

Health Package Pricing

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

Prices health-checkup packages — from included-test costs, a sensible discount versus a-la-carte, and positioning — so packages sell and still profit. Use it to price package tiers. For the package contents use the Health Checkup Package Designer.

Purpose of this tool & output

Price checkup packages profitably

How the output is used

Use it to price checkup packages profitably — a bundle-pricing approach that attracts patients while protecting margin.

Important cautions

Packages should offer genuine value versus a-la-carte while remaining profitable on the bundle — do not include unnecessary tests just to justify a price. Validate included-test costs from your Cost-per-Test figures. Screening packages are not a diagnosis.

Companion documents

- Test Pricing Strategy
- B2B / Institutional Rate Card
- 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.