

Open enrollment email series

Email 1: Enrollment begins soon

Subject line: Now you can get emergency transport coverage!

[Preferred salutation],

We're excited to announce a new employee benefit: MASA emergency transport coverage.

Did you know 28 million ambulances are dispatched by 911 annually?* Unfortunately, that means you may get hit with an unexpected transportation bill during or after an emergency.

Protect yourself and your family by enrolling in MASA emergency transport coverage. MASA provides coverage built to shield against sudden financial shock. Coverage extends to all 22,000 ambulance services in the U.S. — so no matter where you are, you're protected.

Enrollment begins [first date of enrollment]. Just visit [benefits enrollment platform] to enroll!

Warmly,
[Name/Team]

* National Association of EMS Officials

This material is for informational purposes only and does not provide any coverage. Not all MASA products and services are available to residents of all states. For a complete list of coverage and exclusions, please refer to the applicable member services agreement or policy for your state. For additional information and disclosures about MASA plans, click or visit: <https://info.masamts.com/masa-mts-disclaimers>

Email 2: Reminder

Subject line: Only [X days] left to enroll in MASA

[Preferred salutation],

Enrollment is open for MASA emergency transport coverage!

You can now get MASA and eliminate unexpected bills from an ambulance provider. How does it work? You simply call 911 when there is an emergency. When the ambulance bill arrives, send it to MASA for complete financial coverage.

Enrollment is quick and easy — with no health questions, no age limits, and no hassles.

Go to [enrollment platform url] now to enroll. Enrollment closes on [date].

Warmly,
[Name/Team]

* National Association of EMS Officials

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Email 3: Enrollment closes soon

Subject line: Last chance: enroll in MASA!

[Preferred salutation],

Enrollment for MASA ends on [end date]. Go to [enrollment platform] to enroll now.

As a reminder: MASA eliminates bills from ambulance providers, you simply call 911 when there is an emergency. MASA will help you pay the bill for all 22,000 ambulance services in the U.S. — both air and ground transportation — so no matter where you are, you're protected.

We're excited to be able to offer you essential and innovative employee benefits like MASA! Click now to enroll on [enrollment platform link]. Enrollment ends on [end date].

Warmly,
[Name/Team]

* National Association of EMS Officials

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