

Cancer Guardian™: Genomic Testing When You Need it Most

Extending Lives and Extending Relationships
Through Leading-Edge Genomic Profiling.

40%

Did you know that individuals on average have a 40% chance of being diagnosed with cancer in their lifetime?*

Your client probably doesn't, either

Early and accurate diagnosis is one of the most important steps in receiving effective cancer treatment. Unfortunately, initial **misdiagnosis rates of cancers are as high as 28%**, according to the Journal of Clinical Oncology.

Timeliness and accuracy is critical in the fight against cancer. Your client needs a way to ensure they receive the most accurate diagnosis for their cancer. Access to genomic profiling can help their physician identify the most effective treatment for their individual needs – as quickly as possible.

That's Where Comprehensive Genomic Profiling Comes in

Genomic profiling information adds to the personalized treatment roadmap for an individual and their treating physician. It allows an individual's doctor to choose the most effective treatments and care based on the genetic makeup of the individual's specific cancer.

Genomic profiling can provide physicians the precise information they need to identify if their patient is a candidate for advanced treatment options, such as targeted therapies, immunotherapies and clinical trials.

Each cancer diagnosis is personal to the individual and their treatment plans should be equally personal.



Who is eligible for the Cancer Guardian™ program?

- ✓ Starting March 1, 2018, any applicant approved for a new life insurance policy from a *LifeMark* Partners agency will be eligible.
- ✓ The approved policyholder's spouse is eligible to participate at the standard program rates.
- ✓ Dependent children under age 26 are eligible.

General Questions

For general questions about the program, please contact Wamberg Genomic Advisors:

life.cancerguardian.com
855-WAMBERG (926-2374)

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Cancer Guardian™: Enhancing the Roadmap for Personalized Treatment

Presented by the experts at Wamberg Genomic Advisors, the Cancer Guardian™ program provides access to leading-edge comprehensive genomic profiling.

Wamberg Genomic Advisors is a trusted advisory firm that works with best-in-class labs to make comprehensive genomic profiling accessible at affordable prices.

The Value of Cancer Guardian™

Advanced Treatment Options

Comprehensive profiling can help an individual's doctor discover if they are candidates for advanced cancer treatments like targeted therapies, immunotherapies and clinical trials.

Fewer Negative Side Effects

Cancer patients can suffer unpleasant side-effects depending on their treatment. Adopting a more optimal and personalized treatment therapy may reduce an individual's need for symptom management and reduce the risk of adverse drug reactions.

3. Affordable and Accessible Tests

Comprehensive genomic profiling tests can run greater than \$7,000 per test and are typically not covered by medical insurance. Participation in the Cancer Guardian™ program allows an individual to access leading comprehensive cancer genomic profiling – at an affordable price.

*American Cancer Society, cancer.org

How much does Cancer Guardian™ cost my client?

- ✓ The Cancer Guardian™ program provides individuals a private-pay solution for genomic profiling tests, typically not covered by medical insurance.
- ✓ Standard program charges range from \$8-15 per month.
- ✓ Program charges are waived for the first year for any life insurance applicant that is approved for a policy after March 1, 2018. ***This is an exclusive offer for eligible clients of any LifeMark contracted advisors. Dependent children up to age 26 are covered at no additional cost.***
- ✓ At the one-year program anniversary, participants can continue in the program by paying the Cancer Guardian™ standard program charges.
- ✓ Spouses will be eligible to participate in the program at the standard program rates. First-year program charges are not waived for the spouse of the primary participant.
- ✓ Program charges for applicant and spouse increase as the participant moves into a new age band.

Timing and accuracy are powerful in the fight against cancer. Be certain your client has access to personalized genetic information with Cancer Guardian™, genomic testing when you need it most.