

# LIFE LINES

MASA  
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FALL 2009

A QUARTERLY PUBLICATION FROM

LIFE LINES  
IS THE OFFICIAL  
NEWSLETTER  
FOR MEMBERS OF  
MEDICAL AIR  
SERVICES  
ASSOCIATION

## A MESSAGE FROM

## THE CEO...

Dear MASA Member,

We like to think of MASA as being a "people company" because that is who we serve, YOU our members. When you joined MASA you didn't buy a plastic card or a paper contract from us, you purchased the commitment from our team of people to take care of your transportation needs in a medical crisis. Sure, we have 35+ years of experience and the best reputation in the industry but when you need to use one of our services, if you have a customer service question, or if you need answers before you choose to purchase then it is a "people issue" and that is where we excel as a company.

This country was founded on the notion that people were entitled to certain liberties and as such we became a nation of the people, by the people and for the people. As a company we feel that we have the same responsibility to our members which is why we not only promote the "peace of mind" of MASA membership, but we deliver when timing and quality of service can make a lifesaving difference to you or a loved one.

By now you know what the topic of this letter is so I would like to share a few of my favorite "people" quotes with you":

*"Reasonable people adapt themselves to the world. Unreasonable people attempt to adapt the world to themselves. All progress, therefore, depends on unreasonable people."*

- George Bernard Shaw

*"There are two types of people-those who come into a room and say 'Here I am!' and those who come in and say, ' Ah, there you are!'"*

- Frederick L. Collins

*"People, people who need people, are the luckiest people in the world!"*

- Barbra Streisand

Amen to that! Have a great Autumn and safe travels!

Kindest Personal Regards,  
*Frank M. Halley, CEO*



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# SECURING PEACE OF MIND BY INSURING YOUR TRIP FROM BOOKING DATE THROUGH WELCOME HOME

*Don't Overlook  
Pre-Departure Coverage*



Travelers when planning their itinerary are justifiably concerned about the risks, such as an accident or illness, which can disrupt the course of their journey. As with MASA Assist members, travelers take financial precautions against the unwanted, costly medical disruptions that may force them to leave their destination quickly in search of proper medical attention.

Less obvious to many travelers, are the financial risks that are in play from the day they make their booking to the first day of their vacation. Companies like Travel Insured International know from years of experience that the most common claims against their policies involve trip cancellations by customers prior to their departure.

The instability of the economy has been a key factor that travelers must consider in planning a safety net for the considerable investment they make in prepaying for a vacation. Others include concerns about international flu and other illness outbreaks, disruptive and often damaging weather events, and healthcare issues faced by an aging population. Those who feel that their money is safe if they are forced to cancel before their trip is underway are unlikely to have paid attention to the fine print on their travel supplier's contract. Most travel suppliers include a series of pre-departure deadline dates beyond which costly penalties for traveler cancellations mean that refunds diminish or disappear as your departure date gets closer.

Travel Insured International within the past year has added travel insurance enhancements to address risks that may prevent YOU or your travel companion's ability to set aside work or family obligation time in favor of vacation time. Here are just a few:

- Job Loss Protection
- Cancel for Work
- Cancel for Any Reason

The bottom line is that **comprehensive travel insurance** has come a long way in helping YOU and your family take advantage of attractive travel discounts available in **uncertain economic times**. You can book with confidence, even if something goes wrong at your home or office prior to your departure. You have an opportunity to obtain a refund of most or all of your travel investment when Travel Insured International assists you.

Take advantage of the exceptional coverage that Travel Insured International can provide you. Visit [www.TravelInsured.com](http://www.TravelInsured.com) to download brochures, get a quote, or purchase a travel insurance plan or call 1-800-243-3174.

# VOLUNTEER OPPORTUNITIES FOR THOSE OVER 55

*Get involved. Here's how...*

Throughout the decades, we have changed our country. We have influenced national policy, left our mark on pop culture, and changed our workplaces and families for the better. We are still active. We are still engaged. And now we have a great new opportunity to expand our influence.

Through volunteering, we can be a positive influence on young lives, help older individuals remain independent in their own homes, clean up the environment, offer our professional skills to local nonprofit groups, and lend our talents and experience to strengthening our communities in countless other ways.

Finding the volunteer opportunity that best suits your skills, availability, and expectations can make all the difference.

## NOT SURE HOW TO GET STARTED?

The Corporation for National and Community Service is one great resource. They have actually endorsed a search engine called GetInvolved.com. You can enter your interest area, type in your zip code or state, and click the “Find Opportunities Now” button to gain access to hundreds of thousands of real-time volunteer opportunities that are tailored to the skills and experience of those age 55-plus.

AARP is another great resource. They have created a website, powered by Volunteer Match, to assist AARP members and other potential volunteers in finding service opportunities in their communities quickly and easily. The site features AARP volunteer opportunities, along with a wide variety of other community based opportunities of interest to our members. Whatever your passion, there is a volunteer opportunity just for you.

ServiceLeader.org has created opportunities for those who want to make a difference from their homes and volunteer “virtually”! Virtual volunteering means volunteer tasks completed, in whole or in part, via the Internet and a home or work computer. It's also known as online volunteering, cyber service, online mentoring, tele-tutoring and various other names. Virtual volunteering allows agencies to expand the benefits of their volunteer programs, by allowing for more volunteers to participate, and by utilizing volunteers in new areas.

Many people actively search for volunteer opportunities they can complete via home or work computers, because of time constraints, personal preference, a disability or a home-based obligation that prevents them from volunteering on-site.

Virtual volunteering allows anyone to contribute time and expertise to not-for-profit organizations, schools, government offices and other agencies that utilize volunteer services, from his or her home or office.



*When you volunteer you will:*

- \* Solve problems*
- \* Strengthen communities*
- \* Improve lives*
- \* Connect to others*
- \* Transform your own life*

# ENHANCE YOUR MASA MEMBERSHIP

## Get Your Passport to Excellence



For more than three decades, Medical Air Services Association has provided pre paid emergency assistance to those who travel around the world. Some of these services include air ambulance transportation, return/repatriation transportation, mortal remains transport, vehicle return and much, much more.

Now MASA Worldwide Benefits has designed the "Passport to Excellence" to provide the perfect enhancement to your existing MASA membership. As the industry pioneer, MASA has become the

vanguard of prepaid emergency assistance services, but even the best can get better. You now can possess the most comprehensive package of "peace of mind" benefits available anywhere in the world.

Passport to Excellence Benefits include Medflash, Attorney Advisory Service, Translation Services, Travel Advisor, Cash Advance, Physician Search, Emergency Message Center and Peace of Mind PLUS.

Contact MASA's Customer Service Department at 1-800-423-3226 with any questions about services and benefits provided by MASA Worldwide Benefits.

### JUST FOR FUN

## YOU KNOW YOU'RE GETTING OLDER WHEN...

Everything that works hurts, and what doesn't hurt doesn't work.

You feel like the morning after, and you haven't been anywhere.

Your little black book only contains names ending in M.D.

Your children are beginning to look middle-aged.

Your mind makes contracts your body can't keep.

Your knees buckle and your belt won't.

Your back goes out more than you do.

You sink your teeth into a steak, and they stay there.

You know all the answers, but nobody asks the questions.



## LAUGHTER IS GOOD FOR YOUR HEALTH

- **Laughter relaxes the whole body.**  
A good, hearty laugh relieves physical tension and stress, leaving your muscles relaxed for up to 45 minutes after.
- **Laughter boosts the immune system.**  
Laughter decreases stress hormones and increases immune cells and infection-fighting antibodies, thus improving your resistance to disease.
- **Laughter triggers the release of endorphins, the body's natural feel-good chemicals.**  
Endorphins promote an overall sense of well-being and can even temporarily relieve pain.
- **Laughter protects the heart.**  
Laughter improves the function of blood vessels and increases blood flow, which can help protect you against a heart attack and other cardiovascular problems.

# MASA IS ALWAYS HERE FOR YOU...

Dear MASA,

My wife had a seizure while we were visiting St. Ignance, Michigan. She was rushed to the Mackinaw Straits Hospital by ambulance and then onto Northern Michigan Hospital in Petoskey. At that point she had emergency surgery due to a brain tumor sitting on the "motor strip" that was never diagnosed before.

MASA was extremely helpful in setting up all the details necessary for us to get back home. We decided to drive back to Nevada. MASA paid for everything, including the ambulance fees!

Since I was alone in the strange town of St. Ignance, with out family or friends, I was particularly impressed by the compassionate and professional manner MASA provided. My wife and I are very happy to be members of MASA and would recommend MASA to anyone.

Thank you once again!

- Dan Lane

Dear MASA,

I suffered a minor heart attack (which wasn't diagnosed until I was treated in the emergency room) and was air-lifted to Tucson Heart Hospital. However, the hospital didn't have a heliport, so I was transported to Tucson International Airport, then transferred to an ambulance and continued on to the heart hospital.

My treatment before and during transport was extremely efficient, and my care was done in a manner that made me feel just like family. My wife and I are thankful we decided on a membership with MASA and highly recommend anyone to do the same. I have been a MASA member less than a year and have used the ambulance service twice and the air service once. You just never know when you'll need it or what will be involved.

Thank God MASA was there.

Richard Fornili

# MEDICAL AIR SERVICES ASSOCIATION

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