



# News That Sells

## CANCER ARTICLE HIGHLIGHTS

### What is Cancer?

Taken from "Cancer Facts and Figures 2007," American Cancer Society, 2007.

- Cancer is a group of diseases characterized by uncontrolled growth and spread of abnormal cells: it can lead to death.
- Cancer is treated using surgery, radiation, chemotherapy, hormone therapy, biological therapy, and targeted therapy.
- Regular screening by healthcare professionals can help prevent several different types of cancer.
- Anyone can develop cancer.
- About 77 percent of all cancers are diagnosed in people age 55 and older.
- This year, about 559,650 Americans are expected to die of cancer, more than 1,500 per day.

### Cancer Coverage Fills in Gaps

Taken from Werling, Mike, "Cancer Coverage Completes the Picture," Benefits Selling, January 2008.

- Doctors diagnose more than 1.4 million new cancer cases in 2007.
- One in two men and one in three women will be diagnosed with some form of cancer in his or her lifetime.
- When a person gets cancer, two-thirds of the costs are not covered by a health policy.
- Cancer insurance should be used as an enhancement to a major medical plan. It is intended to fill in the holes left by other plans as well as to provide some extra funds to help keep a family out of debt.

### More Americans Have Become Interested in Purchasing Cancer Insurance

Taken from Palmateer, Paige, "Interest rises in cancer insurance," Central New York Business Journal. October 20, 2006.

- The largest non-reimbursed cost associated with cancer is non-medical (expenses such as in-home care, special diets, lost work, transportation, and special treatment are all examples).
- People need to be aware of their risk and get screened early.
- Individuals should consider insurance even if they don't have a history of cancer in the family because more than just genetic factors can contribute to a diagnosis.

## Cancer Not Only Affects the Elderly Anymore

Taken from Schaffer, Amanda, "Too Young for This: Facing Cancer Under 40," New York Times, January 30, 2007.

- Cancer is less common in adolescents and young adults than in older people, but in some ways, it is more alarming.
- The rates of some cancers, including colorectal, thyroid, and testicular, are rising in people ages 20 to 39.
- As cancer survival rates continue to improve in adults of middle age and older, the survival rates for people ages 15 to 39 have not risen in more than two decades.
- Cancer is the fourth-leading killer in the 15-39 age group, behind accidents, suicides, and homicides.
- As of 2003, the last year for which statistics are available, the five year survival rate was 78.5 percent for people ages 20 to 39 and 68 percent for those 40 to 69.



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