

LIVING BENEFITS

CASE STUDY

PROSTATE CANCER AWARENESS

Prostate cancer is the most common cancer amongst men (following skin cancer) with an estimated one in seven men being affected by this disease at some point during their life.

A client with a past prostate disorder, family history or disease, or who is a cancer survivor w/ good prognosis, following treatment, has a high probability of obtaining life insurance given the advancements in underwriting over the years.



CASE STUDY: FAMILY HISTORY

55 year-old male applying for \$1,000,000 of permanent life insurance coverage.

Non-smoker, good health but with a family history of prostate cancer and prostate disorders:

- Father, age 80, prostate cancer survivor, diagnosed at his age 75.
- Brother age 59 has history of elevated PSA due to BPH treated with medication, diagnosed a year ago

CASE STUDY: CANCER SURVIVOR

55 year-old male applying for \$1,000,000 of permanent life insurance coverage.

Client is a prostate cancer survivor and has been cancer free for 2 years. Cancer details below:

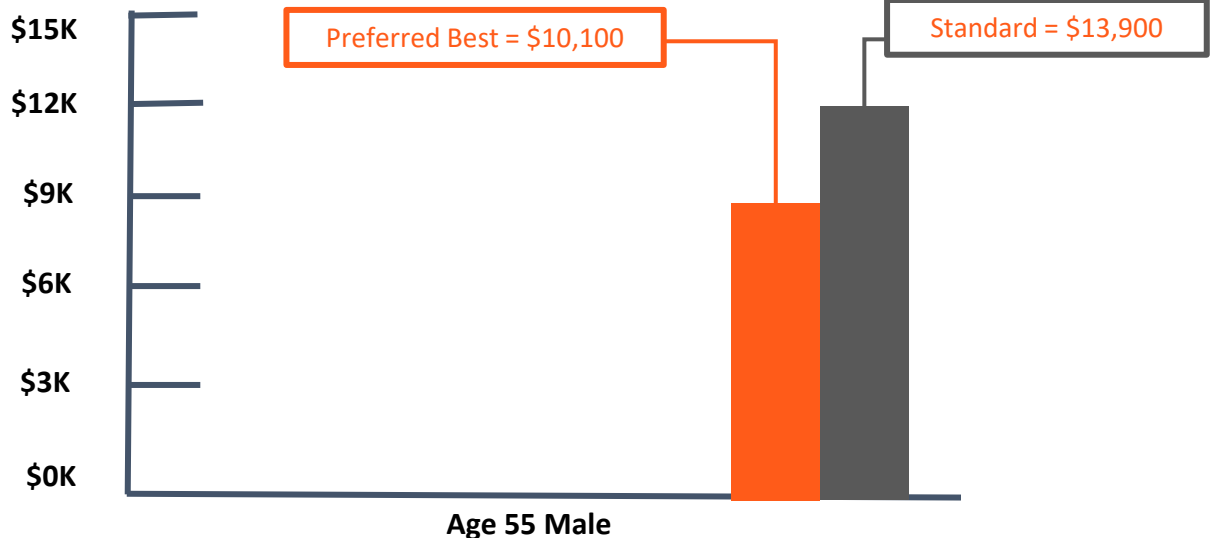
- Cancer encapsulated within prostate.
- Prostate was removed surgically with short-round radiation treatments following surgery
- Gleason score ≤ 6 , and PSA ≤ 0.2 since removal.

Underwriting Offer: Preferred Best Non-Smoker

Underwriting Offer: Standard Non-Smoker

**Case Studies are provided based on family hx guidelines and Prudential's RX for Success Prostate Cancer and Prostate Disorders*

GUL Benchmark Comparison to A100



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