



TRU Essentials



Everyday healthcare built around your life, not the other way around.

TRU Essentials Features



Virtual Primary Care

- 24/7 urgent and primary care.
- Members pick their own physician.



Free Lab Testing

- 70+ free tests.
- CBC, CMP, HbA1C, cholesterol, thyroid, and more.



\$0 Prescriptions

- 1,000+ everyday medications for \$0.
- Pickup or delivery at 70,000+ pharmacies.



Mental health support

- Free visits with Licensed Counselors.
- Psychology and Psychiatry for a fee.



Dental & Vision

- 15–50% off dental at 110,000+ locations.
- 35% off frames, 20% off lens add-ons.



Imaging & Diagnostics

- 40–75% off MRIs and CT scans.
- 2,900+ radiology centers nationwide.

TRU Essentials Pricing



Member Only
\$45/mo



Member + Spouse
\$55/mo



Member + Child
\$55/mo



Whole Family
\$60/mo

TRU Essentials is not insurance; it is a Discount Medical Plan Organization (DMPO) that can be used alongside other healthcare payment solutions or independently. Members are responsible for payment of all healthcare services. Discounts may be available through participating providers. Provider participation and discounts may vary by location. No claims. No paperwork. The TRU Health Group name, logo, and other marks are owned by Crown Administrators, Inc., d/b/a Health Admins.