



Truly Protect Your Clients and Sell More with TruAssure

TruAssure is now offering legal and identity theft protection through our partnership with LegalShield and IDShield.

Now you can provide groups of all sizes with access to flexible and comprehensive dental coverage, as well as legal and identity theft protection. TruAssure's dental plans help businesses promote employee wellness and retain top talent. With LegalShield, your clients can receive affordable legal protection on matters pertaining to family, home, finances and more. IDShield allows your clients to protect themselves from identity theft and manage their online reputation. When your clients choose TruAssure, you can be sure they're making the best choice for their employees and their company.

TRUE EXPERTISE

TruAssure is part of a family of dental plan companies with **more than 50 years of experience** and more than 2 million members nationwide. Our dental plans are customizable for clients with 10 or more employees, and we also offer flexible options for smaller groups.



Our partnership with LegalShield and IDShield gives us the combined expertise to meet all of your clients' dental, legal and identity theft protection needs. LegalShield offers clients direct access to provider law firms for estate planning, financial, family, auto and home legal coverage. IDShield provides clients one place to monitor their most important data, receive credit threat alerts and provides unlimited restoration services with a \$1 million protection policy.

TRUE SERVICE

At TruAssure, we strive to make customer service simple, so you and your clients can **focus on managing business, not managing benefits**. We provide your clients with seamless dental, legal and identity theft protection benefits integration, access to a dedicated TruAssure representative, competitive pricing and more.



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TRUE ACCESS



TruAssure provides access to **one of the largest dental networks in the nation.*** With more than 394,000 dentist locations, we make it easy for members to find a network dentist through our online dentist search tool at truassure.com.

Our partnership with LegalShield connects members with direct access to legal provider firms offering unlimited consultation and document review, free legal forms, will preparation, emergency legal access and moving traffic violations assistance.

WHY OUR BENEFITS TRULY MATTER

Dental benefits are crucial to any employee wellness program — and preventive checkups can even help with early detection of other serious health conditions. Safeguarding identity and having legal peace of mind is also essential to financial health and overall wellness.

- More than 92 million work hours are lost each year as a result of emergency or unplanned dental care.¹
- People with dental coverage are more likely to visit the dentist for preventive care than those without.²
- 90% of Americans do not have any form of legal protection service.³
- 53% of employees say their work was impacted due to a legal event the past 2 years.³
- 90% of identity-theft victims involved the misuse or attempted misuse of an existing account, such as a credit card or bank account.⁴
- 32% of identity-theft victims who spent six months or more fixing financial or credit problems reported severe emotional distress.⁴

With facts like these, it's easy to demonstrate to your clients how offering dental, legal and identity theft benefits contribute to employees' well-being and overall peace of mind.

It's easy to offer dental, legal and identity theft coverage from one trusted carrier.

Contact your TruAssure representative for a quote today.



*TruAssure dental plans are offered in association with the DenteMax Plus dental network arrangement, which includes participating dentists from the United Concordia, DenteMax and Connection dental networks.

¹https://www.cdc.gov/pcd/issues/2018/17_0225.htm

²National Association of Dental Benefits Consumer Survey 2019

³Statistics from the 2019 LegalShield® Workplace Study conducted by Echo Research, legalshield.com/FinancialWellness

⁴<https://www.idshield.com/blog/identity-theft/how-many-hours-fix-identity-theft>