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Marni Soupcoff: Click here for private health insurance (kind of) and the aesthetics of athletics

Posted: December 04, 2007, 1:29 PM by Marni Soupcoff
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WWW.ILLNESSPROTECTION.COM

It's been a frequent refrain from our editorial board that Canadians should have the right to purchase their own health insurance. But until the Post rules the world (or at least the country), we may have to settle for work-around solutions such as the one on offer at illnessprotection.com.

The idea here is that while you don't buy traditional health insurance (which would cover the cost of medical treatment), you do buy insurance against critical illness. If you're diagnosed with any one of a list of major sicknesses, you get a tax-free lump sum payment of up to \$2-million. Now, whether you choose to use that lump sum to hop the border and buy quick treatment at the Mayo Clinic, or to go on a major shopping spree at Holt's, is technically up to you. But obviously, a policy like this can easily be held as a form of roundabout health insurance by those who are not confident they'll get the care they need from their province.

I'm in no way qualified to evaluate any insurance policy and wouldn't presume to tell you whether this particular one is a good investment. I do, however, think it's a site Canadians should check out simply as a worthwhile reminder that people will always find a way to bypass burdensome government regulations that don't make sense.

WWW.UNIWATCHBLOG.COM

Are you fascinated by the aesthetics of athletics? If so, stop by Uni Watch, "a media project that deconstructs the finer points of sports uniforms in obsessive and excruciating detail." As an added bonus, you'll find that the latest post (as of this writing) is about the Toronto Blue Jays' curious decision to start wearing a new version of their ugly 1979 powder blue uniforms for Friday home games.

One of the reasons I'm mentioning the site despite its arcane subject matter is that I recently learned — to my surprise — that at least three of my colleagues visit the blog regularly, which leads me to think there's something to it. (Can that many expert time-wasters be wrong?)

My advice is to start with the site's F.A.Q. You'll learn good stuff like why the White Sox don't wear white sox and what the heck the Expos' logo was supposed to be.

And if you don't catch the uniform-watching bug by the time you're done, don't bother applying for a job at the Post.

msoupcoff@nationalpost.com

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Editor: [Marni Soupcoff \(e-mail\)](#)

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