

# LV= Life and Critical Illness cover

Supporting you and your family through  
life-changing moments

Client Guide



# Contents

Why Critical Illness cover?	3
Introducing LV= Critical Illness cover	5
Life and Critical Illness cover overview	6
Life and Enhanced Critical Illness cover overview	7
Enhanced Children's Cover	9
Emotional and practical support	10

## Why Critical Illness cover?

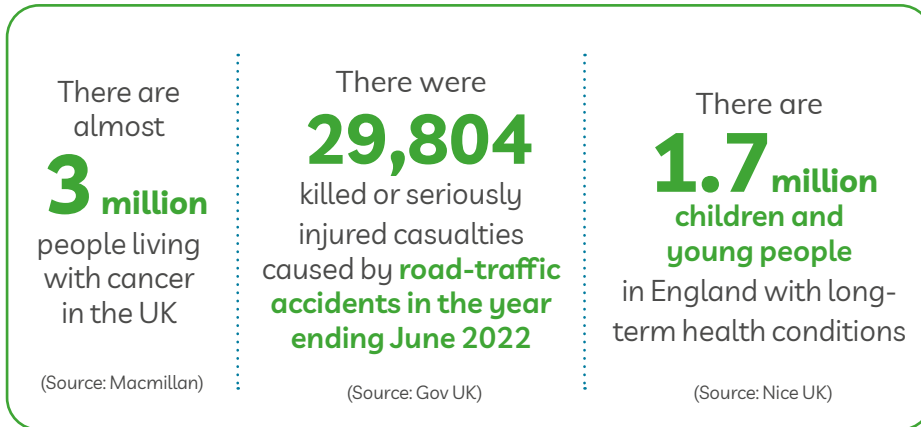
### What is Critical Illness cover?

Critical illness cover is **designed to pay out a lump sum following the diagnosis of a serious condition**, helping to protect your home, family and lifestyle when it's needed most.

### Why should you consider Critical Illness cover?

Many are unprepared against the impacts that a life changing event such as being diagnosed with a serious illness or injury could have on their finances, mental health, lifestyle and family.

### Did you know?



### Are these scenarios that you would feel prepared for?

After the diagnosis of a life changing condition, your financial commitments won't stop and you'll still need to keep up with the costs of living.

Although you might be entitled to state benefits, the benefit is often not enough to replace your income. Also on top of your usual outgoings, you might also face added one-off costs such as taking time out of work, child care and hospital parking. This can all result in added financial pressures in an already challenging situation.

Critical illness helps to protect your lifestyle and provide peace of mind that you and your loved ones will be supported, by providing a one-off lump sum should you be diagnosed with one of the covered illnesses, or undergo one of the listed medical procedures, covered by your policy.

Critical illness helps to **protect your lifestyle** and provide you with peace of mind that **your loved ones will be supported**.

## The risks we face in life

You might think it won't happen to you or that if it did you'd have other means to fall back on.

### Let's take a look at the statistics

**1 in 2**  
will get cancer  
in their lifetime

(Source: Cancer Research UK)

**1 stroke**  
happens every  
**5 minutes**  
in the UK

(Source: Stroke.org.uk)

**around a quarter**  
of all deaths  
in the UK are related  
to **heart conditions**

(Source: British Heart Foundation)

In 2021, **77% of all LV= Critical Illness cover claims were paid out** on these 3 areas alone - cancer, heart-related conditions and strokes.

### Questions to ask yourself

- **Are you prepared for the financial impacts following serious illness or injury?**  
Your mortgage, bills, hobbies and the long-term financial security for your family.
- **Have you considered how this would affect you and your family emotionally?**
- **How would your mental health be impacted as you adjust to this life change?**

### Did you know...?

**Two thirds of people with a long term physical health condition suffer from a mental health issue**

(Source: NHS)

Coming to terms with a life-changing diagnosis can be extremely difficult for you and your loved ones. Adapting to managing symptoms, health care environments and treatment can be an isolating experience and it's often a time of uncertainty and worry over the future. All of this and more can impact mental health.

We strongly believe that mental health is just as important as a physical condition. Our Critical Illness cover goes beyond the financial, providing valuable emotional and practical support from the moment your policy starts.

[Find out more about the financial and emotional support LV= provide](#)



## Introducing LV= Critical Illness Cover

### How can LV= support you?

We offer our Critical Illness cover combined with our Life Insurance cover. Depending on your needs and budget, you can choose **Life and Critical Illness Cover** or **Life and Enhanced Critical Illness cover**. We also offer options for protecting your children through children's critical illness cover.

### A quick overview of LV= Critical Illness Cover

#### Select your main benefit

##### Life and Critical Illness Cover

A more affordable option that will cover the most claimed for conditions and more.

- 41 conditions covered in total (if Total Permanent Disability is added).
- Enhanced accident benefit covering 9 conditions.
- Children's critical illness cover is not included on the policy; you can opt to add Enhanced Children's Cover at an added cost.
- Access to valuable support through LV= Doctor Services and LV= Benefits.
- Option to add Waiver of Premium and Total Permanent Disability for an additional cost.

[More on page 6](#)

##### Life and Enhanced Critical Illness cover

More comprehensive cover for you and your family.

- 87 conditions covered in total (if Total Permanent Disability is added).
- Enhanced payments for 17 conditions.
- Wider coverage for less advanced cancers.
- £1,000 cost of cancer diagnosis payment.
- Children's Cover or the option to take out Enhanced Children's Cover for an added cost.
- Access to valuable support through LV= Doctor Services and LV= Benefits.
- Option to add Waiver of Premium and Total Permanent Disability for an additional cost.

[More on page 7](#)



##### Optional Enhanced Children's Cover

You can choose to add Enhanced Children's Cover to your Critical Illness policy for an additional premium. This provides comprehensive cover for your children, giving you more peace of mind.

[Find out more about Enhanced Children's Cover on page 9](#)

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

## LV= Life and Critical Illness cover

LV= Life and Critical Illness cover is a more affordable option than our Life and Enhanced Critical Illness Cover product. It still provides cover against the most claimed for conditions and more. This could be suited if you're starting out in life, for example if you're a first time buyers, not yet had children or simply have a lower budget.

### The conditions covered

Through our Life and Critical Illness we cover **41 listed conditions including:**

39

#### Full payment conditions (if optional Total Permanent Disability is added)

Full payment conditions are where we'll pay your total cover amount. Among the 38 conditions covered, we offer cover for the conditions you are most likely to claim for including cancer, heart-related conditions and strokes.



2

#### Additional payment conditions

2 additional payment conditions

Our additional payment conditions pay an amount equivalent to the lower of **25% or £30,000**. If we pay a claim as an additional payment, your policy will still be in place providing peace of mind that if you were to suffer one of the listed full payment conditions in the future, you'll still be covered. Under the 2 additional payment conditions we cover less advanced cases of breast and prostate cancer.



The above is a summary of what's covered under your policy, for further detail please refer to your policy conditions.

## Features of our Life and Critical Illness cover

### Enhanced accident benefit

For 9 conditions, we'll pay an enhanced claim payment of 50% on top of your cover if it is the direct result of an accident (up to a maximum of £200,000 on top of your cover).

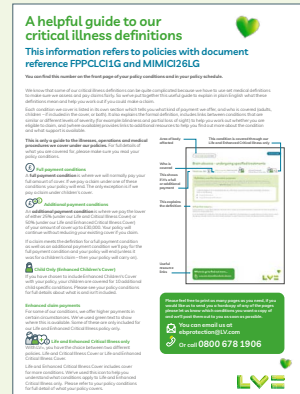
### Optional Enhanced Children's Cover

Unlike our Life and Enhanced Critical Illness cover, **children's cover is not included automatically on the policy**. You can choose to add Enhanced Children's Cover to the policy at an added cost, providing comprehensive cover for your children from birth to their 23rd birthday. **With Enhanced Children's Cover you will also be protected from 6 listed pregnancy complications.**

You can opt to add Enhanced Children's Cover at the moment of taking out the policy or later on (as long as your policy has at least 5 years left to run), providing flexibility if you don't currently have children but plan to one day. It can also be removed when no longer required, however once removed it can't be added to the same policy.

[Find out more about Enhanced Children's Cover on page 9.](#)

## Life and Critical Illness cover



Access our  
**Definitions Guide**  
to see what's covered

## LV= Life and Enhanced Critical Illness cover

If you're after more comprehensive cover, our Life and Enhanced Critical Illness cover is a great option. It covers more conditions, includes Standard Children's Cover and has more coverage for less advanced cancers.

### The conditions covered

Through our Life and Enhanced Critical Illness cover we cover 87 listed conditions including:

49

#### Full payment conditions (if optional Total Permanent Disability is added)



Full payment conditions are where we'll pay your total cover. We cover a range of conditions including cancer, heart-related conditions, strokes and more.

38

#### Additional payment conditions



Our additional payment conditions pay an amount equivalent to the lower of **50% or £30,000**. If we pay a claim as an additional payment, your policy will still be in place providing peace of mind that if you were to suffer one of the listed full payment conditions in the future, you'll still be covered.

## Features of our Combined Life and Enhanced Critical Illness cover

### Enhanced claim payments

For **17 conditions** we'll pay twice your cover amount (up to a maximum of £200,000) on top of your cover. This is paid if the condition falls into one of the below scenarios:

- **10 conditions** if it's caused as a direct result of an accident
- **4 neurological conditions** if you're diagnosed under the age of 55 – including Parkinson's and Alzheimer's
- **3 conditions relating to the major organs** – Major organ transplant (from another donor), Liver Failure and Severe Lung Disease

We recognise in these scenarios that you're more likely to be impacted long-term or live with these conditions for the rest of your life. The added money can provide added peace of mind and can be used towards costs like home adaptations, care costs or for your family's future.

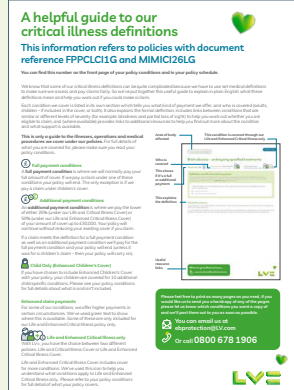
### Cover for children

Standard Children's Cover is included automatically on the policy for no additional cost, this could be ideal if you already have children or plan to in the near future.

Cover includes:

- **Cover starts from birth up to their 23rd birthday** with no requirement to be in full time education.
- Children are covered for **85 conditions**, these are the same as you are covered for (with the exception of diabetes type 1 and total permanent disability).
- Child claim payments are **up to £25,000 or 50%** of your main cover (whichever is lower).
- We'll pay an **enhanced claim payment** of twice the amount of cover (up to £50,000) for 13 conditions if it occurs as a direct result of an accident or is one of the listed major organ conditions.
- **No survival period requirement** – Unlike other providers, we don't have any criteria around survival periods and will cover from birth.
- **Junior option:** Once your child reaches their 23rd birthday, they can take out their own policy without the need for medical underwriting. This only applies if no claim has been made for the child. Maximum cover limits apply. Please see your policy conditions for more details.
- **Child death payment:** We'll pay £5,000 if your child dies between birth and their 23rd birthday. In an unimaginable situation, this money can be used to cover the cost of a child's funeral for example.

## Life and Enhanced Critical Illness cover



Access our  
**Definitions Guide**  
to see what's covered

For even more comprehensive cover, you have the option to take out Enhanced Children's Cover – **more on page 9**.

## Added support and cover for cancer

Each year **375,000 people**  
are diagnosed with **Cancer**

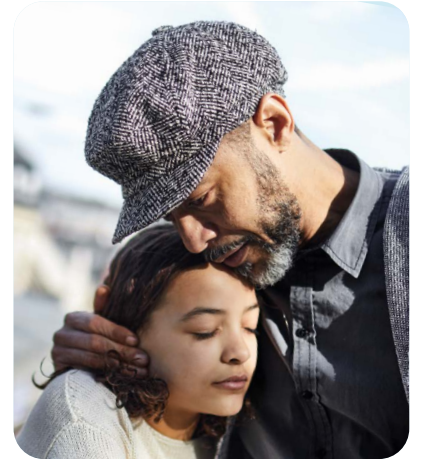
(Source: Cancer Research UK)

Most people know someone in their life who has had cancer making it a condition that many of us can relate to. Cancer is one of the biggest health risks we all face in life and the most claimed for condition for Critical Illness cover.

With our Combined Life and Enhanced Critical Illness cover, we include additional cover and support for cancer including:

- **Cost of cancer diagnosis payment:** We'll pay £1,000 to you if your condition and treatment meets the criteria for any of the cancers covered by the policy. This is paid as soon as evidence of diagnosis is provided. This can provide short-term financial relief while we process your claim. This payment does not reduce the amount we'll pay for your claim and is treated as a separate payment on top. This could help with any immediate costs you face such as child care, hospital parking or to cover loss in income.
- **Wider coverage of cancer through our additional payments:** With Life and Enhanced Critical Illness cover we'll cover a wider range of less advanced cancers as an additional payment. We cover 20 less advanced cancer types under 1 definition – 'Less advanced cancers'

## Life and Enhanced Critical Illness cover



## Enhanced Children's Cover

Optional for both Life and Critical Illness and Life and Enhanced Critical Illness cover

### Why is children's cover important?

No one wants to ever imagine a life-changing illness or injury happening to a child. Sadly, it does happen. In these moments, knowing there is cover in place can lessen the worry on a parent who is in this incredibly difficult situation.

Children's critical illness cover works in the same way as the main benefit, paying a lump sum on the diagnosis of a listed condition.

### Enhanced Children's Cover

Enhanced Children's Cover is a comprehensive option to cover any current or future children you have. It's available to be taken out alongside our Life and Critical Illness Cover and Life and Enhanced Critical Illness Cover, at an added cost.

Enhanced Children's Cover provides added cover for child-specific conditions (most of which are present from birth) and pregnancy, which could make it ideal for if you're thinking about starting or growing your family.

#### Overview of Enhanced Children's Cover:

- Children are covered for **95\*\* conditions** in total. This includes 10 child-specific conditions like Cerebral palsy, Child diabetes type 1 and Down's syndrome.
- **Enhanced claim payments:** For 2 scenarios we'll pay twice your child's claim payment.
  - **10 conditions** covered if the direct result of an accident.
  - **3 conditions** relating to the **major organs**.
- **Children are covered from birth to their 23rd birthday** with no requirement to be in full time education.
- Child claim payments are **up to £35,000 or 50%** of your cover (whichever is lower).
- **No survival period requirement\*** – Unlike other providers, we don't have any criteria around survival periods and will cover from birth.
- **6 pregnancy complications:** If you suffer from one of 6 listed pregnancy complications we'll pay £5,000 to support you during this time. This is treated as a separate payment and won't impact any claim.
- **Junior option\*:** Once your child reaches their 23rd birthday, they can take out their own policy without the need for medical underwriting. This only applies if no claim has been made for the child.
- **Child death payment:** We'll pay £5,000 from the 24th week of pregnancy for still birth (excluding elective pregnancy termination) if your child dies before their 23rd birthday or the end date of their policy.

\*This cover is the same as the \*Children's Cover that is automatically included with our Life and Enhanced Critical Illness Cover

\*\*85 of these conditions are automatically included within our standard Children's Cover, under our Life and Enhanced Critical Illness cover

### Considerations when choosing your cover

We know that not everybody wants children in life or are not at this stage in life. If you'd prefer not to include children's cover on their policy, our Life and Critical Illness cover could be the right solution. It doesn't include any level of children's cover unless you decide to add on the optional Enhanced Children's Cover, if your circumstances change then this can be added at a later date as long as you have 5 years remaining on your policy. It can also be removed from the policy when your youngest child reaches their 23rd birthday and is no longer covered by the policy. This means you won't be paying for cover you can't benefit from. Once Enhanced Children's Cover is removed then it can't be added to the same policy.



### Enhanced Children's Cover

Optional for both Life and Critical Illness and Life and Enhanced Critical Illness cover



With all our Children's Cover options, children won't be covered if you are 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.

Remember that you will need to cancel your children's cover once your youngest child reaches the age of 23 so you don't end up paying for cover that's no longer needed.



## Emotional and practical support from day 1

We strongly believe that Protection should go beyond the financial payment. From the moment an LV= policy is taken out, we're here to support you and your family.

### LV= Doctor Services

As lives get busier, it can be difficult to keep on top of health. When you take out a protection policy with us, you and your spouse or partner\* gets immediate access to LV= Doctor Services. This gives them fast and convenient use of six expert medical services in one easy to use app or by phone call:



#### 24/7 Remote GP appointments

Speak to any UK doctor to talk through any health concerns by video or phone consultation up to five times a year. This service is unlimited and is also available to any of your children under the age of 16.



#### Prescription services

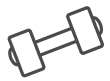
Get a private prescription without the need to visit your local GP. This is also available to any of your children under the age of 16. You will need to pay for the private prescription medicine and the costs will vary depending on the medication prescribed. An additional fixed fee of £10 applies if you choose to have it delivered to your home address.



#### 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.

Second Opinion is available to all our customers at claim and at no extra cost, to support our customers during a truly challenging time. This is also available to any of your children under the age of 16.



#### Remote physiotherapy

Get remote access to up to five free sessions per year with a UK trained physiotherapist and receive a bespoke treatment plan. This is capped at five appointments per year which you can split with your partner.



#### Remote psychological services

Up to five free sessions per year of mental health support from a network of highly trained therapists. This is capped at five appointments per year you can split this with your partner.



#### Discounted health MOTs

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

\*Spouse, civil partner or person with whom the policyholder lives with as a partner and at the same address.

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

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



## LV= benefits

When you take out this policy you agree to be a member of Liverpool Victoria Financial Services Limited (LV=). Being a member means you'll have access to a range of LV= benefits designed for you, your family and your life. It's our way of saying thank you for choosing us.

### 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

\*Your client must be an LV= Member for a year to be eligible to apply.

### Legal Advice Line

Our free Legal Advice Line is run by a team of legal advisers who can talk to you about your rights and how to deal with various legal situations. You can get advice on a number of areas including general law, property related issues, wills and probate and family law.

LV= Benefits are a non-contractual benefits and can be changed or withdrawn at any time.

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



**To see the full range of LV= benefits, and any conditions that may apply, visit [LV.com/benefits](https://www.lv.com/benefits). We review our LV= benefits from time-to-time so they may change or be removed in the future.**

**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 or large print by contacting us.



**Liverpool Victoria Financial Services Limited: County Gates Bournemouth BH1 2NF.**

LV= and Liverpool Victoria are registered trademarks of Liverpool Victoria Financial Services Limited and LV= and LV= Liverpool Victoria are trading styles of the Liverpool Victoria group of companies. Liverpool Victoria Financial Services Limited, registered in England with registration number 12383237 is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, register number 110035. Registered address: County Gates, Bournemouth, BH1 2NF.

39453-2022 12/22