

TruFamily email sequence

Status	Done
My Day	☐
Days (Only if Set to 1 Day(s))	
Priority	Medium
Contexts	
Labels	
Assignee	Lindsay Redifer

Email 1

Subject A: how to manage healthcare

Subject B: this is getting harder every year

Body

Hi, I'm Dr. Pham of TruFamilyMD, a local Santa Ana physician. I wanted to reach out because I know how challenging it has become to offer healthcare benefits without costs getting out of hand.

A recent employer survey found that the average cost of employer-sponsored health insurance reached $17,496 per employee in 2025. That number increased 6.0% in a single year, faster than both inflation and wage growth.

And the pressure is not easing. Employers are expecting another 6.7% increase in 2026, the highest in 15 years.

That puts business owners in a difficult position. You want to offer something meaningful, but each year it becomes more expensive and harder to manage.

That is exactly why I built TruFamilyMD around a different model.

It is called Direct Primary Care. Instead of dealing with premiums, deductibles, and billing complexity, it is a simple monthly membership that gives employees direct access to a physician.

I will explain how that works in my next email.

For now, feel free to reply if you want to talk through what you are currently dealing with.

Talk soon,

Dr. Trung Pham, MD, MBA

Email 2

Subject A: the employer balancing act

Subject B: why is this so difficult?

Body

Hi again.

One of the hardest parts of offering healthcare today is not just the cost. It is the balancing act.

You want to keep paycheck deductions reasonable for your employees. At the same time, you need to make sure they can actually afford to use their coverage when they need it.

It’s a nightmare.

A recent survey found that 28% of workers with household incomes at or below the median are not confident they can afford necessary healthcare. So even when coverage is offered, people hesitate to use it.

From a business perspective, that creates a huge problem.

You are paying for a benefit, but your team may still delay care or avoid it altogether while you waste your money.

At TruFamily in Santa Ana, I've developed a solution.

Direct Primary Care helps your employees pay one, flat fee that gives them access to a physician, a personalized healthcare plan, and so much more. I even answer texts.

Keep an eye on your inbox to see what that looks like in my next message.

Talk soon,

Dr. Trung Pham, MD, MBA

Email 3

Subject A: a simpler way to offer care

Subject B: no copays, no confusion

Body

Hi there.

I want to explain how my membership model of Direct Primary Care works in a straightforward way.

My program is paid for by your workers. Employees pay a flat monthly fee of $129 for direct access to their doctor.

That includes:

- Unlimited visits with no copay
- Same day or next day appointments
- Longer, more in-depth visits
- Direct communication by phone, text, or video
- Ongoing care for both routine and chronic conditions

There are no insurance claims, no surprise bills, and no guessing what something will cost.

Patients also get access to transparent pricing on labs, imaging, and medications, often at much lower rates than standard retail pricing.

For employers, this creates something that is very hard to find in traditional healthcare.

Predictability.

If you want to see how this could fit alongside what you already offer, I am happy to walk you through it.

Talk soon,

Dr. Trung Pham, MD, MBA

Email 4

Subject A: why cutting costs is not enough

Subject B: what most plans get wrong

Body

Hi,

When healthcare costs rise, most employers are forced to make adjustments.

In fact, 55% of employers reported reducing rate increases by making cost-cutting changes such as raising deductibles or shifting more costs to employees.

On paper, that helps control expenses.

But in practice, it often creates a new problem.

When a slew of varied, unpredictable costs shift to employees, people become more hesitant to seek care. They delay visits, avoid follow ups, and wait until something becomes urgent.

That all comes full-circle to you as your team needs more sick days, workmen's comp, and are more likely to get injured thanks to chronic conditions. So while the strategy reduces immediate pressure, it does not always solve the underlying issue.

That's why I created my Direct Primary Care model - to take the stress and unpredictability of medicine away and keep payments to one simple monthly cost.

If you want to explore how it compares to what you are currently offering, I am happy to talk through it.

Talk soon,

Dr. Trung Pham, MD, MBA

Email 5

Subject A: why benefits often go unused

Subject B: the hidden inefficiency

Body

Hi,

Here’s something that doesn’t always show up in reports; when employee benefits are offered and readily available, they don’t get used in the best possible way.

Employers are adding more plan options, more programs, and more resources. In fact, 67% of large organizations now offer three or more medical plans.

But more options do not always mean better outcomes.

For any program to succeed, employees need to understand it and actually use it.

When they don’t, benefits fall short.

If something is complicated, time-consuming, or hard to access, people put it off.

My Direct Primary Care takes a different route. With a simple monthly payment, I can focus on keeping your team healthy with same or next-day appointments and comprehensive care.

When people can reach their doctor easily and get clear answers, they are much more likely to get engaged in long-term programs like my healthy weight initiative, manage things like depression or hormone health, and do it all the right way.

That is what turns a benefit into something that actually works.

If you are looking for a more practical approach, I would be glad to walk you through it.

Talk soon,

Dr. Trung Pham, MD, MBA

Email 6

Subject A: what employees actually value

Subject B: access and consistency

Body

Hello again,

When people think about healthcare, they often focus on coverage. But patients consistently value access and continuity.

Your employees want a doctor they can reach, enough time during visits to ask questions, and a clear vision of how to implement things like nutrition and exercise plans. The last thing they want is a doctor who can’t recall their name without a clipboard in their hands.

In my years as a physician, I find that establishing trust both with teams and their employers are the cornerstone of great healthcare. With my Direct Primary Care model, patients work with the same physician over time. They have direct communication and longer visits so they get everything they need.

For you, that means employees who don’t stress over healthcare, they just pick up the phone and get it.

If that sounds good to you, hit reply and let me know. I’d love to answer any preliminary questions for you.

Talk soon,

Dr. Trung Pham, MD, MBA

Email 7

Subject A: what this really comes down to

Subject B: control vs uncertainty

Body

Hi,

At the end of the day, most decisions around healthcare come down to two things.

Cost and control.

Costs are rising year after year, and many of the traditional tools available to manage them come with tradeoffs. Higher deductibles, more complexity, and less predictable outcomes.

That is what makes this decision so frustrating for many business owners.

I want to give you a better way to do this.

Imagine - a flat monthly cost, simple access to care with no surprise billing and zero complicated paperwork.

Together, we can take a stressful headache-of-a-process and make it clear and straightforward.

Isn’t that what healthcare should be?

All you have to do is reply and we can talk it through.

Talk soon,

Dr. Trung Pham, MD, MBA