you are covered for.

49

Full payment conditions

We cover 49 conditions and illnesses, these are also known as 'full payment conditions'.

The top 3 conditions paid out in the UK are for cancer, heart related conditions and strokes, and these are covered within our 49 full payment conditions (Source: ABI).

For full payment conditions we will aim to pay out the full amount of cover, and you then choose what you wish to spend the money on. You could pay off part, or all of your remaining mortgage, pay bills, outstanding debts or make alterations to your home.

The payment is designed to help you in a time of need, and support you through your life changing journey.



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Additional Payments

Our additional payments will pay an amount equal to the lower of 50% of your cover or £30,000 for claims that qualify. This payment is made in addition to your cover, and won't reduce your overall cover amount if you need to claim in the future. We want you to have peace of mind knowing if you were to suffer one of our full payment conditions in the future, you'll still be covered.

As we know, medical enhancements have now made it possible to make a full recovery from some less severe conditions such as non-invasive cancer; however the financial impact is still likely to be significant.

17

Enhanced claim payments

We cover 17 enhanced claim payment definitions. This means we'll pay you twice your original amount of cover, up to a maximum of £200,000 on top of your cover, if your claim meets one of the 17 definitions listed.

Supporting you through a life changing accident

For 10 full payment conditions we'll pay you twice your amount of cover up to an additional £200,000, on top of your original cover. This applies if the cause of the claim is as a direct result of an accident.

The ten definitions we'll pay twice your amount of cover are:

- **Blindness** – permanent and irreversible
- **Brain injury due to trauma, anoxia or hypoxia** – resulting in permanent symptoms
- **Coma** – with associated permanent symptoms
- **Deafness** – permanent and irreversible
- **Loss of hand or foot** – permanent physical severance
- **Loss of independent existence** – unable to look after yourself again
- **Loss of speech** – permanent and irreversible
- **Paralysis of limb** – total and irreversible
- **Surgical removal of an eyeball**
- **Third degree burns** – covering 20% of the body's surface area or affecting 20% of the area of the face or head



Jennifer* suffered from a head injury as a result of an accident on a bus journey. This sadly resulted in a long-term brain injury, causing her permanent issues. We paid the claim under the enhanced claim benefit.

*This case study is a real claim we paid in 2018, the name and photo are used for illustrative purposes only

Life changing neurological conditions

As part of our Life and Critical Illness Cover we cover 4 neurological conditions if you're diagnosed under the age of 55. We'll pay you twice your amount of cover, up to a maximum of £200,000 on top of your cover.

Being diagnosed with a condition such as Parkinson's or Alzheimer's is most common over the age of 65, and whilst the diagnosis is just as devastating, the financial impact is usually less, as you're more likely to have low, or no mortgage and no financially dependent children. (Source: Alzheimer's Society)

Diagnosis at a younger age does happen and the financial impact can be critical.

The four definitions we'll pay twice your amount of cover are:

- **Alzheimer's disease or other forms of dementia** – resulting in permanent symptoms
- **Motor neurone disease and specified diseases of the motor neurones** – resulting in permanent symptoms
- **Parkinson's disease** – resulting in permanent symptoms
- **Parkinson's Plus Syndromes disease** – resulting in permanent symptoms

Enhanced organ benefit

We offer an enhanced benefit that will cover twice your amount of cover, up to £200,000 if you suffer one of the following 3 conditions and meet the definition:

- **Major organ transplant** – from another donor
- **Liver failure**
- **Severe lung disease**

Example of how this works:

Mrs White* has critical illness cover of £100,000 and has been placed on a NHS UK waiting list to have a complete kidney transplant.

She'll receive a payment from us of £200,000

*This is an example of how this benefit works. The name and photo is for illustrative purposes only.



Cancer

Cancer (also known as a malignant tumour) is a disease where normal cells change and grow in an abnormal way. If left untreated, these cells can destroy the surrounding healthy cells and also spread to healthy cells in other parts of the body.

Each year 363,000 people get diagnosed with Cancer.

(Source: Cancer Research UK)

How we can help

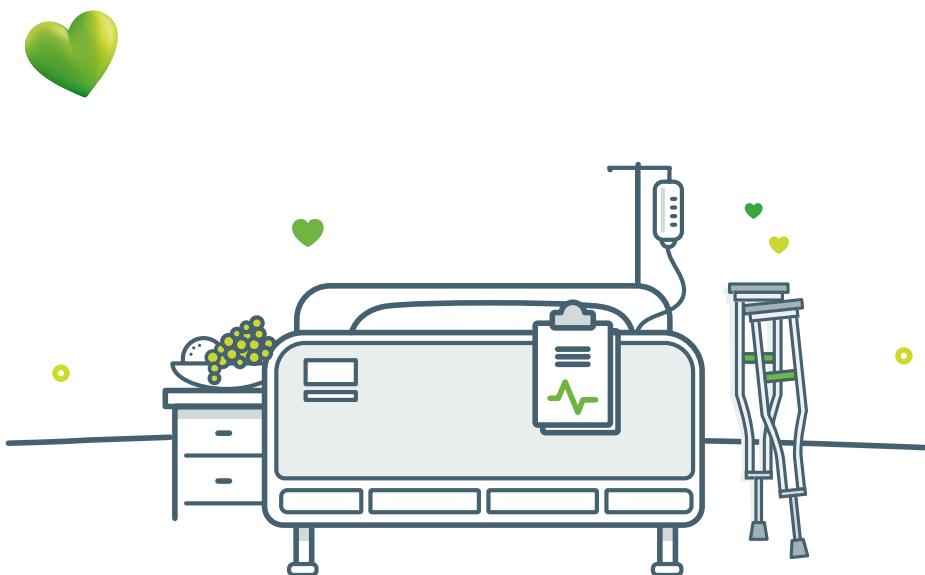
We understand that people worry about them or someone in their family getting cancer, and as Cancer is the reason most people claim on our Life and Critical Illness cover, we want to ensure we're supporting you throughout a cancer journey from diagnosis, to treatment and beyond.

- ✓ We offer a wide coverage of cancer through our full and additional payment definitions

Cost of diagnosis of cancer payment

To support you through the diagnosis of cancer, if your condition and treatment meets the criteria for any of the cancers covered by this policy (and has not been listed as an exclusion) we'll pay you £1,000 when we receive evidence of your cancer diagnosis. We'll just need a copy of the diagnosis letter from your consultant showing the histological classification of the cancer and details of your proposed treatment.

This payment is to help with any costs you may be facing following your diagnosis (such as hospital travel, childcare or time off of work). Receiving this payment doesn't guarantee we'll go on to pay your claim under a full payment condition or an additional payment condition as your final diagnosis and actual treatment may not meet the definition of the condition you're claiming for. This payment does not reduce your amount of cover, it acts as an additional payment.



Protecting what matters most in life

Children's cover for now and the future

No one wants to ever imagine life changing illnesses or accidents happening to their child, but sadly these can happen. With LV+, your child is automatically included within our critical illness cover, and at no additional cost. What's more, if you don't have children now, they'll still be covered if you do in the future.

Holding your child's hand, throughout their life...

- We will cover your children at no extra cost, from birth until their 23rd birthday (including step and legally adopted children).
- Children are covered for 85 conditions which includes full and additional payment conditions. Any payments made are not deducted from the original cover value.
- We'll pay 50% of your cover up to a maximum of £25,000 for a single policy.
- If the claim is against one of the 10 specified conditions and, as a direct result of an accident, we'll double the payment you would have received for a normal child claim, up to a maximum of £50,000.
- For 3 conditions we'll pay double the payment you would have received for a normal child claim (up to £50,000), if your child is diagnosed with either of the following conditions: major organ transplant, liver failure or severe lung disease.
- We cover congenital conditions, including heart and kidney problems, and do not require a 14 day survival period to pay your claim.
- We'll pay £5,000 towards the cost of your child's funeral, if the worst were to happen. This is covered from birth to your child's 23rd birthday.

Children won't be covered if you were aware of an increased risk of the condition or they were suffering from symptoms of the condition before the policy started. They also won't be covered if the condition was a result of self-inflicted injury, the taking of drugs, alcohol or solvent abuse, or if there was unreasonable failure to follow medical advice.

Enhanced claim payments – double accident cover

We all know that accidents happen, especially when we consider children. If you needed to make a claim for your child against one of our 10 specified conditions which occurred as a direct result of an accident, we'll pay you twice the amount of cover, up to £50,000.

The extra money provides you with a financial cushion to allow you to take time away from work, or make changes to your home and lifestyle, so you can give maximum support to your child and the rest of the family.

Your child (or future child) will be covered up to age 23
for our 10 specified accidents (up to £50,000)



Supporting your child into adulthood (16-23)

From cradle to 23

We understand a lot can happen in your child's life from birth until 23. Throughout this term we're supporting them with comprehensive cover should they suffer a life changing illness, or accident.

However, we understand that many other bumps in the road occur, and could impact your child's life in different ways; especially between the ages of 16 – 23. During this age they'll be many exam, relationship, social, financial and other pressures, this will impact them, and you.

Helping older children through challenging times with our Member Care Line:

Our Member Counselling Line provides valuable day-to-day support for dependents from age 16 to 23 years old*. It's available 24/7, entirely confidential and free of charge to our members and their families. This can prove a valuable lifeline, offering caring support and advice from a trained professional for older children about the pressures of education, social issues and growing into adult life.

We've got many tools to support you both through what can be challenging times:

Access to an online hub where both parent and child are able to find digestible material to help understand what's going on in their world – but to aid you with the tools you need to spot pressures and best deal with them

We want to ease the burden of everyday life for you and your teenage child, and believe these services will help you to identify issues early, and get the support you both need.

An example of how this works:

A child is suffering with the pressures of social media, and it is causing anxiety in the household. The parents notice that their child is subdued, eating less and getting snappy.

The parents use the hub to find out information about social media, eating disorders and identifying anxiety. They point their child in the direction of the LV= Member Care Line.

The child calls the helpline in private to discuss issues, books in further sessions, and finds ways to ease the pressure moving forward.



Supporting your child beyond age 23

We recognise that as children grow older, they may be in limbo and without insurance when they come off of their parent's policy, until they purchase their first home, or have a child.

Therefore, to bridge the protection gap we're offering the 23 year old child the option to take out their own policy without the need for medical underwriting.

- ✓ **They'll have the option to take out up to £25,000 (50% of the parent's cover subject to a maximum cover of £25,000 under the new policy). Where this option is used under more than one policy, the total combined cover for all new policies using this option is limited to £50,000 for that child.****

This isn't available if we've already paid a children cover claim for that child under any critical illness policy held with us.

*Dependents must be in full time education, aged 16 to 23, living in the same address

**Their policy will be based on the new business product and pricing at the time of purchase

More than an insurance policy

Supporting you at every stage

We believe that Protection goes beyond just the financial pay out, from the moment you take out your policy through we'll be here to support you every step of the way.

LV= Doctor Services

We know as lives get busier, it can be difficult to find time to keep on top of your health. When you take out a Protection policy with us, you'll get immediate access to LV= Doctor Services.

This gives you fast and convenient use of six expert medical services in one easy to use app or by phone request:



Remote GP

Speak to any UK doctor to talk through any health concerns by video or phone consultation up to 5 times a year.



Prescription Services

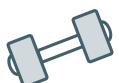
Get a private prescription without the need to visit your local GP.



Second Opinion

After being diagnosed with a serious illness, it's understandably a time of uncertainty and worry for you and your loved ones. To help, we can offer a Second Opinion service through LV= Doctor Services*. Getting a Second Opinion on a diagnosis or treatment plan can provide reassurance and support when it matters the most and although it may not mean a change in diagnosis, it may present a choice of treatments plans to consider.

Recently we also made Second Opinion available to all our customers at claim and at no extra cost, to support our customers during a truly challenging time.



Remote Physiotherapy

Get remote access to up to 5 free sessions with a UK trained physiotherapist and receive a bespoke treatment plan.



Remote Psychological Services

Get remote access to up to 5 free sessions of mental health support from a network of highly trained therapists



Discounted health MOTs

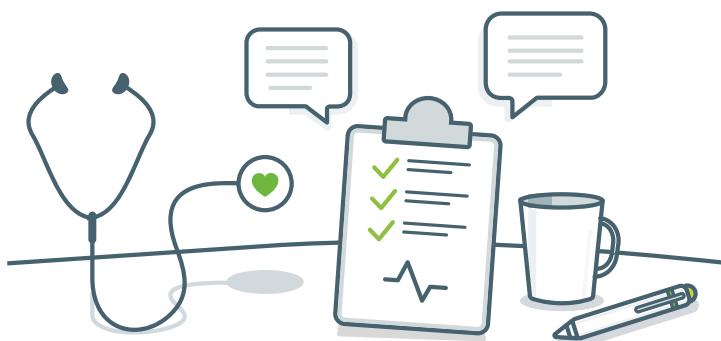
Provides an assessment of overall health, identifying any health risks and areas of improvement.



LV= Doctor Services is a doctor in your pocket, helping you to look after your health, whatever your medical concern, wherever you are.

LV= Doctor Services is a non-contractual benefit and can be changed or removed at any time.

LV= Doctors Services is provided by Square Health Limited. This service is not regulated by the Financial Conduct Authority or the Prudential Regulation Authority.



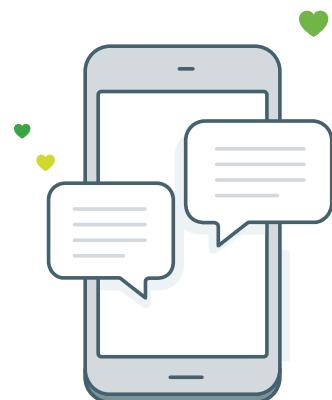
Member Benefits

When you take out a Life and Combined Critical Illness policy with us, you'll agree to become an LV= member. As a mutual company, we're owned by our members, and we can continue to invest in supporting them through life. Being a member of LV= offers unique benefits including:

Member Care Line

You'll get exclusive access to our 24/7 Member Care Line, which offers free and unlimited access to nurses, trained counsellors and lawyers.

- **Counselling services** – Private counselling services can be expensive, and waiting lists for NHS-funded counselling are often lengthy. With our Member Care Line you can speak to a qualified counsellor whenever you need to, who can support you on a wide range of issues including emotional worries, relationship difficulties and stress or anxiety caused by a recent life-changing diagnosis.
- **Health advice** – You can speak to a medical professional around the clock for practical help on anything you are worried about, from everyday health concerns through to support or advice on a diagnosis.
- **Legal advice** – Our legal advice line is run by a team of fully qualified solicitors and legal executives, without the associated costs. You can get advice on a number of areas including general law, property-related issues, wills and probate and family law.



Member Support

We understand that in life, a number of challenges can be thrown your way which can make it hard to cope. In times of financial hardship, you can apply for additional support through our Member Support fund*. This could be used to fund specialist equipment following an accident, or adapting the home following a life-changing diagnosis.

*You must be an LV= Member for a year to be eligible to apply.

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These services are not regulated by the Financial Conduct Authority or the Prudential Regulation Authority.

Support at claim

Claiming on your Critical Illness cover

In 2018, we supported over 300 families following a life-changing diagnosis. We paid over £24 million to help during this difficult time.

When you need to claim on your Critical Illness cover, we understand it's a distressing period for you and those you care about. That's why we're here to support you at every stage, and committed to making the claims process as quick and simple as possible.

We'll assign a dedicated claims assessor to handle your claim from the start through to end, and give you their direct contact details so you can contact them whenever you want to discuss their claim. We believe having a consistent point of contact, who best understands your situation, can make a real difference during such a difficult time.

If you would like more information on LV= Life and Critical Illness cover, please speak to your financial adviser.





You can get this and other documents from us in Braille, large print or on audio by contacting us.

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