

Ethical Doctor-Referral Strategy

Diagnostics, Labs & Imaging

Document type: Plan / SOP / strategy / guide · Generated 14 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 an ethical doctor and clinic referral strategy — value proposition, service, communication and relationship-building without unlawful inducements. Use it to grow referrals cleanly. For the broader plan use the Diagnostic Marketing Plan.

Purpose of this tool & output

Build referrals the lawful way

How the output is used

Use it to build referrals the lawful way — a doctor-referral strategy based on quality, service and relationship, not illegal kickbacks.

Important cautions

Offering or paying commissions, cuts or kickbacks to doctors for referrals is prohibited under medical ethics regulations and carries legal and reputational risk for both parties. Build referrals only on genuine quality, service and trust.

Companion documents

- Diagnostic Marketing Plan
- Digital Presence & Online Booking
- Google Business & Local SEO
- Preventive Checkup Campaign
- Patient Retention & Recall Program
- Corporate & Institutional Outreach

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.