



BUSINESS PROPOSITION FOR IN-HOSPITAL DIAGNOSTIC LAB PARTNERSHIP



INTRODUCTION

We are a well-established diagnostic center based in Ludhiana, Punjab, specializing in high-quality pathology and diagnostic services. With 33 years of experience and an existing network spanning 3 cities and more than 10 centers, we bring deep industry expertise and operational excellence to every partnership.

As part of our expansion strategy, we aim to partner with multi-specialty hospitals across Punjab to set up and operate fully equipped in-house testing laboratories.

This collaboration ensures faster, high-quality diagnostic services for hospital patients while creating a zero-investment revenue stream for the hospital.



PROPOSAL OVERVIEW

We propose establishing a state-of-the-art diagnostic lab within your hospital to:

- Handle all in-hospital patient testing needs for faster turnaround times.
- Process samples from external hospitals and collection centers, bringing in additional revenue.

We will manage setup, staffing, operations, compliance, and marketing, ensuring a seamless experience for both the hospital and its patients.





KEY BENEFITS FOR THE HOSPITAL



ENHANCED IN-HOSPITAL DIAGNOSTICS

- Immediate access to test reports for better patient care.
- Faster diagnostics improve treatment efficiency and hospital reputation.
- NABL-compliant lab setup ensuring the highest testing standards.

REVENUE GENERATION WITHOUT INVESTMENT

- The hospital receives a revenue share from all tests conducted within the hospital.
- Additional 8% revenue share from all external samples processed in the lab.
- No capital investment required—fully funded, staffed, and managed by us.

EXPANDED SERVICE PORTFOLIO

- Ability to offer a comprehensive range of pathology and diagnostic tests.
- Competitive pricing ensures affordability for patients, attracting more footfall.
- All branding and online marketing is handled by us, enhancing visibility and patient engagement under one unified identity.

FINANCIAL MODEL: REVENUE-SHARING STRUCTURE



OUR PARTNERSHIP IS STRUCTURED AS A REVENUE-SHARING MODEL TO ENSURE A WIN-WIN COLLABORATION:

- THE HOSPITAL RECEIVES A PERCENTAGE OF REVENUE FROM ALL TESTS CONDUCTED WITHIN THE HOSPITAL.
- ADDITIONALLY, THE HOSPITAL WILL RECEIVE AN 8% REVENUE SHARE FROM ALL SAMPLES COLLECTED FROM EXTERNAL SOURCES AND PROCESSED IN THEIR LAB.
- THIS MODEL GUARANTEES A STEADY INCOME STREAM FOR THE HOSPITAL WITH ZERO INVESTMENT RISK.

INFRASTRUCTURE & OPERATIONAL REQUIREMENTS

TO ENSURE SEAMLESS OPERATIONS, WE REQUIRE:

- 800 SQ. FT. OF SPACE FOR THE LAB (CAN BE LOCATED ON ANY FLOOR).
- A 100 SQ. FT. SAMPLE COLLECTION AREA ON THE GROUND FLOOR FOR EASY PATIENT ACCESS.
- A MINIMUM WORKLOAD OF 20 PATIENTS/SAMPLES PER DAY OR A MINIMUM REVENUE OF ₹3 LAKHS PER MONTH TO SUSTAIN THE PARTNERSHIP.

WE WILL HANDLE ALL STAFFING, EQUIPMENT PROCUREMENT, COMPLIANCE, AND REGULATORY APPROVALS FOR SMOOTH LAB OPERATIONS.



NEXT STEPS

WE WOULD LOVE TO DISCUSS THIS OPPORTUNITY FURTHER AND CUSTOMIZE THE AGREEMENT BASED ON YOUR HOSPITAL'S SPECIFIC NEEDS. PLEASE LET US KNOW A CONVENIENT TIME FOR A MEETING TO EXPLORE THIS COLLABORATION.



CONCLUSION

This partnership provides a zero-investment, high-revenue opportunity for the hospital while ensuring fast, high-quality diagnostics for patients. By integrating an in-house lab, the hospital can:

- ✓ Improve patient care & efficiency
- ✓ Generate additional revenue without capital investment
- ✓ Offer exclusive, top-tier diagnostic services

We look forward to a successful partnership that benefits both your hospital and the patients you serve.



THANK YOU

