

Preventive Checkup Campaign

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 a preventive health-checkup campaign — theme, offer, channels, messaging and follow-up — around occasions or health days. Use it to drive package bookings. For the packages themselves use the Health Checkup Package Designer.

Purpose of this tool & output

Run campaigns that fill checkups

How the output is used

Use it to run campaigns that fill checkups — seasonal and health-day campaigns that drive preventive-package bookings.

Important cautions

Health campaigns must motivate prevention honestly, not through fear or exaggerated claims, and offers must be genuine. Screening is not diagnosis — encourage clinical follow-up for abnormal results. Keep all messaging truthful and compliant.

Companion documents

- Diagnostic Marketing Plan
- Ethical Doctor-Referral Strategy
- Digital Presence & Online Booking
- Google Business & Local SEO
- Patient Retention & Recall Program
- Corporate & Institutional Outreach

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