



For Immediate Release

January 28, 2013

**USTiA INTRODUCES YOUTUBE CHANNEL
NEW TOOL FOR EDUCATING CLIENTS ABOUT IMPORTANCE OF TRAVEL INSURANCE
“When Travel Medical Disaster Strikes: Saving Travelers’ Lives”
Insider Look at Travel Medical Evacuations**

Agents now have a new tool to help educate clients about the importance of travel insurance in cases of illness or injury, thanks to a new [YouTube Channel](#) from the US Travel Insurance Association.

Titled, “When Travel Medical Disaster Strikes: Saving Travelers’ Lives,”—the new channel provides an inside look into the world of travel medical evacuations through interviews with medical personnel who are on the frontlines of helping sick and injured travelers. Viewers also learn about what actually happens when life-saving medical transport is needed to get a patient to a hospital or to return safely home.

Through the videos, viewers:

- go inside a medevac plane to see the life-saving equipment onboard,
- see a medical evacuation drill,
- hear firsthand stories of saving patients,
- learn the importance of having travel insurance.

Videos range in length from 1:43 to 4:34 minutes, and can be accessed by keying in <http://www.youtube.com/user/USTravelInsurance>.

Raising Awareness

While clients may not think about getting sick or having an accident when they book their trip, USTiA points out that each year thousands of travelers need medical help during their trip. Without the proper insurance, medical treatment and assistance – especially medical evacuation – can run into hundreds of thousands of dollars. According to USTiA, agents should advise their clients to check their current coverage, and determine whether they are adequately protected in case of illness or injury while traveling.

The association points out that its new YouTube videos can help agents raise client awareness about the importance of having appropriate medical coverage when traveling. Agents are also encouraged to link to the video channel from their own web site or blog, or to embed the videos on their own web sites.

In addition to the new YouTube channel, USTiA provides a consumer outreach web site -- TRIP.ustia.org (Travel Responsibly, Informed, and Protected) -- with helpful information including timely tips on travel, health, safety, and security.

About UStiA

UStiA promotes fairness, integrity, and a commitment to excellence in the travel insurance industry. With a mission to educate the public on travel insurance while maintaining high industry standards, UStiA is a non-profit association of insurance carriers and allied businesses involved in the development, administration and marketing of travel insurance and assistance. Travel insurance is commissionable to agents.

For more information, consumer advice on how to shop for travel insurance, and a listing of UStiA member companies, visit the UStiA website, ustia.org.

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