



March is Colorectal Cancer Awareness Month

March 20 is the first official day of spring! In addition to the beginning of spring, March is also Colorectal Cancer Awareness month.

According to the [CDC](#), Colorectal Cancer is the second leading cause of cancer deaths in the U.S, so perhaps it's a good time to mention Colorectal Cancer screening guidelines.

Due to the increasing number of cases of Colorectal Cancer among younger people in recent years, the [American Cancer Society](#) updated the screening guidelines from age 50 to 45. And while colonoscopies are widely used, there are a number of screening options available.

As we continue to promote health and well-being, we also want clients to know we are here for them when they need us. A cancer diagnosis shouldn't lead to

a financial crisis. In this issue of *In the Loop*, learn how to help your clients minimize a financial hardship due to a cancer diagnosis with a Vantage Care™ Lump Sum Cancer Policy.

Product Spotlight: Vantage Care - Lump Sum Cancer Policy

Bankers Fidelity's Vantage Care™ Lump Sum Cancer Policy offers protection above and beyond many traditional Cancer policies. Issue ages for this policy are 18-99. Coverage options include individual, individual and spouse, individual and children, and family coverage. For more information, click [here](#) for the full product brochure.

Vantage Care Riders Optional Riders*

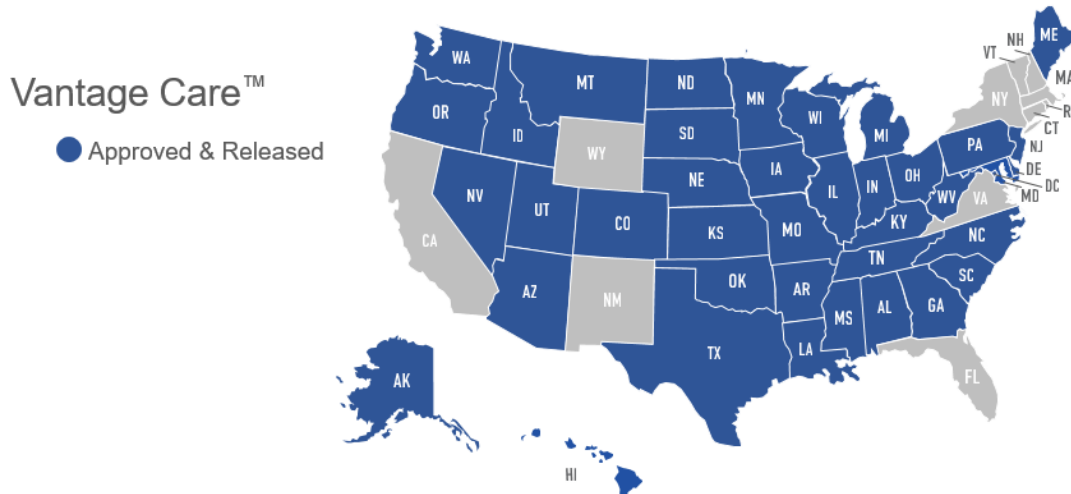
One of the many optional riders that may be available to your clients is the Wellness Benefit Rider.* Since this month is Colorectal Cancer Awareness Month, present this rider that can help cover the cost of an examination or test. The full list of optional riders* include:

**Optional Lump Sum Heart-Stroke Benefit
Additional Occurrence Benefit Rider
Specified Disease Benefit Rider
Benefit Builder Rider
Cancer Hospitalization Rider
Cancer Radiation and Chemotherapy Benefit Rider
Wellness Benefit Rider
Second Opinion and Travel Benefit Rider
Skin Cancer Benefit Rider**

*Benefits vary by state. See Outline of Coverage for additional details

Product Availability Map

Cancer – Vantage Care™ Availability Map



For our entire product portfolio, check out our [All Product Brochure](#).

Incentives

Take this opportunity to earn some extra cash with the App2Reward® Program*! Each ancillary, including HIP, submitted and issued application will earn a \$50 bonus on their commission statement. For full details about the bonus program click the button below.

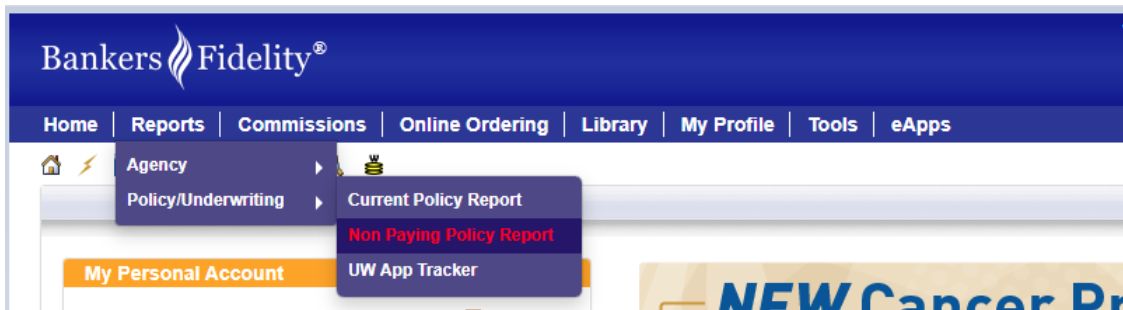
*Not all agents are eligible for the App2Reward Program. Please reach out to Agent Support to check eligibility.

BOLT™
App2Reward®

App2Reward® Program

Did You Know?

As Bankers Fidelity agents, did you know you have a number of reports available to you at any given time? These reports can help you manage your book of business and monitor client status, payment status, and more. You can access these reports through ADDS®.



Have Questions?

At Bankers Fidelity, we're here to help. Click the calendar image below to schedule your 30 minute Agent Consultation with an Agent Support Representative today!



Bankers Fidelity

Agent Consultation

30 min

Phone call

Hello valued agent. Bankers Fidelity wants to ensure you have all the tools you need. From supplies to quoting assistance or even product information, **we are here to help.**

One of our Agent Support representatives will be reaching out to you on the date/time selected. We look forward to speaking with you soon!

Select a Date & Time

March 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Eastern Time - US & Canada (12:39pm) ▾

Updates

- Vantage Care Product Released in [MD](#)

Rate Revisions

- Effective 3/01/2022 | [NE BFLIC \(Closed\)](#)
- Effective 3/01/2022 | [DE BFLIC](#)
- Effective 3/01/2022 | [IA BFAC](#)
- Effective 3/01/2022 | [IN BFAC](#)
- Effective 3/01/2022 | [NC BFAC](#)
- Effective 3/01/2022 | [VA BFLIC](#)

- Effective 3/01/2022 | [PA BFAC](#)

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If you have any questions, reach out to our Agent Support Team at 866-458-7503 or agentsupport@bflic.com.



BFL MKTG ITLNMO 03-22 | (03-22)

Bankers Fidelity Life Insurance Company, 4370 Peachtree Rd NE, Atlanta, Georgia 30319, 866-458-7503

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