

Insurance news and offers

Q1 2023 edition



Canada Life My Par Gift

We are excited to introduce our new customized product, designed for charitable giving and clients who are looking to make a lasting impact. Canada Life My Par Gift™, is a first-of-its-kind, innovative participating life insurance product for donors and registered charities*. It's a simple product with a single payment for clients who wish to make a bigger impact through life insurance.

Built in partnership with advisors, My Par Gift creates new opportunities for you to have fresh conversations with existing and potential clients. This is the first and only product of its kind available in the Canadian marketplace today. Be part of something great!

[Find out more about My Par Gift in this video](#)

[You can find useful resources to help learn more about My Par Gift here](#)

* A registered charity is an organization that is registered as a charity with the Canada Revenue Agency.

My Par Gift Insurance illustrations

My Par Gift illustrations are now available. They are only available through the web-based insurance illustrations tool which can you can access directly through Workspace. If you haven't registered for Workspace and would like to [go here](#). If you need further assistance with Workspace, email the [Workspace support team](#) or contact the Canada Life service desk at 1-800-475-7001.

April 1, 2023

There's more time to help your clients save on critical illness insurance!

Thanks to all your great feedback, your clients can continue to take advantage of our 5% critical illness insurance reduction in premium.

[Learn how to help your clients save on critical illness insurance today.](#)

Why Canada Life Elevate?

Canada Life has the most extensive large case support in the industry. Today, we're announcing a new name for this industry leading support: Canada Life Elevate.

Large cases are important and securing a large case can be complex and time consuming. Our support teams are here to take your experience to the next level, elevate your large case business and help you win more large cases.

How does Canada Life Elevate support your large case business?



We provide you access to leading expertise in the industry. This includes:

- Two dedicated large case underwriting teams with more than 200 years of combined underwriting experience.
- Dr. Bruce Empringham, a medical consultant who works directly with you and your clients to help you package the case for underwriting and will help you and your client understand medical underwriting and explain decisions.
- Certified professional accountants with best-in-class expertise in financial underwriting. They'll help you package your large cases and obtain the amount of coverage needed for the case.
- The most extensive large case regional wholesaling organization in the industry. These insurance experts will work with you to develop consolidated, personalized insurance plans and strategies.
- Access to our regional wealth and tax planning consultants. This group of tax lawyers, certified professional accountants and insurance experts understand the complexity and nuances of handling a large case. Their expertise will help avoid any tax or estate surprises for you and your clients. If needed they can also access our Tax and Estate Planning group, a national support team with estate planning expertise.

For more information about Canada Life Elevate and how it can help you win more large case business, please [visit our website](#) or contact your insurance sales partners.

Something worth protecting

Between our children, family, business and health, we all have something worth protecting. The world is full of possibilities, and sometimes we'll face challenges we never expected. An illness, accident or death can turn our world upside down. Here are some stories of people who were able to protect what mattered most to them.

Dave Freeman was a beloved father, husband and plane enthusiast. He loved his family, his farm and was crazy about flying. Unfortunately, Dave was diagnosed with aggressive multiple myeloma and passed away. [Watch his story](#) to see how term life insurance protected what mattered most to Dave.

April 1, 2023



Canada Life My Term™ is an excellent choice for meeting your clients' unique insurance needs. It allows term lengths from five to 50 years, providing more flexibility than any other provider. It also offers a conversion privilege of seven years. And with the [term conversion with reset feature](#), clients can ensure they have permanent coverage while extending their remaining term coverage at an affordable cost.

[Read more about the advantages of Canada Life My Term.](#)

Katherine is a self-employed mother of two. When she was diagnosed with Langerhans cell sarcoma, her biggest concerns were her family and her recovery. Since, Katherine had purchased Canada Life critical illness insurance which allowed her to focus fully on healing and being with her family. [Watch her story](#) to see how it helped Katherine on her road to recovery.

Learn how to help your clients save on [critical illness insurance today](#).

Insurance isn't just about financial security, insurance is about people. It's about the people we love and keeping them safe. You probably have something worth protecting. Share these stories with your clients to show them how Canada Life My Term, critical illness insurance, and disability insurance can help so they're protected no matter what life sends their way.

Starting a living benefits claim just got easier

Living benefits claims have gone digital. Your clients can now fill in their own claim form online. They won't need to download or fax paper claims (excluding doctor's forms). [Share this link](#) with your clients who want to start a living benefits claim online.