PassportCard Acquires Embedded Travel Insurance Platform Pattern

Pattern Insurance Services Inc., a recognized innovator in embedded insurance, announced that its solution has been acquired by PassportCard to strengthen PassportCard's global travel insurance innovation capabilities. The acquisition combines Pattern's platform and team with PassportCard's international presence to accelerate embedded insurance adoption across digital travel channels.

PALO ALTO, Calif., May 7, 2025 /PRNewswire-PRWeb/ -- PassportCard, a global leader in travel and health insurance innovation, has acquired the technology platform and core team behind Pattern, a U.S.- and Israel-based embedded insurance technology provider specializing in booking and registration-related solutions.

Pattern developed a flexible, API-driven platform that enabled distribution partners to offer embedded insurance products as a seamless part of their user experience. The company's unique capabilities in real-time risk assessment, partner customization, and regulatory handling positioned it as a pioneer in the fast-evolving embedded insurance landscape.

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This acquisition strengthens PassportCard's global technology footprint and accelerates its embedded insurance capabilities across travel and digital channels.

"We're excited to welcome Pattern's technology and expertise into the PassportCard family," said Shefer Abelson, CEO of PassportCard Labs. "Their infrastructure and approach to partner-centric distribution complement our mission to deliver real-time, customer-first insurance experiences across borders."

Founded in 2020, Pattern worked with travel, recreation, and activity management brands across the U.S., Europe and Middle East. Its team will continue supporting and scaling the platform as part of PassportCard Labs, the technology arm of the PassportCard Group.

"We're incredibly proud of what we built and grateful for the partners, investors, and team who made Pattern's journey possible," said Meitav Harpaz, Co-Founder and CEO of Pattern. "Joining PassportCard allows the technology and vision behind Pattern to continue evolving at a global scale."

The acquisition reflects PassportCard's broader commitment to investing in cutting-edge technologies that transform insurance delivery and customer experience. Together, PassportCard and Pattern are poised to expand the possibilities of embedded insurance solutions globally, delivering greater flexibility, speed, and value to partners and end customers alike.

About PassportCard

PassportCard is a global provider of real-time travel and health insurance solutions. Operating in over 150 countries, PassportCard enables members to pay directly at the point of care using its proprietary card-based infrastructure — eliminating paperwork and delays

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