



Boost your book of business:

MASA Platinum for executives

Executive-focused protection as a sales strategy

Unique executive benefits, such as MASA Platinum, can strengthen existing client relationships and serve as a valuable tool for initiating connections with prospective clients.

MASA Platinum emergency medical transport protection delivers:



Acquisition and retention

Companies are looking for ways to enhance their executive benefits packages, in order to attract and retain top talent. MASA Platinum adds real value and shows a company prioritizes their team's health and safety.



Top tier benefits for them and their families

MASA Platinum offers extensive medical transportation coverage — even in countries where emergency services are limited. In the event of a medical emergency far from home, the plan provides worldwide repatriation assistance back to a hospital near home. Families are covered and given access to a wide range of accompanying benefits, such as hospital transfer coverage, hospital visitor coverage, and coverages to see that traveling children, pets, and vehicles are returned home safely.



Comprehensive care and services without high premiums

MASA delivers premium coverage and unique services that far outweigh the per family annual price tag.



Quick case study:

MASA as an executive benefit



Client

Insurance technology firm



Workforce

400 employees, including 30 executives



Challenge

Seeking protection with global family coverage to add value to existing executive benefits package



Solution

The group selected MASA Platinum. Members of the executive team have families and frequently travel together for personal purposes on an international scale. The comprehensive benefits and tailored services address the unique needs of executives who often travel globally with their families.



Added success

After recognizing the value of MASA, the group elected to provide Emergent Plus to their non-executive employees and offered it as employer-paid with a buy-up to family coverage.