DIAGNOSTIC LABS

Lab marketing without cuts or price wars

A lipid profile is a lipid profile. Independent labs still outgrow chains by winning on what patients and doctors notice.

Swipe →

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HOW PATIENTS CHOOSE

What the decision really rests on

DOCTOR'S ADVICE	Build doctor trust on quality and service, not payments
PRICE	Publish clear prices; compete on package value, not every test
HOME COLLECTION	Simple slot booking; on-time arrival is the brand
REPORT SPEED	State realistic turnaround per test and meet it
TRUST	Show accreditation scope honestly, explain quality processes

Record for one month how each customer heard of you. That tally should shape the budget.

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THE RED LINE

Referral commissions are misconduct, not marketing

- IMC Regulations 2002, clause 6.4: no gift, commission or bonus for referrals
  Extends explicitly to specimens referred for diagnostic purposes
- A lab paying for referrals builds on a doctor's misconduct
- The relationship switches to whoever pays more

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ETHICAL REFERRALS

Make your lab the doctor's easiest choice

- ✔ Reliable reports; a pathologist who discusses unexpected values
- ✔ Turnaround commitments per test, tracked and reported back
- ✔ Documented critical value calls to the treating doctor
- ✔ Clinic pickup and a dedicated WhatsApp line for staff
- ✔ Quarterly review with high-volume clinics on delays and repeats

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LOCAL SEO

One Google profile per staffed collection centre

- Naming that matches the signage; no drop boxes or virtual addresses
- Early fasting hours and Sunday hours, updated before festivals
- Photos of the real centre, waiting area and parking
- Link to the location page, not the home page
- Identical name, address and phone across Google, Justdial, Practo

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A product page, not a medical article

NAME	Common name plus the alternatives patients use
MEASURES	One or two plain sentences, reviewed by a pathologist
PREPARATION	Fasting, timing, medicines to mention
REPORT TIME	Realistic turnaround
PRICE	What the patient actually pays, home collection included

Never tell readers what a result means for them. That is the treating doctor's job.

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GOOGLE ADS

Measure cost per completed collection

1. Group campaigns by intent: tests, packages, home collection, imaging
2. Target your coverage area, not the whole city
3. Send each ad group to its matching test or package page
4. Negatives: jobs, courses, normal range, meaning, free
5. Track calls, WhatsApp clicks and completed bookings

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HOME COLLECTION

Design the flow backwards from delivery

1. Capture address with landmark, pin code, prescription, slot
2. Confirm pin code coverage and a free phlebotomist first
3. Remind the evening before; name and photo when on the way
4. Deliver the report securely, then ask for a review

Track slot adherence weekly. It is the best predictor of word-of-mouth growth.

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ON PRICE

"

A lab that is fairly priced, on time and easy to deal with keeps patients without matching every offer.

Show the real price. No starting-from figures that apply to almost no one.

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READ THE FULL GUIDE

Diagnostic lab marketing, in full

- What NABL accreditation lets you claim
- Reports on WhatsApp done securely
- Repeat reminders and packages with consent
- gauravphogat.com/diagnostic-lab-marketing-india

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