

# TruHealth GLP-1 Packs

Launch Brief



# What is GLP-1?

- GLP-1 (Glucagon-Like Peptide-1) is a natural hormone that helps regulate blood sugar, appetite, and digestion.
- It is released in our body after food consumption.
- It signals fullness, slows gastric emptying, and supports insulin release.

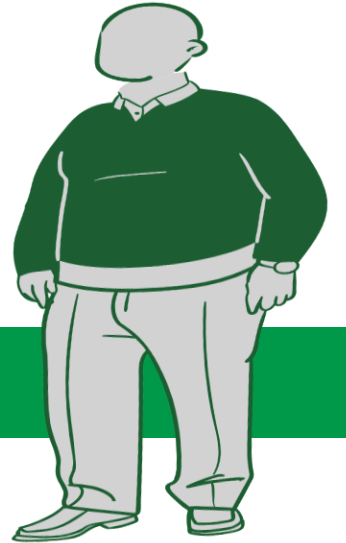
## What is GLP-1 therapy

- GLP-1 therapy uses GLP-1 agonist medications, which are drugs that act like the natural GLP-1 hormone by activating its receptors to reduce appetite, improve insulin release, slow digestion, and support better blood sugar control.

# Who Undergoes This Therapy?

GLP-1 therapy is typically used by:

- Individuals with obesity or overweight struggling with weight loss
- People with Type 2 Diabetes needing better glucose control
- Those seeking clinically supervised medical weight management



## Introducing: TruHealth GLP-1 Packs

T8922

TruHealth GLP-1 Ready

T8923

TruHealth GLP-1 Monitor

T8924

TruHealth GLP-1 Monitor  
(Subscription)

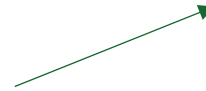
# For every GLP-1 Journey...there's a TruHealth Package



For Baseline  
Testing /  
readiness

T8922

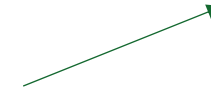
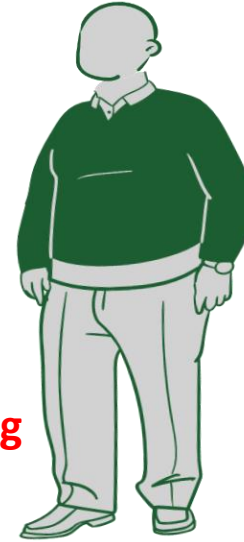
TruHealth  
GLP-1 Ready



For During  
Therapy  
Testing

T8923

TruHealth  
GLP-1  
Monitor



For Regular  
Post Therapy  
Testing

T8924

TruHealth GLP-  
1 Monitor  
(Subscription)



# TruHealth GLP-1 Ready: Baseline Testing / Readiness

- Before starting GLP-1 Therapy, doctors generally recommend pre-screening tests to set **baseline health** values for future monitoring.

TruHealth GLP-1 Ready		T8922
Category	Test Code	Disease/disorder wise test menu
Anaemia and Thalassaemia	C0044	Haemogram , blood
	I0286	Iron studies, serum
Diabetes	G0027	Glucose, fasting
	H0018	HbA1c (glycated Hemoglobin), blood
	G0027_P	Glucose, post prandial
	I0275	Insulin, Fasting
Liver	L0080	LFT Mini
Infection tests	C0170	CRP
Kidney	R0012	RFT Mini
Heart	L0071	Lipid Profile Mini
Thyroid & obesity	T0066	Thyroid Profile
Pancreas	A0432	Amylase, serum
	L0068	lipase, serum
Service	V8211	Vitals
	O1813	Other Diagnostic Services - General Consultation

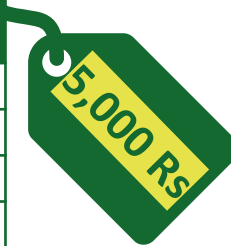


- The TruHealth GLP-1 Ready Package is a comprehensive pre-therapy assessment
- It is designed to evaluate one's health status and metabolic profile before starting GLP-1 receptor agonist therapy.

# TruHealth GLP-1 Monitor: **Monitoring Therapy progress**

- Regular GLP-1 dose-optimisation tests help the doctor adjust the medicine based on how the person is responding, so they get the best results with the lowest possible risk.

TruHealth GLP-1 Monitor		T8923
Category	Test Code	Disease/disorder wise test menu
Anaemia and Thalassaemia	C0044	Haemogram , blood
	V0010	Vitamin B12
	I0286	Iron studies, serum
Diabetes	G0027	Glucose, fasting
	H0018	HbA1c (glycated Hemoglobin), blood
Liver	L0080	LFT Mini
Kidney	R0012	RFT Mini
Heart	L0071	Lipid Profile Mini
Thyroid & obesity	T0066	Thyroid Profile
Bone & Joints	V0015	25 OH Vitamin D, serum
Service	V8211	Vitals
	O1813	Other Diagnostic Services - General Consultation



- Research shows that GLP-1 therapy can sometimes affect liver enzymes, kidney function, and vitamin B12 levels
- The GLP-1 Monitor Package is a carefully selected set of lab tests designed to regularly check these health markers for people using GLP-1 receptor agonist therapy.

# TruHealth GLP-1 Monitor: 3 Months Therapy Monitoring

- Instead of booking tests separately every month or quarter, the TruHealth GLP-1 Monitor (subscription) plan allows you to pre-book multiple monitoring cycles together

TruHealth GLP-1 Monitor (Subscription)		T8924
Category	Test Code	Disease/disorder wise test menu
Anaemia and Thalassaemia	C0044	Haemogram , blood
	V0010	Vitamin B12
	I0286	Iron studies, serum
Diabetes	G0027	Glucose, fasting
	H0018	HbA1c (glycated Hemoglobin), blood
Liver	L0080	LFT Mini
Kidney	R0012	RFT Mini
Heart	L0071	Lipid Profile Mini
Thyroid & obesity	T0066	Thyroid Profile
Bone & Joints	V0015	25 OH Vitamin D, serum
Service	V8211	Vitals
	E0078	ECG
	O1813	Other Diagnostic Services - General Consultation



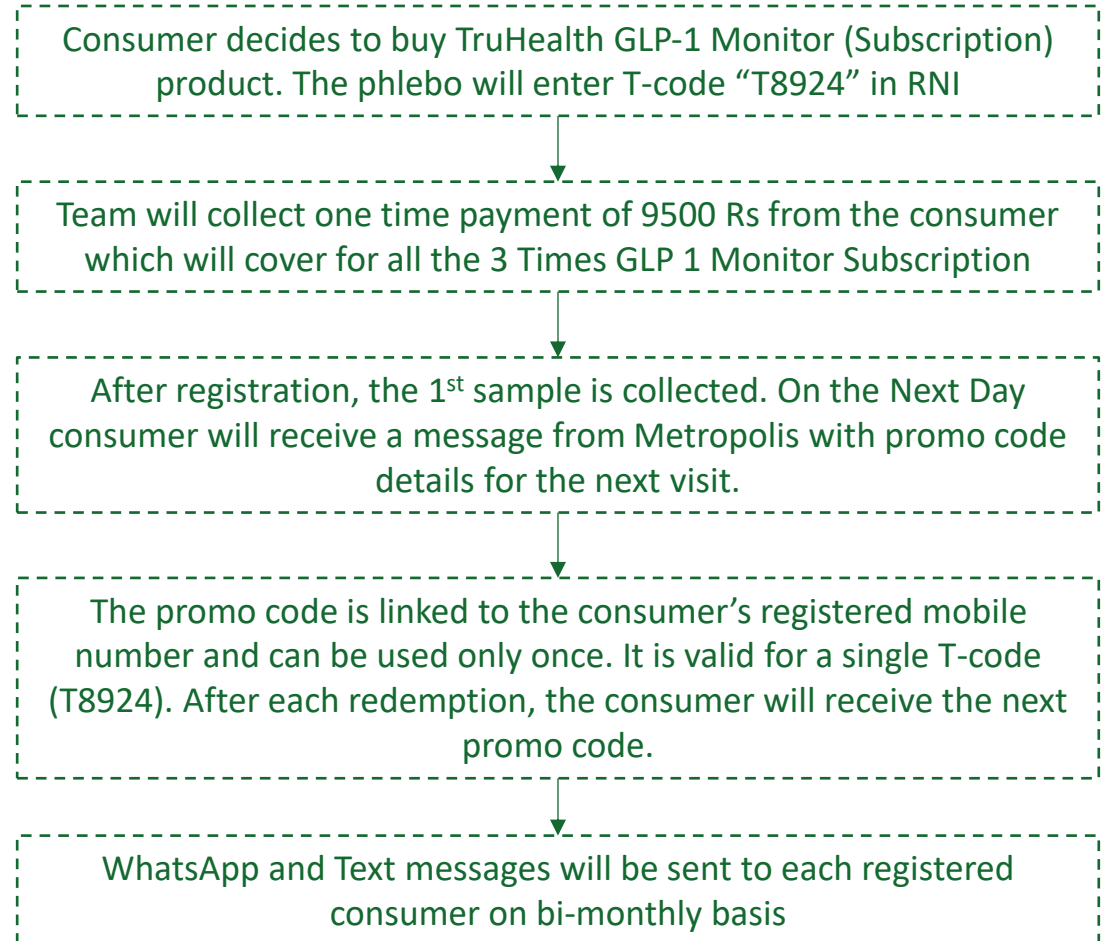
- The TruHealth GLP-1 Monitor Subscription is a structured, multi-cycle follow-up plan designed for individuals already on GLP-1 receptor agonist therapy.
- This subscription allows consumers to buy **3 packs** together and receive regular testing at fixed intervals for better tracking and safer dose adjustments.

# Product Description and Redemption process (GLP-1 Monitor Subscription)

## Product Description

<b>Product Name</b>	TH GLP-1 Monitoring (Subscription)
<b>Product Code</b>	<b>T8924</b>
<b>No of Parameter</b>	99
<b>Profiles Covered</b>	Annemia, Diabetes, Liver, Kidney, Thyroid
<b>Discount type</b>	Promo-code Based
<b>Frequency of Promo code to be utilized</b>	2 times
<b>BU</b>	Mumbai, Pune, Chennai, Bangalore and Surat
<b>Org</b>	All Mentioned BU Orgs
<b>Offer Price</b>	<b>9500</b>

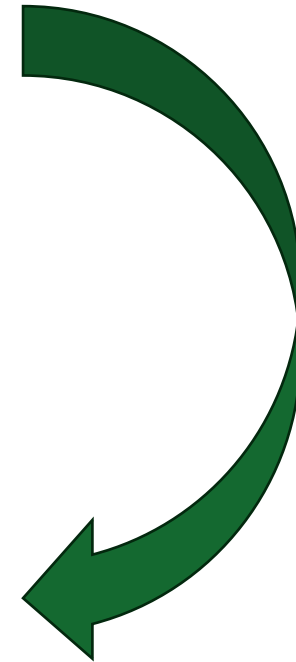
## Redemption process



# How to pitch: TruHealth GLP-1 Monitor (Subscription)

T-name	Frequency of test	Duration at which test should be done (in months)	MRP
Truhealth GLP-1 Monitor	1	1to 3 Month	5000
Truhealth GLP-1 Monitor	1	4 to 6 Momths	5000
Truhealth GLP-1 Monitor	1	7 to 9 Months	5000
Total			15,000

T-name	Frequency of test	Duration at which test should be done (in months)	MRP
Truhealth GLP-1 Monitor (Subscription)	1	1to 3 Month	9500
	1	4 to 6 Momths	FOC
	1	7 to 9 Months	FOC
Total			9500

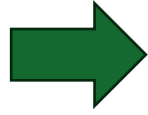


On taking Subscription the consumer saves **5500Rs**

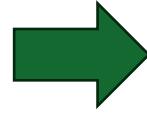
# Consumer Journey (For GLP-1 Subscription)



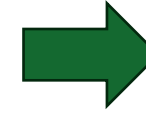
Consumer fills the lead form & OB team calls them



Our team explains Truhealth GLP-1 Monitor (Subscription) to consumer



Consumer decides to buy TruHealth GLP-1 Monitor (Subscription) product. OB team member will enter T-code "T8924" in RNI



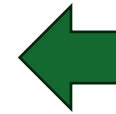
While Registration our team will take details of the consumer such as mobile no and other details



After registration sample would be collected and sent to lab for Processing



Reports would be Shared as per TAT



**PROMO CODE**

After registration, verification, and collection of the first sample, the consumer will receive a message from Metropolis within 3-4 days containing the promo code for their next visit.

# Thank You!

