

Diagnostic Marketing Plan

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

Builds a marketing plan for a diagnostic centre — positioning, referrer relationships, patients, digital, packages and budget. Use it to grow volume ethically. For doctor referrals specifically use the Ethical Doctor-Referral Strategy.

Purpose of this tool & output

A full marketing plan for your centre

How the output is used

Use it as a full marketing plan for your centre — the positioning, channels and doctor and patient outreach to fill capacity.

Important cautions

Paying doctors a cut or kickback for referrals is prohibited by medical ethics regulations and is legally risky — compete on quality, TAT, accuracy and service. Health advertising must be truthful and not misleading. Focus marketing on genuine value.

Companion documents

- Ethical Doctor-Referral Strategy
- 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.