

[Date]

[Recipient Name]

[Recipient Address]

[City, State, Zip Code]

Subject: Important Protection for Cancer and Heart Attack Coverage

Dear [Recipient Name],

Health challenges such as Cancer or a Heart Attack can happen when least expected. While medical insurance covers hospital bills, the out-of-pocket costs and loss of income during recovery can place a heavy burden on your family's finances.

Our **Critical Illness Protection Plan** is designed to provide you with a lump-sum cash payment upon diagnosis. This benefit is paid directly to you, allowing you to use the funds for:

- Specialized treatments and medications
- Daily living expenses and mortgage payments
- Travel costs for medical consultations
- Replacement of lost wages

With this plan, you can focus entirely on your recovery rather than worrying about your finances. We offer flexible coverage amounts tailored to your specific needs and budget.

To receive a personalized quote or to learn more about our Heart Attack and Cancer protection, please contact me at [Phone Number] or [Email Address].

Sincerely,

[Your Name]

[Your Title]

[Company Name]