



## The bottom line on emergency travel assistance

In business, it's all about the bottom line: if a service adds value to the company, it's good; if it doesn't, it's gone. If you apply this cost/benefit analysis to the Emergency Travel Assistance and Identity (ID) Theft Protection features available with your Sun Life Employee Benefits, you can see how essential these services can be to your bottom line.

### Asset protection

Your employees are your most valuable asset. With Sun Life and Assist America as your partners, you can protect them by ensuring they receive the best possible care during a medical emergency while traveling. You can also be assured that they will return home safely.

What's more, ID Theft Protection also guards against a financial catastrophe.

### Liability reduction

Assist America can reduce much of the risk, responsibility, and liability associated with employee business travel. For example, if an employee is injured or becomes ill would you be able to get them vital services and care? Would you be able to arrange for payment? How much would it cost? What if an employee passes away while on a business trip? With emergency travel assistance, you can rely on a partner who will help you solve these problems.

### Employee loyalty and retention

Retaining high-quality employees is always a priority. Offering the best possible benefits package is a key factor in building employee loyalty. Assist America enhances your benefits plan and can help you attract and retain talent.

### An actual case study: the cost of not having Emergency Travel Protection

A special trip to the Bahamas to celebrate a successful sales year turned tragic when a company sales rep suffered a fatal heart attack. Without emergency travel assistance protection, the company and its employees spent \$22,000 and countless hours making arrangements for the return of the body.

Several months later, the company was renewing its group insurance coverage. They found that one of the plan options included Assist America as a value-added service. Remembering the stress and cost of the tragedy, the company chose the plan with Assist America.

Assist America protects your employees with global emergency travel assistance—including medical services—anywhere in the world beyond a 100-mile radius from home.

**To learn more about how value-added services protect your bottom line, call your Sun Life Financial group representative today.**



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GVASFL-1481  
SLPC 23605 10/11 (exp. 10/13)

The following services are not insurance and carry a separate charge, which is included with the price of your coverage: Emergency Travel Assistance, provided by Assist America®; Identity Theft Protection, provided by SecurAssist®, an Assist America program; and Claimant Support Services and Online Will Preparation, provided by ComPsych®. Sun Life is not responsible or liable for care, services, or advice given by any provider or vendor of the services. Sun Life reserves the right to discontinue any of the services at any time.

Group insurance policies are underwritten by Sun Life Assurance Company of Canada (Wellesley Hills, MA) in all states, except New York, under Policy Form Series 93P-LH, 98P-ADD, 02-SL, 07-SL, 01C-LH-PT, GP-A and GC-A. In New York, group insurance policies are underwritten by Sun Life Insurance and Annuity Company of New York (New York, NY) under Policy Form Series 93P-LH-NY, 02P-NYSTD, 98P-ADD-NY, 02-NYSL, 07-NYSL, 01NYC-LH-PT, GP-A and GC-A. Product offerings may not be available in all states and may vary depending on state laws and regulations.

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