

B2B / Institutional Rate Card

Diagnostics, Labs & Imaging

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a B2B and institutional rate card — discounted test rates, volume slabs, credit terms and minimums — that protects margin. Use it for hospitals, clinics, corporates and TPAs. For B2B strategy use the B2B Reference Lab Tie-up Plan.

Purpose of this tool & output

Set B2B rates and volume slabs

How the output is used

Use it to set B2B rates and volume slabs — a rate card for reference labs and institutions that protects margin at each slab.

Important cautions

Never set B2B rates below fully-loaded cost to chase volume — it destroys margin at scale. Cap credit and set minimum commitments. Passthrough (outsourced) tests should be marked up modestly, not subsidised. Validate against your real costs.

Companion documents

- Test Pricing Strategy
- Health Package Pricing
- TPA / Insurance Pricing & Empanelment
- Discount & Loyalty Scheme Design
- Competitor Price Positioning

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.