



LIFESecure INSURANCE COMPANY

Personal Accident Insurance

with Disappearing Deductible

To complement your Blue Cross Blue Shield of Michigan medical plan



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

Protect your hard-earned wages and savings with Personal Accident Insurance.

Your Blues medical plan provides benefits to help with medical costs if you suffer an accidental injury. In that unfortunate event, you shouldn't have to worry about unexpected financial setbacks as a result of an injury. Things like lost wages plus your out-of-pocket expenses and the cost for help with transportation, meals, child care, or even housekeeping can all add up. Personal Accident Insurance provides cash benefits regardless of any other insurance you have. By pairing it with your Blues medical plan, you can extend your protection to help with those unexpected costs so you can focus on healing.



Accidents happen... have you heard?

- 1 out of 8 Americans each year seeks medical care due to injuries.¹
- About 86% of accidents are non-traffic related.¹
- Falls are the leading cause of accidental injuries among Americans in almost every age group.¹
- One-third of children under age 14 who play organized sports have experienced an injury.²

¹ National Safety Council, *Injury Facts*, 2011 Edition

² *Safe Kids USA, A National Survey of Parents' Knowledge, Attitudes, and Self-Reported Behaviors Concerning Sports Safety*, April 2011

The Personal Accident Insurance product is underwritten by LifeSecure Insurance Company. LifeSecure is an independent company that does not provide Blue Cross Blue Shield of Michigan products or services. LifeSecure is solely responsible for the Personal Accident Insurance coverage. Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

When an accident happens, you decide how to use your benefit reimbursement.

What types of expenses are reimbursed by the Personal Accident Insurance policy?

- Medical and recovery expenses, including:
 - Ambulance transportation
 - Emergency room, urgent care center or physician's office visits
 - Surgery
 - Hospitalization, including intensive care unit (ICU)
 - Follow-up visits
 - Major diagnostic exams (CT, MRI, EEG)
 - Tests and X-rays
 - Rehabilitative therapies
 - Certain durable medical equipment and prosthetic devices
 - Drugs administered in a hospital, urgent care center or physician's office setting

How might you use your Personal Accident reimbursement benefits? You decide.

Help protect yourself and your family from the unexpected. How you use your benefits is up to you! Examples include:

- Medical & recovery expenses, as outlined on the left...

... or if some or all of your medical and recovery expenses are paid by your Blues medical plan, you may decide to use your benefits for:

- Daily bills, mortgage or rent
- Home care assistance
- Child care
- Housekeeping help
- Transportation to/from appointments
- Yard work
- Anything else needed during your recovery!

If you receive initial care within 72 hours, benefits are paid directly to you for covered expenses resulting from an accidental injury.



Only TWO Simple Decision Points

No confusing options – just one straightforward insurance plan.

1. Choose your Annual Benefit Bank

(any amount within the range shown below, in \$100 increments):

Minimum = \$2,500

Maximum = \$15,000 for individuals or \$25,000 for couples/families

Your Annual Benefit Bank represents the total dollar amount available to you or your family for covered services rendered each calendar year. On Jan. 1 of each year, your Annual Benefit Bank will restore to its full amount. You have the flexibility of choosing a Benefit Bank that matches your Blues medical plan expected out-of-pocket expenses.

2. Choose your Annual Deductible – *then watch it disappear!* (\$100, \$250 or \$500)

Your Annual Deductible represents the dollar amount that an individual must incur in covered services in a calendar year before benefits are payable under the policy.

Choosing a plan is simple. And our Budget-Point PricingSM tool can help you determine the size of your Annual Benefit Bank based on the premium you're most comfortable with. By entering your target monthly premium, you can quickly and easily find the Personal Accident plan design that best fits your budget.

Try it at www.YourLifeSecure.com.

Continue reading to learn about the Family Deductible (when spouse/domestic partner and/or children are included on your policy) and the Disappearing Deductible Feature.



Watch your deductible disappear over time.

Disappearing Deductible Feature

On Jan. 1 of each calendar year, your Annual Deductible Amount will decrease by 20% if no benefits are payable for the preceding calendar year. Your policy must be in force for at least three full months before the first reduction of the deductible will occur. If any benefits are payable for covered services rendered during a calendar year, your Annual Deductible Amount will reset on the following Jan. 1 to the original Annual Deductible Amount. If no benefits are payable for five consecutive calendar years, your Annual Deductible Amount will be eliminated beginning with the next calendar year. Once your Annual Deductible Amount reaches zero, it will not reset.

Example

Mark purchased a Personal Accident Insurance policy with a \$500 Annual Deductible five years ago, and has never received benefits. As a result, his deductible has decreased to zero, as shown below:

Year	Deductible on Jan. 1
1	\$500
2	\$400
3	\$300
4	\$200
5	\$100
6	\$0

How does the Family Deductible work?

The family deductible only applies if your spouse/ domestic partner and/or children are covered as dependents on your policy.

The deductible for family coverage is two-times (2X) the individual deductible amount and must be satisfied by two or more covered family members.

Example

If you select a \$500 Annual Deductible, your family deductible would equal \$1,000 (2 x \$500). Once the family deductible is satisfied, benefits would be payable for all covered family members for the remainder of the calendar year, up to your Annual Benefit Bank amount. Benefits may be paid for an individual family member before the full family deductible is satisfied.



How is your Personal Accident Benefit Payment calculated?

You must receive initial care within 72 hours of an accident and submit proof of claim for your actual medical and/or recovery expenses.

To determine actual expenses, we will take into account any adjustments or discounts that may apply with your medical plan. Benefits from your Personal Accident policy pay in addition to your Blues medical coverage. LifeSecure will reimburse you directly based on your selected Benefit Bank and Deductible amounts.

Example – Individual Personal Accident Benefit Payout

Donna chose a Personal Accident Plan with an **Annual Benefit Bank of \$10,000** and **Annual Deductible of \$250** to supplement her Blues medical plan. She broke her collar bone while skiing with friends and required immediate medical attention.



Note: The examples shown are for illustration purposes only.

Example – Family Personal Accident Benefit Payout

Dave purchased a policy that includes coverage for his wife, Kim, and their two children to supplement his Blues family medical plan. He chose a shared **Annual Benefit Bank of \$15,000** and an **Annual Personal Accident Deductible of \$500**; therefore, their **Family Deductible = \$1,000 (2 x Annual Deductible)**. The family deductible would be satisfied once covered expenses for two or more family members reach \$1,000.

In one calendar year, each member of the family suffered an accidental injury, resulting in the benefit payout scenario shown below:

Accidental Injuries	Reimbursable Expenses	–	Personal Accident Deductible	=	Dave's Personal Accident Benefit Payout
Kim – Sprained ankle	\$1,000	–	\$500	=	\$500
Dave – Lacerated finger	\$200	–	\$200	=	\$0
Michael – Broken nose	\$4,000	–	\$300	=	\$3,700
\$1,000 Personal Accident Annual Family Deductible satisfied					
Mandy – Broken leg	\$8,000	–	\$0	=	\$8,000
Total Benefit Payout:					\$12,200

Note: The examples shown are for illustration purposes only.

Monthly Premium Rates

Sample Plan Design (unisex rates)

Annual Benefit Bank: \$5,000

Annual Individual Deductible: \$500

Self Only	with Spouse/ Domestic Partner	with Child(ren)	with Spouse/Domestic Partner & Child(ren)
\$ 24.91	\$ 29.50	\$ 33.62	\$ 36.69

To view monthly premiums for different Annual Benefit Bank and/or Annual Deductible amounts, visit www.YourLifeSecure.com and click on Quote Calculator.

Talk to your agent today or visit us online for more information.



Peace of mind for you and your family



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Limitations or Conditions on Eligibility For Benefits

Exclusions: Care must be provided within the United States, its territories or possessions or Canada to be considered eligible for benefits.

No benefits of this Policy are payable when the loss is contributed to or caused by: operating, learning to operate, or serving as a crew member of any aircraft; or engaging in hang-gliding, hot air ballooning, bungee jumping, parachuting, scuba diving, sail gliding, or parasailing; or riding in or driving any motor-driven vehicle in a race, stunt show or speed test; or officiating, coaching, practicing for or participating in any semi-professional or professional competitive athletic contest for which any type of compensation or remuneration is received; or any act of war whether declared or undeclared; or voluntary participation in any riot or civil insurrection; or engaging in an illegal activity or occupation; or commission or attempt to commit an assault or felony; or suicide or attempted suicide, while sane or insane; intentionally self-inflicted injury; or hernia of any kind.

No benefits of this Policy are payable for: any illness, loss, or condition specifically excluded from the definition of Accident; or dental care or treatment unless caused by accidental injury to natural teeth; or treatment for a mental or nervous disorder or disease.

This is an accident only policy and provides limited benefits. This policy is guaranteed renewable to age 75.

LifeSecure and the circular logo are trademarks of LifeSecure Insurance Company – Brighton, MI. This marketing brochure is for illustrative purposes only and is not a contract. It is intended only to provide a general overview of our product and services. Please remember only the insurance policy can give actual coverage amounts, terms, and conditions. Refer also to the Outline of Coverage. This is an insurance solicitation. A licensed LifeSecure sales agent may be contacting you.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.