



Case study

How MASA Platinum elevated an executive benefit package



Client profile

Vertical: Insurance Technology

Workforce: 400 employees, including 30 executives

Executive identification: C-Suite, corporate leadership, and regional presidents

Multiple health insurance carriers and plan types



Client challenge

The client sought to protect its executive workforce from unexpected medical transport costs by offering robust global coverage, particularly as their leadership team frequently travels for both business and personal reasons. Retaining these key leaders is critical to the smooth operation of the organization and to attracting top talent through an alluring, top-tier benefits package.

This coverage need was especially personal for one key executive who frequently travels with his family. Having faced several emergency medical transports while his spouse battled cancer, he understood firsthand the importance of timely and reliable transport in urgent situations. His experiences, and the impact they had on his colleagues, made comprehensive coverage a top priority.



Solution

The group selected MASA Platinum because several members of the executive team regularly travel for personal purposes — both domestically and internationally. The comprehensive benefits and tailored services offered by MASA Platinum were seen as a perfect fit to address the unique needs of executives who often find themselves with family responsibilities while away from home.

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. Additionally, all covered members are 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.

83%

of executives view business travel as essential to company operations¹

Increases

in the frequency of travel for international business travelers raise the likelihood of experiencing an adverse health event²

Sources:

1: U.S. Travel Association, Business Travel Survey, 2023

2: U.S. Centers for Disease Control and Prevention, The International Business Traveler CDC Yellow Book 2024