

success stories



“Our new system does everything the old system did and more, and now I can change it through simple administrative functions.”

—Randy Halley,
VP Operations

Medical Air Services Association

Southlake, Texas

Membership and Claims Processing System

Company Overview: Based in Southlake, TX. Medical Air Services Association (MASA) provides an international emergency assistance service designed to return a person home after an illness or an injury, and provide additional benefits that are outside most insurance company’s realm of coverage. Their more than half a million member customers are assured that their emergency transportation will be paid for if they become ill while away from home. MASA is the industry leader with more than 27 years in business and 500,000 members. MASA members cover the farthest corners of the Western Hemisphere. In addition, MASA has offices located throughout the United States, Mexico and the Caribbean.

The Business Challenge: MASA had been using a system written in the Cobol programming language, which meant that every change to the system, no matter how minor, required MASA to hire the services of a programmer. “Our old Cobol system functioned pretty well for us for years, but it just wasn’t flexible enough in today’s world, where data needs to be easily moved around,” said Randy Halley, Vice President of Operations for MASA. MASA has some 200 agents over its five companies. Each company serves a different region of the U.S. and the Caribbean. It became too difficult to use the old system to track all of its members, their various membership programs, their billings, and agent commissions.

The CPB. Inc. Solution: MASA is launching a custom system developed specifically to their unique data needs. CPBinc designed an all-new Java-based MASA system with a Microsoft SQL database back-end that simplifies changes and tremendously increases MASA’s flexibility.

For instance, Halley said, when new products are introduced or changes need to be made in agents’ compensation structures, the system can be easily updated. “We could track only one product and one commission structure with the old system. It was a nightmare. Now we can track all of our products, and agents can sell different types of memberships and receive multiple commissions. It’s a beautiful thing,” he said.

The Business Benefits: “MASA’s client system now truly fits their business processes and their workflow,” said C. Pitman Baker, president of CPBinc, who designed the new system. “We looked closely at what this system needed to do now and in the future, and built it so that it enhances the way MASA works. The result is something they can manage themselves, which will take a minimal amount of programming in the future to expand its capabilities.”

C. Pitman Baker & Associates, Incorporated

Custom Software Development

Irving, Texas

(972) 579-1642