

Did you know?



2 October 2015

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Breast cancer: are your clients covered?

October is Breast Cancer Awareness Month, with a number of important activities planned throughout, including Pink Ribbon Day, which will be marked on Friday 23 October, except for ACT and Queensland, where it will be marked on Monday, 26 October¹.

This is a timely opportunity to raise awareness of this significant issue with your clients, and to also review their current circumstances to ensure that appropriate financial protection is in place.

What's breast cancer?

Breast cancer describes a growth of abnormal and potentially harmful cells in breast tissue, which could result in the development of a 'malignant' tumour or tumours.

When they become malignant, the abnormal cells start to multiply quickly, with the potential to invade and destroy surrounding healthy tissue and also spread elsewhere in the body.

This can cause severe illness and even death in a proportion of affected people, mainly women, although men can develop this cancer as they also have breast tissue.

Ten facts about breast cancer in Australia²:

1. Breast cancer is the third most-commonly diagnosed cancer in Australia.
2. The number of new cases has continued to increase in recent times, from 5,368 in 1982 to 14,568 in 2011.
3. 14,568 new cases were diagnosed in 2011, most of them in women, although 103 men were also affected.
4. The number of new cases is expected to increase in 2015 with 15,740 cases projected, including 145 in men.
5. Breast cancer is expected to make up 12.4 per cent of all new cancers diagnosed in 2015.
6. Death rates have consistently improved since 1968, reaching their lowest level in 2012.
7. People diagnosed with breast cancer from 2007-11 had a 90 per cent chance of surviving for at least five years, relative to survival in the general population.
8. Health system spending³ on breast cancer was approximately \$237 million during 2008-09.
9. According to a recent study⁴ commissioned by the Cancer Council, the lifetime economic cost of breast cancer was estimated at \$653,600 per affected person in 2005.
10. Breast cancer recently accounted for just over 50 per cent⁵ of claims paid to customers of CommInsure's Trauma Cover and Income Care-Crisis Benefit products.

This is where our insurance products CAN help

CommInsure provides a comprehensive range of value-added life insurance products relevant to breast cancer.

For example, depending on the severity and health impact of their condition, an client affected by breast cancer could be eligible to receive benefits under our Income Protection, Trauma Cover, Total and Permanent Disablement and Life Cover products, the latter including a Terminal Illness benefit*.

Further information

The Cancer Council's **Breast Cancer** [website](#) provides more information on breast and other cancers.

As mentioned earlier, **Pink Ribbon Day** will be held on Friday 23 October or 26 October, so please remember to get involved and support this important cause.

Key messages

1. Breast cancer is the third most-commonly diagnosed cancer in Australia.
2. Breast cancer is expensive – it has a substantial lifetime economic impact on Australian women, the population group predominantly affected by this disease.
3. CommInsure provides a comprehensive range of value-added life insurance products relevant to breast cancer, including Trauma Cover which *includes a lump sum benefit.

If you have any questions or want more information on how our products can help secure the financial wellbeing of your clients, please contact your CommInsure Business Development Manager or visit our Adviser site.

*Please refer to the latest CommInsure Product Disclosure Statement for full details.

References

1. Cancer Council, 2015. *Pink Ribbon Day*. Retrieved online from <https://www.pinkribbon.com.au/pink-ribbon-day/>
2. Australian Institute of Health and Welfare, 2015. *Breast cancer in Australia*. Retrieved online from <http://www.aihw.gov.au/cancer/breast/>
3. Australian Institute of Health and Welfare, 2013. *Health system expenditure on cancer and other neoplasms in Australia 2008-09* Retrieved online from <http://www.aihw.gov.au/WorkArea/DownloadAsset.aspx?id=60129545609>
4. Access Economics, 2007. *Cost of cancer in NSW*. Retrieved online from http://www.cancercouncil.com.au/wp-content/uploads/2010/11/costofcancer_costs.pdf
5. Based on CommInsure's internal claims data, 2009-10.

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