

# LIFE LINES



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

## THE CEO...

### A MESSAGE FROM



Dear MASA Member,

Have you ever sat in a large crowd with a friend, family member or somebody completely unknown who offers some of the strangest, most off-the-cuff bits of trivia you have ever heard? You know, the guy who knows how many times a hummingbird's wings flap every second, the fifth man to walk on the moon, which way the toilet water swirls on the equator and many other things that he is certain you could never disprove if you challenged him anyway. Some of those hard to believe little tidbits of information are actually interesting and/or humorous so just for fun take a look at these. They are true, I swear!

1. Coca Cola was originally green.
2. Percentage of American men who say they would marry the same woman if they had to do it all over again – 80%  
Percentage of American women who said they would marry the same man if they had to do it all over again – 50%
3. Percentage of Americans who have visited Disney Land or Disney World – 70%
4. The airplane Buddy Holly died in was the “American Pie” (Thus the name of the Don McLean song.)
5. The ship, Queen Elizabeth II, moves only 6 inches for each gallon of diesel it burns.

These things aren't particularly relevant but you might surprise your friends or grandkids with one or more of these little factoids. Here's another fact to share with your friends, MASA is the **OLDEST** and **LARGEST** provider of prepaid emergency assistance services in the United States.

One final thought; as Albert Hubbard once said, “Do not take life too seriously. You will never get out of it alive.” Have fun, be happy and have a great summer.

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



#### TRAVEL TIPS:

- To Cruise or Not to Cruise

#### HEALTH TIPS:

- How to Stay Sharp in Old Age

#### JUST FOR FUN:

- Looking for a Book to Read While You Travel?

#### DID YOU KNOW?:

- MASA is Now MASA Assist

#### MEMBER TESTIMONIALS:

- MASA is Always Here for You

WHAT'S  
INSIDE?



# HOW TO STAY SHARP IN OLD AGE

If you want your mind to stay sharp when you're 90, here's what you'll need to do.

**Be active, exercise moderately or vigorously at least once a week, live with someone, avoid smoking and continue to volunteer, work or take up a hobby into your 70s or 80s.**

A new study shows that seniors with at least a high school education and a ninth-grade literacy level who followed such a lifestyle were more likely to stay mentally fit than those who didn't.

"The take-home message from the study is, you can maintain your cognitive function in late life," said study author Alexandra Fiocco, a postdoctoral fellow at the University of California, San Francisco. "People are afraid they will experience cognitive decline as they age. But not everyone declines."

Researchers examined about 2,500 men and women aged 70 to 79 living in Memphis, Tenn. or Pittsburgh, Pa. All were taking part in the Health, Aging and Body Composition study. Cognitive skills were tested four times over the eight-year study: at the outset and at years 3, 5 and 8.

As time passed, many of the participants showed decline in cognitive function -- about 53 percent experienced minor cognitive decline and 16 percent showed major cognitive decline. But about 30 percent of the participants showed no cognitive decline -- and a few even improved their scores on cognitive tests.

## So, what separated those who experienced mental decline from those who stayed sharp?

Seniors who exercised moderately to vigorously at least once a week were 30 percent more likely to maintain their cognitive function than those who didn't exercise that often, according to the study. Those who had at least a high school education were nearly three times as likely to stay sharp as those who had less education, while older adults with a ninth-grade literacy level or higher were nearly five times as likely to avoid mental decline as those with lower literacy levels. Nonsmokers were nearly twice as likely to stay sharp as those who smoke. And seniors still working or volunteering were 24 percent more likely to maintain cognitive function, as were people who didn't live alone.

"To this day, the majority of past research has focused on factors that put people at greater risk to lose their cognitive skills over time, but much less is known about what factors help people maintain their skills," Fiocco said.

Dr. John Hart Jr., a professor of behavioral and brain sciences and neurology at the University of Texas at Dallas, said patients often come in wanting to know exactly what they need to do to avoid the problems associated with aging. No one really knows precisely what that prescription is, Hart said. But studies such as this shed light on some of the lifestyle factors that separate those who are experiencing healthy aging and those who aren't.

"These are exciting studies that are getting us closer and closer to finding out what you need to do for a healthy old age," he said. For people looking to improve their cognitive condition, Hart said there is no one product on the market or type of mental exercise that has been shown to be beneficial above the others. **Instead, take up a different activity, volunteer, try new things to challenge your brain, he suggested.**

"It always comes back to eat healthy, exercise, take care of yourself," Hart said. "Stay physically and mentally active, and you will increase your chances of successful aging."

# To CRUISE OR NOT TO CRUISE

*If you have never vacationed on a cruise, let us help you see if cruising is for you!*

## How to Choose a Cruise...

By following a few key steps when learning how to choose a cruise, you can ensure that your time away is as relaxing, rewarding, and fulfilling as possible. With such a wide variety of options available, it may seem a little bit overwhelming as you begin your search for the perfect vacation on the water. Knowing how to choose a cruise is more than just picking a pretty boat. **It is about finding the destinations that you want, in an atmosphere that you are comfortable with, at a price that you can afford.** By keeping these three things in the front of your mind, you can begin to wade through the mountain of options and cruise packages that are available and make the perfect decision. Whether you are looking for a quiet, romantic getaway for two, or a sun-splashed vacation for the whole family, the perfect cruise experience is out there. Here's how to find it.

## How to choose a cruise destination

The predominant image in most people's minds of a cruise vacation involves blue water, sunshine, and palm trees at each stop. While this is certainly a popular option and a great way to get away, do not pigeonhole yourself into thinking that you have to go the Caribbean to enjoy the cruise experience. You can explore the coastline of Alaska, the Pacific Coast, or even take a jaunt to Europe and cruise the Mediterranean region. You probably already have a basic idea of where you want to go, so the real first step in how to choose a cruise is deciding on specific locations.

## Atmosphere

You only need to watch the advertisements on television to see that different cruise companies cater to different demographics of people. Some are pitching towards young people looking for a party, while others are obviously geared towards an older crowd who are looking for a quiet and relaxing getaway. Nothing can dampen your experience faster than ending up on a cruise that doesn't suit you. If you are looking for peace and quiet and you end up on cruise ship with a group of college kids on spring break, you may spend more time looking for a place to hide than in the sun.

You should be able to get a good idea of what type of clientele the cruise companies are catering to by visiting their website. If you still feel like you need more information, this is another instance where travel review websites can be helpful.

## Staying on Budget

Whether you are planning to book your own cruise online or are utilizing a travel agent to do it for you, you will notice that there are some large price differences in packages and dates. Don't panic if the first numbers that you see or hear are way too much. Use a few simple techniques to whittle down the price of your cruise and you will find that you can get it to fit within your budget.

If you have the ability to plan your cruise during off-peak season, then you are much more likely to find a bargain. Book an interior room with no window or balcony. Rooms with less features are often less expensive than the rooms that do. You can plan on spending your vacation by the ship's pool or on the sundeck, rather than staying in your room to help keep the costs down.

Another way to save money is to buy your airfare to the homeport with your cruise package. The cruise lines often have deals worked out with the major airlines to ensure that you can get to the cruise ships affordably.

If you are willing to put a little time into the process, you can choose a cruise that will be the perfect fit for your needs. Once you've done all of your research and have the trip booked, all that's left to do is live with the anticipation of your well deserved vacation.

Sit back, relax, and enjoy a trip that you carefully planned so that you don't have to worry about anything once you get there. And, don't forget your MASA Assist Membership Card!



# MASA IS NOW MASA ASSIST

We are pleased to announce that we have undergone a “facelift” to give our existing MASA Family and prospective new members a fresh look at who we are and what we do. For years you have known us simply as “MASA” but many people who are not aware of prepaid assistance services do not understand by our name what we do. In an effort to enhance public awareness, we have chosen to adopt the name “MASA Assist” which still retains the MASA brand but gives people who do not know us a better idea of the services we perform.

We have also updated our website ([www.MasaAssist.com](http://www.MasaAssist.com)) to provide you with more information and to make it more user friendly. Our newsletters are available to you online as well as news stories, that have been featured in newspapers, magazines and other forms of media. This is a great source of information and we hope you visit it on a regular basis.

We are the same company, with the same people and the same great service. We are just trying to communicate with you a little better, a little faster and hopefully in a more appealing manner. Keep watching our website for more changes, We are sure you will like what you see. You can still find us at [www.medairservices.com](http://www.medairservices.com) and now also at [www.MasaAssist.com](http://www.MasaAssist.com).



## JUST FOR FUN

# LOOKING FOR A GOOD BOOK TO READ WHILE YOU TRAVEL?



Award-winning storyteller Anita Brock gives us a new collection of true stories about the adventures and mishaps of her travels. Introducing *Out, About and Around* and *Mileage, Memories and Mishaps*.

*Out, About and Around* is an entertaining effort to push others out of their comfort-zones and encourage them to think outside the box when searching for new life experiences.

*Mileage, Memories and Mishaps* will make you laugh out loud. This collection of imaginative twists to the real life travel experiences has a spiritual spin and is quite entertaining. *Mileage, Memories and Mishaps* invites travelers to share a light, encouraging view of where they have been and where they want to go.

Visit [amazon.com](http://amazon.com) for further information or to order an Anita Brock book!

# MASA IS ALWAYS HERE FOR YOU...

Dear MASA,

I had the privilege of having my husband, George, airlifted from St. Thomas to Northridge Hospital in Fort Lauderdale, Florida, because he had approximately 24 hours to live. MASA took 2 hours to reach our destination and thankfully his life was saved!

The nurse, Michelle, pilot and EMT were very professional and had all the medications in place. He never lost consciousness throughout the flight. When every minute counts, it helps to know that MASA was there to help us. I know I can depend on you in the future.

I thank MASA and its entire staff for helping my husband to live a little longer. Unfortunately, George passed away a few months after returning home, due to many complications

I encourage everyone to insure with MASA— you never know when you may need them.

- Lillian I. Greaux

Dear MASA,

I was involved in a devastating motorcycle accident with another vehicle. After arriving at the local hospital, it became apparent that I could not receive the treatment I needed. I requested to be moved to a trauma center that could treat all of my injuries professionally. MASA responded immediately with ambulance service. Your jet flew me to the major trauma center in Puerto Rico, where I received top notch care. They were able to save my leg and treat my other injuries.

Without MASA, I would have been at the mercy of an ill-equipped and limited staffed hospital. They would of performed unnecessary surgery on my neck and would of removed part of my leg. Your team was very professional and timely. They lost no time whatsoever transporting me to Puerto Rico. MASA even contacted me after I returned home to see how I was doing.

During my recovery, it meant alot to know that the people that helped me, actually cared how I was doing.

Thank-you for everything. I am so thankful that MASA offered services in my area. Without it, I would be much worse off the rest of my life.

Sincerely,  
L. Chipman  
Resident - St. Croix, USVI

# MEDICAL AIR SERVICES ASSOCIATION

**MASA World Wide Headquarters**  
1250 W. Southlake Blvd. • Southlake, TX 76092  
Tel: 817-430-4655 • Fax: 817-491-1368  
[www.MasaAssist.com](http://www.MasaAssist.com)

**MASA Florida**  
230 W. Highland Dr.  
Lakeland, Fl. 33813-1541  
1-800-828-1953  
863-853-2249  
869-465-5580 Fax

**MASA BVI**  
Wards Building  
352 James Walter Francis Hwy.  
Roadtown, Tortola BVI  
284-494-8684  
284-494-7286 Fax

**MASA Bahamas – Freeport**  
#1 Seventeen Centre  
P.O. Box F-44647  
Freeport, Bahamas  
242-351-5122  
242-351-5058 Fax

**MASA St. Kitts**  
Ram's Shopping Complex  
Bird Rock Road  
Bird Rock, St. Kitts, WI  
869-465-5580  
869-465-5580 Fax

**MASA Jamaica**  
Shop 4  
19 Main Street  
Ocho Rios, St. Ann  
Jamaica, W.I.  
876-974-1000  
876-974-1002 Fax

**MASA USVI – St. Croix**  
#5 Chandler's Wharf  
Christiansted, St. Croix VI 00820  
340-773-7979  
340-773-7312 Fax

**MASA Turks & Caicos**  
Sammy Been, Bldg. #26  
Airport Road  
Providenciales  
Turks & Caicos  
649-941-8684  
649-941-8684 Fax

**MASA Bahamas – Nassau**  
Village Office Suites  
75 Village Rd., Suite 4  
Nassau, Bahamas  
242-393-5048  
242-393-5043 Fax

**MASA Antigua**  
Cassada Gardens #3  
St. John's Antigua  
268-462-6256  
268-463-9225 Fax

**MASA Trinidad & Tobago**  
46 Ariapita Ave.  
Woodbrook, Trinidad, WI  
868-628-8108  
868-628-6274 Fax

**MASA USVI – St. Thomas**  
4000 Rhymer Highway  
St. Thomas, VI 00802  
340-777-8580  
340-777-8480 Fax

**MASA Bermuda**  
"Pen Pam" Upper  
St. George GE 02  
Bermuda  
441 295 6272  
441 295 4954 Fax

**EMERGENCY ACCESS:**  
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**CUSTOMER SERVICE:**  
**1-800-423-3226**



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Southlake, TX 76092

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