HEALTH CHECKS

Marketing a product nobody urgently needs

Fewer packages, the real buyer, life-moment triggers, honest capacity and what happens after the report.

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THE PROBLEM

Why health check marketing stalls

- Nobody has to buy one this month
- Basic, Silver, Gold, Platinum: so many that only price registers
- Discounting matches diagnostic chains on their terms
- Symptom search ads do little; the patient is not searching from worry

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THE PRODUCT

A portfolio a buyer can choose in a minute

- A core adult check, one for older adults, a women's check
- Names that describe, not rank: health check for parents over sixty
- Lead with who it is for, what the visit involves, how long
- Test list lower down, for people who compare

Package composition is a clinical decision for the lab and medical leadership, not marketing.

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THE BUYER

Often bought by one person for another

WHO	Sons and daughters, spouses, employers; from another city or country
BUYING	Reassurance, and looking after a parent from a distance
BOOKING FLOW	Enter patient separately, pick parents' nearest unit, pay online
UPDATES	On the buyer's phone too, with the patient's permission
THE VISIT	Someone to meet them, help with forms, breakfast after fasting

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TRIGGERS

The moments when now is the right time

- Birthdays, new year and the start of the financial year
- Festivals and family gatherings, when children visit parents
- Corporate check windows and insurance renewals with unused checks
- Families already in the hospital: OPD waiting areas, inpatient visitors
- After a health scare in someone's circle: no fear, no claims

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PRICE

Compete on experience, not discount

CHAINS	High volume on lower cost; matching them is their game
HOSPITAL EDGE	Specialists on site, doctor-explained results, same-place follow-up
PROMOTIONS	For a reason: corporate groups, family bookings, quiet weekdays
TRAP	Constant offers teach patients never to pay full price

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CAPACITY

Capacity decides what you can sell

- Fasting samples pile demand into early morning
- Imaging and cardiology have fixed capacity; weekends are thin on staff
- Show real slots, nudge to quieter days, stagger corporate groups
- Pause campaigns when full: a hungry wait makes the wrong review

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AFTER THE REPORT

Treat the report as a beginning

- A doctor explanation of results for every patient, in plain language
- Named coordinator, suggested specialist and a slot when advised
- A gentle message on when the next check is due
- Service-minded tone; patients can tell help from a sales funnel

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MEASURE

What to measure beyond packages sold

1. Share booked by someone other than the patient
2. Waiting time and experience ratings on the day
3. Share who received a doctor explanation
4. Advised consultations booked, as follow-through
5. Repeat checks within a reasonable period

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READ THE FULL GUIDE

Health check package marketing, in full

- Consolidating the portfolio and rewriting the page
- Corporate and insurance channels
- Building the after-report journey
- gauravphogat.com/marketing-health-check-packages

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