

Patient Retention & Recall Program

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 retention and recall program — reminders for repeat and monitoring tests, loyalty, communication and service recovery. Use it to grow repeat revenue. For loyalty mechanics specifically use the Discount & Loyalty Scheme Design tool.

Purpose of this tool & output

Bring patients back for repeat testing

How the output is used

Use it to bring patients back for repeat testing — a retention and recall program based on their tests and health needs.

Important cautions

Recall reminders must be consented, clinically appropriate in interval, and genuinely helpful rather than pushy — over-testing is not in the patient interest. Protect patient contact data under DPDP. Retention comes from trust and service, not just discounts.

Companion documents

- Diagnostic Marketing Plan
- Ethical Doctor-Referral Strategy
- Digital Presence & Online Booking
- Google Business & Local SEO
- Preventive Checkup Campaign
- Corporate & Institutional Outreach

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