

Test Pricing Strategy

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 test pricing strategy — cost-based floors, competitive positioning, walk-in vs B2B rates and psychological pricing — across your menu. Use it to set prices that win volume and hold margin. For fully-loaded cost use the Cost-per-Test Calculator.

Purpose of this tool & output

Price tests to compete and profit

How the output is used

Use it to price tests to compete and profit — a pricing approach that stays above cost and matches your market position.

Important cautions

Price above fully-loaded cost and avoid a race to the bottom against chains with scale advantages — differentiate on TAT, accuracy and service. B2B and institutional rates are lower by design; protect blended margin. Validate against your real cost per test.

Companion documents

- Health Package Pricing
- B2B / Institutional Rate Card
- TPA / Insurance Pricing & Empanelment
- Discount & Loyalty Scheme Design
- Competitor Price Positioning

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