

Discount & Loyalty Scheme Design

Diagnostics, Labs & Imaging

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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

Designs discount and loyalty schemes — membership, family, senior, referral and seasonal offers — that drive repeat volume without wrecking margin. Use it to reward loyalty profitably. For retention overall use the Patient Retention & Recall Program.

Purpose of this tool & output

Design discounts that build loyalty not losses

How the output is used

Use it to design discounts that build loyalty not losses — schemes that reward repeat and package buyers within margin.

Important cautions

Discounts should build loyalty and repeat volume, not train patients to wait for the lowest price. Referral rewards must stay within legal limits and must never be kickbacks to doctors. Model margin impact before launching any scheme.

Companion documents

- Test Pricing Strategy
- Health Package Pricing
- B2B / Institutional Rate Card
- TPA / Insurance Pricing & Empanelment
- Competitor Price Positioning

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