PLATINUM MEMBERSHIP
AGENT TRAINING
& AGENT REGISTRATION MANUAL

MEDICAL AIR SERVICES ASSOCIATION
Offering “Peace of Mind” since 1974
When we created Medical Air Services Association (MASA), our intention was to make air ambulance travel affordable to the average person in the United States of America. Little did we know that some 30 years later, we would have members from the farthest corners of the Western Hemisphere and four companies with more than a dozen offices located throughout the United States, Mexico and the Caribbean.

We began MASA as a retail company, literally knocking on doors and selling memberships one at a time. Now we have the distinct privilege of having represented such prestigious groups as The International College of Surgeons, the Texas Retired Teachers Association, the Federal Emergency Management Agency, the Dallas Independent School District, and many others. Our latest endeavor represents the unique opportunity to provide a needed and timely value-added product to your existing line of insurance products. To celebrate this new alliance we are proud to offer our new “Platinum Membership” which makes us the most complete emergency assistance company in the world.

MASA’s greatest challenge is to keep up with an ever-changing society. Recreational vehicle owners, traveling executives, rural citizens, vacationers and other mobile people need to have access to emergency assistance services. Cost, service and a friendly attitude are just three of the attributes that separates MASA from the pack and arms you with the finest prepaid emergency assistance product sold anywhere in the world.

Our greatest reward is the expression of gratitude we receive from our members for being there in their time of need. MASA has hundreds of aircraft available throughout the world, decades of experience and the finest medical protocol in the industry, enabling us to provide the most efficient and reliable service in existence today.

Regardless of how large we grow, every member will be treated with the same careful attention as the first MASA member. The way we see it, each MASA member is our first member.

Timothy W. Green
President
Medical Air Services Association
“My husband was admitted to the hospital in Nassau with very serious heart problems. After a week, he was able to be transported to the hospital in our hometown of Providence, RI. I accompanied my husband along with the medical technician and two pilots…your people were courteous, pleasant and professional. We were very satisfied with the service MASA provided when we needed it.”

Jane R. Scranton - Block Island, RI, USA

“Our children arrived in Orlando before my open heart surgery. My policy helped pay for the air flight for my daughter from California. What a wonderful thing after all that we had gone through! Thanks again for everything. We will continue to keep our policy. We hope we won’t have to use it, but if we do, we know you will be there for us.”

Alma Fox - Muskegon, MI, USA

“We recently needed your service while near Mulege, Baja California. We were picked up by your aircraft and my wife tells me that the medical team was extremely professional. We were flown to San Diego Airport and are grateful for having picked your service.”

Robb Oliveira - Long Barn, CA, USA
As an agent, you are committed to enhancing policy value for your customers. We know you are searching to provide a blend of value and unique coverage that will help set yourself apart from the competition.

MASA offers a service that is the perfect complement to your insurance portfolio - prepaid emergency assistance. MASA is the industry leader with nearly 30 years in business.

**Why Choose MASA Assist?**

- **MASA is a 24 hour a day operation**
- **MASA pays all expenses in advance**
- **MASA is the oldest and finest prepaid emergency air assistance company**
- **MASA’s federally copyrighted Member Services Agreement is the industry model**
- **MASA is unmatched in claims payment**
- **MASA’s membership average is seven years**
COMPANY OVERVIEW

MASA Assist’s Services

- Emergency Air Transportation
- Repatriation
- Recuperation
- Return Transportation
- Non-Injury Transport
- Escort Transportation
- Minor Children
- Vehicle Return
- Mortal Remains Transport
- Organ Retrieval
- Organ Recipient Transport

Plus the Following Special Benefits

- Helicopter Transport
- Ground Ambulance Transportation
- Grandchildren Return
- Worldwide Coverage

And Remember...

- No CLAIM FORMS
- No DEDUCTIBLES
- No AGE LIMITS
- No HEALTH QUESTIONS
- No DOLLAR LIMITS ON AIR TRANSPORT COSTS
- One LOW ANNUAL FEE COVERS ALL COSTS FOR FLIGHTS AND SERVICES

Event Timeline

1974  Rural Health Organization is formed with two employees as an HMO offering an air ambulance benefit.

1985  Name changed to Medical Air Services Association (MASA) offering the world’s first pre-paid emergency air ambulance service.

1987  Headquarters moved from Oklahoma City, Oklahoma to Grapevine, Texas.

1990  Caribbean operations initiated in St. Thomas, U.S. Virgin Islands.

1992  MASA of Florida is formed and licensed under the Limited Health Services Organization Act of Florida.

1994  MASA de Mexico, S.A. de C.V. is established to provide service in Mexico.

1998  Completed construction of world headquarters in Southlake, Texas to provide an administrative nucleus for all operations which included 12 international offices.

2003  MASA initiated rollout of “Platinum Membership” to be marketed by Insurance Agents to existing and new policyholders.

2010  MASA opened its 15th office in St. Maarten.
MASA Benefits to the Agent

- Competitive market differentiator
- Enhanced, pre-paid emergency assistance product for existing and new policyholder
- New “Platinum Membership” benefits:
  - Helicopter Transportation
  - Grandchildren Transportation
  - Ground Ambulance Transportation
  - Worldwide Coverage
- Product that helps maintain current policyholders longer
- Value that is only available through your relationship with MASA
- No claim forms
- Anyone is eligible for membership - regardless of age or health
- GUARANTEED ISSUE!

MASA Target Market

- Medicare Supplement policyholders
- Burial Insurance policyholders
- Long-Term Healthcare policyholders
- Health Insurance policyholders
- Rural clients who desire access to “big city” health providers
- Owners of boats and touring motorcycles
- RV’ers, travelers, winter home owners over 50
- Executives and other high-volume travelers

EARN AN EXTRA $5,000 PER MONTH
High First Year Commissions with Lifetime Renewals
MEMBER BENEFITS

Emergency Air Transportation:
MASA provides medically staffed aircraft that are on standby 24 hours a day for members in the contiguous United States, Canada, Mexico, the Caribbean and the Bahamas.

Helicopter Transport:
MASA provides helicopter transportation for members who suffer a serious illness or injury that requires transport by helicopter to the nearest appropriate medical facility capable of providing required medical treatment.

Ground Ambulance:
MASA will provide ambulance transportation for a member from his residence or the site of a serious illness or injury to the nearest appropriate medical facility capable of attending to the member’s medical needs.

Repatriation/Recuperation:
If a member is hospitalized while away from home, MASA will fly him home to recuperate in familiar surroundings.

Return Transportation:
MASA will fly a member to the commercial airport nearest his home following inpatient hospitalization away from home.

Non-Injury Transport:
If a member is hospitalized more than 100 air miles away from his home for more than 7 days, the member may select a family member to visit him during confinement. MASA will provide round trip, common carrier air transportation for the person selected.

Escort Transportation:
If a member requires emergency air transport, MASA will also fly the member’s spouse or other family member or friend to accompany him in the air ambulance, subject to space available.

Minor Children/Grandchildren Return:
When minor children/grandchildren are left unattended as the result of a member using MASA’s air ambulance service, MASA will provide one-way common carrier air transport for return of the children to the commercial airport nearest the place of residence of the children. A qualified attendant shall accompany the children.
Vehicle Return:
MASA will return vehicles such as cars, vans, travel trailers, or motor homes owned or rented by the member when illness, injury or death requires use of the air ambulance service provided by MASA. The vehicle will be RETURNED to the member’s place of residence or rental vehicles will be returned to the nearest rental company office.

Mortal Remains Transport:
In the unfortunate event where a member dies while more than 100 miles from his place of residence, MASA will return his remains to the commercial airport nearest his residence.

Organ Retrieval:
Should a member require a heart, heart/lung, liver, kidney, lung or pancreas transplant, MASA will provide air transportation of the organ to be used in an organ transplant.

Organ Recipient Transport:
Should time or medical necessity dictate, MASA shall fly a member to the commercial airport nearest the medical facility where an organ transplant is scheduled to be performed.

Worldwide Coverage: Platinum Member coverage shall be extended to a worldwide basis.

How MASA Service Works

The MASA service moves into action with a single toll-free phone call by the member, a family member, physician or medical personnel. The person placing the call need only supply the member’s name and membership number, which can be found on the MASA membership card.
How does MASA work?
Each member receives a membership card with the emergency access toll-free telephone number. Should the member suffer a serious illness or injury requiring medical treatment not available locally, either the member or attending medical personnel should dial the telephone number and MASA shall fly the member to the nearest medical facility capable of rendering the specialized treatment he requires, provided it is more than 100 miles from the point of departure.

How do I get home after I am hospitalized?
MASA will return you to the airport nearest your permanent residence following hospitalization, either by air ambulance transport or commercial return, depending upon your particular circumstances. Furthermore, if you are hospitalized away from home for more than seven days, MASA will fly a family member or friend, via round trip airfare, to visit you.

Why should I purchase a MASA membership?
An unexpected and serious illness or injury can occur, either while you are at home or traveling, which requires specialized medicine not available locally. MASA provides this service to you absolutely free, with no deductibles, no out of pocket expenses and anybody can join, regardless of age.

Who makes the decision if I am going to be transported by air ambulance?
The attending physician and MASA’s Medical Director determine whether you will be flown and to which medical facility. Once the decision has been made, MASA handles all the rest.

Does MASA offer helicopter service?
MASA is offering helicopter transportation for Platinum Members. Helicopter services are provided from the site of an accident or illness to the nearest medical facility capable of rendering treatment on your behalf.

Does MASA offer ground ambulance services?
Yes – from home or the scene of an accident or serious illness to a hospital.

How much does an air ambulance flight cost?
The average cost of a retail air ambulance transport is $20,000, but can be as high as $100,000 or even more. As a MASA member, this service is provided free of charge.
Where are MASA’s airplanes located?
MASA’s aircraft are strategically placed throughout various regions in the western hemisphere. All MASA aircraft are medically equipped and depending upon the medical requirements of the individual member/patient, appropriate medical personnel shall accompany the member on the flight free of charge.

Will you bring my motor home, automobile or motorcycle back to my permanent address if I require air ambulance transport?
Yes. MASA will provide a bonded driver to return the vehicle and furthermore, MASA will pay for gas and oil utilized in returning the vehicle back home.

What happens if I pass away while away from home?
MASA will arrange and pay for the return of the member’s remains to the airport nearest the member’s permanent residence.

Will MASA take care of my minor children if I have to be air transported?
Yes. MASA will transport your children, with escort, back to their home. Furthermore, as a result of our new Platinum Membership, MASA will bring your minor grandchildren back to their parent’s home if you require air transport while they are visiting or staying with you.

Where can I use MASA’s services?
MASA’s services are provided in the continental United States of America, Alaska and Hawaii, as well as Canada, Mexico, the Caribbean, the Bahamas and Bermuda. Platinum Members have worldwide coverage if they send an itinerary of trip or vacation by certified mail to MASA 10 days prior to departure.

How do I become a MASA member?
Simply fill out the application contained on the training site and submit annual payment of either $290 per year for an individual or $390 per year for a family plus a one time initiation fee. Anybody can join and the membership fee cannot be raised, regardless of medical condition, for life.
MARKETING KEY POINTS

Did You Know?

• The average cost of an air ambulance is $20,000 and could cost as much as $100,000!
• Few health insurance policies pay for any part of an air ambulance bill.
• Commercial airlines have many restrictions regarding medical patients as passengers.
• Federal regulations do not govern the quality of ambulance service – MASA DOES!

Value and Convenience

• One low annual fee for security and peace of mind
• All transportation needs met with the speed of an air ambulance
• All costs for flights and services, including vehicle return, are included with membership
• NO deductibles – NO claim forms – NO overall maximum dollar limits!

Qualified and Experienced

• ALL medical staff are experienced medical personnel who are Advanced Cardiac Life Support (ACLS) Paramedics, Registered Nurses and Physicians
• Trained medical crews are standing by at locations across the nation

Don’t forget to visit our Online Agent Training Website at:

www.MASAUniversity.com

This “Virtual Mentor” website includes:

• Online Training • Videos • Supplies
• Client Marketing Pieces & More!