Pro-Seminars

**SSC # 70 – THE ADVISOR'S GUIDE TO HYBRID INSURANCE PRODUCTS (CI/LTC/DI/LIFE)**

**This course is eligible for:**

**3.0 Life & A&S CE Credits for BC, SK, MB & ON.**

**3.0 A&S ONLY CE Credits for AB.**

**Target Audience**

*This course is designed for:*

- **Life-licensed advisors** across all provinces and territories
- **Financial planners** integrating insurance into holistic planning
- **Investment advisors** who require risk-management tools for retirement and estate planning
- **Insurance specialists** working with MGAs, carriers, or independent practices
- **Estate and tax planners** who need liquidity and equalization strategies
- **Group benefits advisors** seeking to understand individual hybrid solutions
- **New advisors** seeking foundational knowledge
- **Experienced advisors** needing updated insights

**Purpose of the Course**

The purpose of this course is to provide Canadian financial advisors with a comprehensive, up-to-date understanding of hybrid insurance products—solutions that combine CI, LTC, DI, and life insurance into integrated, flexible, and client-centric offerings.

*Specifically, the course aims to:*

1. **Explain the evolution of hybrid insurance** and why insurers are shifting toward multi-purpose products.
2. **Clarify the structure and mechanics** of CI/LTC/DI/Life hybrids, including benefit triggers, definitions, and payout options.
3. **Analyze demographic and economic forces** driving demand for hybrid solutions, including longevity risk, LTC funding gaps, and rising disability incidence.
4. **Integrate hybrid products into financial, retirement, and estate planning**, demonstrating how they support liquidity, income protection, wealth preservation, and tax efficiency.
5. **Provide cross-Canada case studies** illustrating real-world planning scenarios and product recommendations.

6. **Strengthen advisor suitability, compliance, and due diligence**, ensuring recommendations align with regulatory expectations.
7. **Equip advisors with communication frameworks** to explain hybrid solutions in a clear, client-friendly, and compliant manner.

### 1.4 Learning Objectives

*Upon completion of this course, advisors will be able to:*

**1. Understand the evolution and purpose of hybrid insurance products**

- Explain why insurers are shifting toward CI/LTC/DI/Life hybrids
- Understand the demographic, economic, and regulatory forces driving hybridization
- Recognize the limitations of standalone products in modern planning

**2. Evaluate hybrid product structures and benefit mechanics**

- Understand how CI, LTC, DI, and life benefits interact within a single contract
- Interpret benefit triggers, definitions, elimination periods, and payout options
- Identify the strengths and limitations of various hybrid designs

**3. Integrate hybrid solutions into holistic planning**

- Position hybrids as tools for liquidity, income protection, and estate preservation
- Understand how hybrids interact with RRSPs, TFSAs, non-registered assets, and corporate structures
- Apply hybrid solutions to business owners, professionals, retirees, and high-net-worth clients

**4. Apply hybrid solutions using cross-Canada case studies**

- Analyze real-world scenarios from Ontario, Alberta, BC, Quebec, and Atlantic Canada
- Recommend suitable hybrid products based on client profile and planning objectives
- Document recommendations in a compliance-aligned manner

**5. Strengthen compliance and due diligence**

- Understand provincial CE accreditation expectations
- Apply suitability frameworks specific to hybrid products
- Document needs analysis, product comparisons, and client conversations
- Avoid common E&O risks related to hybrid recommendations

**6. Communicate hybrid solutions effectively**

- Use behavioural-finance-aligned language
- Address misconceptions about CI, LTC, DI, and life insurance
- Explain complex hybrid structures in simple, client-friendly terms
- Present hybrids as planning tools rather than product bundles