

# Together, Securian Financial and Empathy help support insured individuals and their beneficiaries

Empathy offers a comprehensive support system for preparing for a loss and after the loss of a loved one.



## What is Empathy?

Empathy offers a holistic approach to bereavement support by providing insured individuals and beneficiaries on-demand personalized guidance and care for the administrative, emotional, legal and financial challenges both when preparing for a loss and after their loved one passes away.

Insured individuals and beneficiaries gain access to a dedicated Care Manager, who provides guidance through the emotional and practical challenges of a loss. Users receive a personalized, step-by-step Care Plan tailored to their unique situation and needs.

## Grief support

Empathy provides a compassionate and understanding space where families can find support that resonates most with their personal experience of loss and preparing for a loss. Options include:

- On-demand access to the Care Team for personal guidance
- Guided meditations
- In-depth library of resources on bereavement-related topics

And in the days and weeks after loss, when grief and shock can make tasks overwhelming, additional features available include:

- A smart tool for locating and comparing trusted funeral homes and personal assistance planning a funeral
- Receive an expertly crafted obituary honoring their loved one

## Logistical support

Each insured individual and beneficiary receives a personalized Care Plan tailored to their individual needs. A wide variety of tools and support enables them to:

- Identify and manage all benefits the family may be eligible for
- Close accounts and cancel subscriptions
- Store key documents in a secure digital document vault
- Navigate probate and settle the estate with state-specific support

Empathy is provided at no additional cost to eligible insured individuals and their beneficiaries.

Together, Empathy and Securian Financial can help families better prepare for and process the loss of a loved one.



**Watch this short video to  
learn more about Empathy**

## Want to learn more?

Contact your Securian Financial representative to learn more about Empathy.

Value-added services availability and features may vary by state. Your Securian Financial representative can confirm availability. The relationship between The Empathy Project Inc. and Securian Financial Group, Inc., is that of independent contractor. These services are not affiliated with Securian Financial Group, Inc., or its group contracts and may be discontinued at any time. Certain terms, conditions, and restrictions may apply when utilizing the services. The Empathy Project Inc. is responsible for the services it provides and does not have the power or authority to obligate or bind Securian Financial Group, Inc., in any manner beyond that which is contractually agreed to by the parties.

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