

GENERATING REVENUE WITH YOUR SECA BODY COMPOSITION



— Practical Strategies to Generate an ROI without Changing Your Current Model

Investing in a seca body composition analyzer (seca mBCA) means more than just enhancing patient care—it's also about creating a new revenue stream for your practice.

This guide provides proven strategies from countless of successful users on how to generate a return on investment (ROI) with the seca mBCA, without disrupting your current pricing or workflows.

UNLOCKING THE VALUE OF BODY COMPOSITION

Why Offer Body Composition Analysis?

- Introducing a new revenue stream
- Improve patient retention by showing visible progress
- Stand out from other clinics using outdated or inaccurate tools
- Provide medically validated data with a high-end professional device

Patient Engagement Tips

Smart Placement Drives Curiosity

Placing the seca mBCA in a visible, open area increases curiosity and scan rates.

First Scan for Free

Have every patient step on the device during their initial visit. Make the first scan free but limit the results to a few metrics. Show a sample report with the parameters they would receive after signing up for a membership/purchasing a scanning package. See on the right an example on how you could position the results with basic and advanced.

Marketing Support Creates Engagement

seca provides marketing materials and the option to personalize your result sheet printouts by including your logo to support your outreach. Brochures, banners, visuals for social media and the practice website, everything will be available in our Marketing Tool Kit that you'll receive with the purchase of the seca mBCA.

Smart Pricing Strategy

Positioning Body Composition as a High-Value Cash Service

Patients are more likely to engage with services when they understand the value behind the scan. Offering body composition scans as a cash-based service is effective if the approach is right.



Scan or [Click Here](#) to
Download our Marketing Toolkit
Password: weloveourcustomers



Tip:

Don't just list the scan as a standalone item. Instead, show patients what they'll get – whether it's better insights, tracking progress, or guidance toward their goals.

Basic Result Sheet

- Fat Mass %
- Skeletal Muscle Mass
- Energy Expenditure

Advanced Result Sheet

All metrics from the Basic Result Sheet plus:

- VAT
- Segmental Skeletal Muscle Mass
- Phase Angle
- Water
- TRU Body Score



1 Pagers & Brochures

Use these informative materials to educate your clients on the features and benefits of the mBCA Ultra, helping them understand its impact on health and wellness.

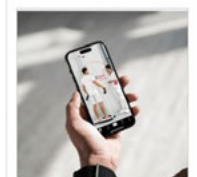
[Download](#)



Email Graphics & Templates

Use email graphics to promote your new device and attract clients to receive their own body composition analysis.

[Download](#)



Social Media Graphics & Templates

Share these engaging social media images on your platforms to boost awareness and attract attention to your body composition services.

[Download](#)

seca scan only: **\$61 - \$115**

seca scan + consultation: **\$115 - \$300**

→ The cost per scan is dependent on your practice location. Practices in highly populated areas can often charge higher costs as the Cost of Living can be higher.

SEAMLESS BUSINESS MODELS THAT WORK



Membership-Based Practices & Visit/Service Fee

Daily practice is already busy, and adding another component to your workflow may feel overwhelming. Your pricing structure is in place, and the last thing you want is to overhaul everything just to introduce body composition analysis. The good news? You don't have to. Here are four options that are easy to implement because there is no one-size-fits-all solution.

Annual Baseline Assessment

Consider adding an annual 360 Wellness Snapshot to your service offerings. This comprehensive wellness assessment provides a detailed overview of your patient's health and longevity potential. It includes bloodwork, hormone testing, body composition analysis, and personalized consultation. Together, these insights offer a full picture of your patient's metabolic health. By identifying key areas for improvement, the assessment helps guide targeted interventions and creates a natural entry point for additional services.

Packages or Drop-Ins

For insurance-based practices or those targeting walk-in patients, offering prepaid scan packages is a simple and effective way to generate ROI with the seca mBCA. Utilizing a QR-code self-scan workflow, patients can complete body composition scans independently, receive results through the MyAnalytics platform, and access automated health insights—no staff needed. While this self-directed option adds convenience, pairing scans with a follow-up consultation adds value and improves engagement. Offering both self-guided and consultation-based options allows flexibility based on patient needs. Bundling scans at a discounted rate also encourages recurring use, making it ideal for wellness and weight loss programs.

Membership-Based Practices

Bundle a monthly seca scan with your existing membership fee & service offerings. Example:

- Current membership: **\$380/month**
- Membership incl. seca scan: **\$455/month**

Visit/Service Fee

Add the body comp scan into your existing visit or service fee. Example:

- Current visit: **\$227**
- Visit incl. seca scan: **\$299**

Annual Baseline Assessment

- seca body composition
- Blood panel
- Hormone and micronutrient testing
- Consultation
- **\$760–\$1522/year** depending on services included

Self-Measurement Packages

\$45/
scan

\$150/
5 scans

\$250
10 scans

Guided Measurement + Consultation Package

\$90/
scan

\$380/
5 scans

\$600
10 scans

ROI POTENTIAL



Model	Patients/Month	Price Range	Monthly Revenue	Annual Revenue
Membership Add-On	100	\$38-\$75	\$3,800-\$7,600	\$45,600-\$91,200
Visit/Service Fee	50	\$38-\$75	\$1,900-\$3,800	\$22,800-\$45,600
Annual Baseline Package	10	\$460-\$1220	\$4,550-\$12,199	\$54,000-\$146,380
Scan + Consultation	10	\$230	\$2,300	\$27,600

Want to Bill Through Insurance?



Scan or [Click Here](#) to Download our **Billing Guide**

Closing Thought

This guide provides proven strategies from hundreds of successful users on how to generate a return on investment (ROI) with the seca mBCA—without disrupting your current pricing or workflows. Whether you implement one approach or several, the key is to integrate body composition analysis in a way that complements what you’re already doing. With the right placement, pricing, and positioning, your seca device can drive new revenue, elevate patient engagement, and fit seamlessly into your daily operations.

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