masa+

CASE STUDY

How off-cycle MASA implementation drove stronger participation

Client profile

Vertical:
Healthcare

Eligible employees:
4,000+

Medical carriers:
Multiple

Plan types:
PPO, HDHP, HMO

Client challenge

A large healthcare organization with over 4,000 employees across multiple states faced increasing concern around access to emergency medical transportation. Reports of hospital closures across several regions heightened urgency among executives, and prompted internal discussions about how to better protect employees. The organization wanted to act quickly rather than wait for the next open enrollment period, while also ensuring strong long-term participation in the benefit.

Solution

Following a mid-year strategy discussion with their broker, the organization explored MASA's emergency medical transport solutions. The value proposition — no network limitations and protection for both ground and air transportation across the U.S. — aligned directly with employee concerns and organizational goals.

Results

The group moved forward with an off-cycle implementation, later aligning with the company's standard enrollment cycle. To support the rollout, an employee communication strategy was deployed, including an email campaign, on-site informational posters, product and information flyers, and virtual employee education sessions. The off-cycle enrollment resulted in a 5% participation.

During the following open enrollment, MASA was strategically positioned after the primary health insurance benefit in enrollment materials, reinforcing its role as a medical-aligned solution. The same communication initiatives were repeated and expanded, leading to a 25% participation rate.

Why off-cycle matters

Implementing benefits off-cycle allows employers to respond quickly to emerging risks and employee concerns -- without waiting for the traditional enrollment window. Additionally, the intentional focus on a single benefit makes it easier for employees to digest.

The result is stronger engagement and higher participation during open enrollment.

BROKER INSIGHTS

Annual group premium:

$112,000

Annual group commissions:

$22,400