

SMART Comparitor's Pierian Spring eNewsletter  
Coronary disease – threat for teenagers – Late March 2009



**Phone: 02 9701 0027**

**Mobile: 0411 111 640**

Greetings Folks

We sincerely hope that everyone enjoyed the last issue of the Pierian Spring eNewsletter, especially the emails received from some of our avid readers, expressing their point of view.

If you have missed this eNewsletter, it can be located at  
[www.smartcomparator.com.au/enews](http://www.smartcomparator.com.au/enews)

It appears so far, that this year will be dedicated to the Trauma policy and the lack of understanding that may be had towards the definitions and their implications on the payment of a claim or lack thereof.

In this issue, we will continue with the new concept of “dial a disease” trauma policy.

Upon reading The Sydney Morning Herald on Thursday, January 15, 2009, we came across an article titled Coronary disease threat for teenagers.

If you would like to read this well written and informative article, simply click on the following link [www.smartcomparator.com.au/articles/CoronaryDisease.pdf](http://www.smartcomparator.com.au/articles/CoronaryDisease.pdf)

Our immediate thoughts were boulder dash – teenagers suffering from Coronary disease.

We continue reading the article and the first few lines state that “almost 1/3<sup>rd</sup> of young teens show physical signs that raise their risk of heart disease later in life”.

We pause and reflect on the “new type” of policies currently being introduced to the Australian market. At that time we decided to keep this article for a future edition of our eNewsletter, and here it is.

To continue reading our newsletter click on the following link  
[www.smartcomparator.com.au/enews/Coronary\\_disease – threat for teenagers –  
Late March 2009.pdf](http://www.smartcomparator.com.au/enews/Coronary_disease_-_threat_for_teenagers_-_Late_March_2009.pdf)

Until the next issue, Good Researching, and remember as with all risk products –  
DEFINITION IS KING.

Best wishes

Bill & the TEAM @ SMART Comparitor's Pierian Spring eNewsletter

SMART Comparitor's Pierian Spring eNewsletter  
Coronary disease – threat for teenagers – Late March 2009



**Phone: 02 9701 0027**

**Mobile: 0411 111 640**

Before we start, we are looking for 800 to 1000 volunteers to help us establish new awards for the industry, fully and completely driven by you the advisor.

This award will be called SMART Comparitor's Insurance Advisor Product Awards.

If you are interested, simply drop us an email with the word "interested" in the Topic section and we will in time forward to you a questioner.

There will be NO input from either us or SMART Comparitor – just your say.

PS – No insurance employees/staff will be allowed to participate. We will require your AFS number, in order that we keep these awards clean. We intend to keep these awards 100% transparent.

Now to continue with our article.

Did you know that one third of our teenagers are at risk of Coronary disease in later life!

How scary is that, especially with companies starting to introduce "dial a disease" products.

For our Field Underwriters – How do you determine which of your clients, in the age group/s that you are currently working in, will not fall into this 1/3<sup>rd</sup> category in the future?

Worse still, how would you feel if someone churned a fully comprehensive trauma policy for a "dial a disease" one, whereby, in order to be able to churn the business, they offered your client a minimal discount and not include Coronary or worse still, Cancer

What is the potential cost for that client?

Before you answer this, I asked one insurance company to provide us with a split up of their trauma claims in the last 12 months.

37% of all claims paid were due to the following conditions:

1. Stroke – 7%
2. Aortic Stenosis – 3%
3. Aortic Valve Surgery – 3%
4. Heart Attack – 21%
5. Heart Valve Surgery – 3%

Coronary conditions accounted for 37% of all claims paid by this company, and we are sure that most companies will be in the same situation, plus or minus a few percent

Is the premium discounted by 37% for the “dial a disease” product?

As well as the coronary conditions, the following Cancer conditions were paid out:

1. Skin Cancer – 4%
2. Breast Cancer – 32%
3. Cancer – 8%
4. Hodgkin’s Disease – 4%
5. Prostate Cancer – 4%

This is a staggering 52% of all trauma claims paid were for Cancers?

Are you able to offer a 52% discount, if the client does not select Cancer, in the dial a disease product?

I would say that the answer to both questions is absolutely NOT – try somewhere between 10 % - 15 % reduction in premium – at the most.

To view the medical terminology for these Coronary and Cancer conditions, simply click on the following link

[www.smartcomparator.com.au/articles/CoronaryCancerTerminology.pdf](http://www.smartcomparator.com.au/articles/CoronaryCancerTerminology.pdf)

To read this newspaper article that talks about the survey of our teenagers simply click on the following link [www.smartcomparator.com.au/articles/CoronaryDisease.pdf](http://www.smartcomparator.com.au/articles/CoronaryDisease.pdf)

We would love to hear from you, whether or not you agree or disagree with our thoughts.