



Is Your Healthcare Practice AI-Ready?

How Patient Reviews Impact AI Search Visibility

search doctors...




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Dr. Michael Leen, MD, FAC
Cardiologist

★★★★★
(412 Reviews)

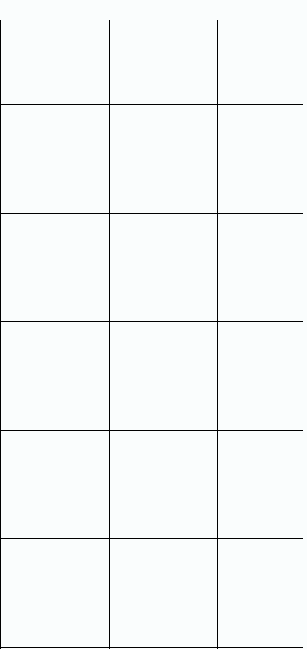




About Me!

I'm Oliver Blanco

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Today's Agenda

1

The Search Shift & The New AI Patient Journey

How AI is reshaping patient discovery, including local search, what patients ask AI, and zero-click visibility

2

How AI Reads & Finds You

Signals, patient search behavior, local search, and zero-click discovery

3

The Visibility Gap

What practices are getting wrong right now

4

What You Can Do

Practical steps to improve your AI readiness

5

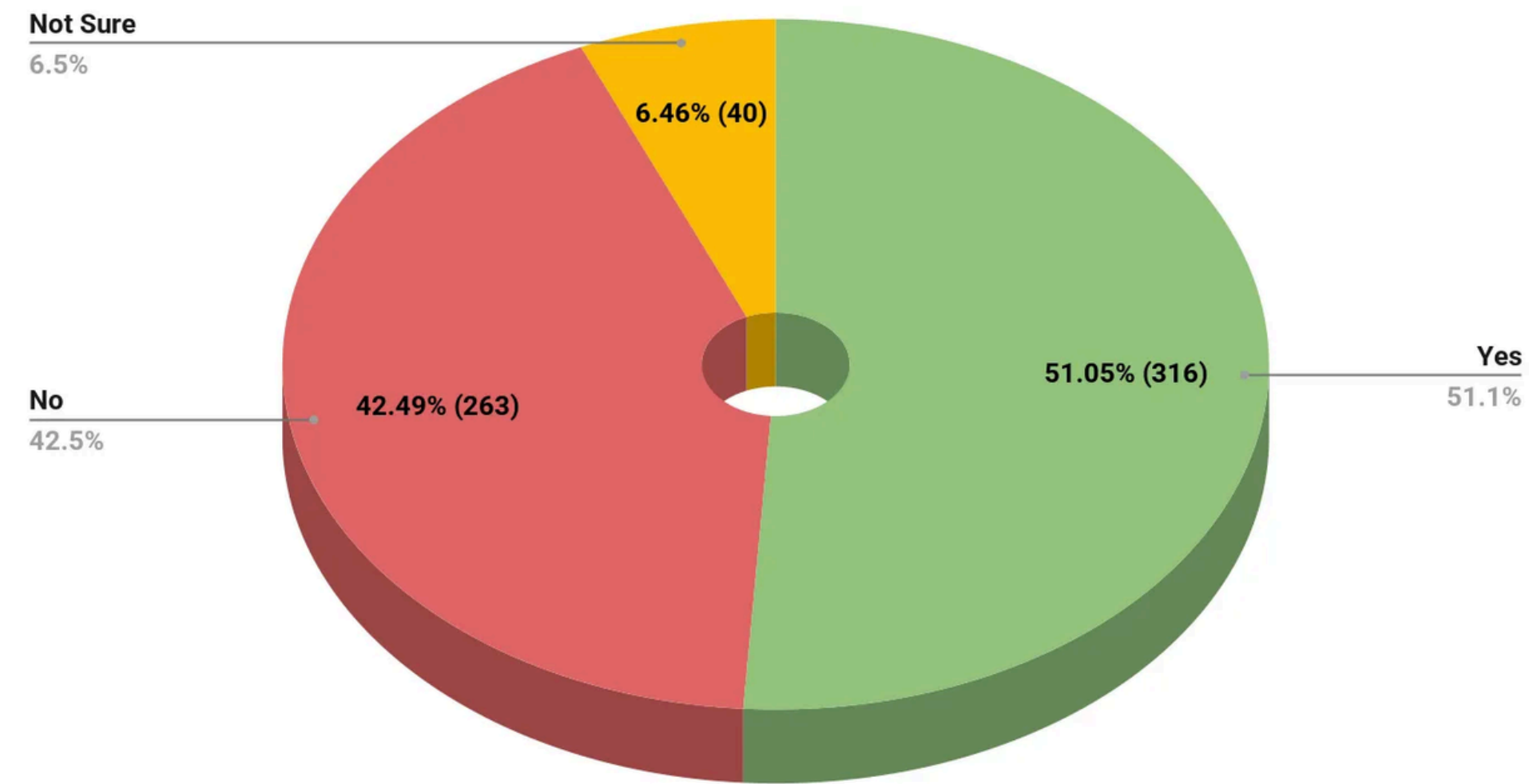
Open Q&A

01 The Search Shift & The New AI Patient Journey



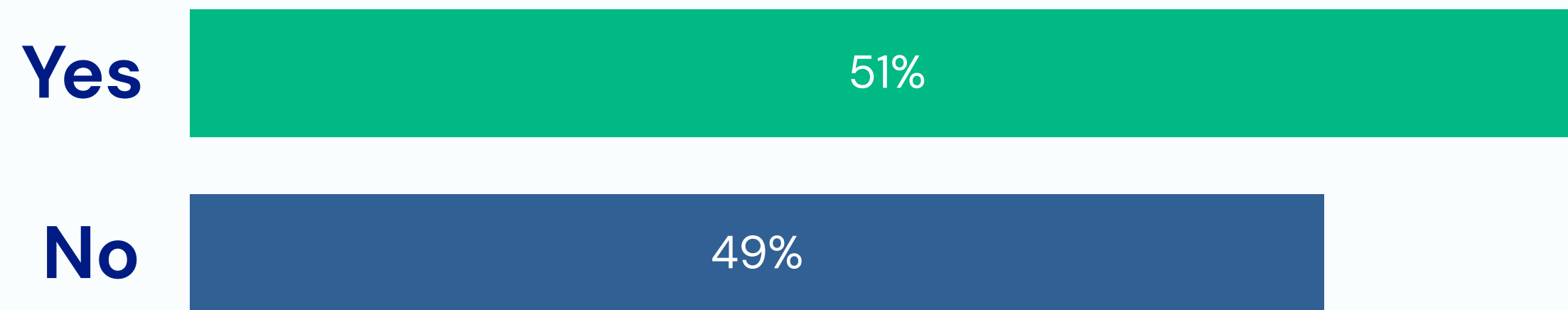
- 1 AI-powered tools are now the new front door for patient decisions
- 2 50% of consumers intentionally use AI search for key decisions ([McKinsey, 2025](#))
- 3 39.7% of patients already use AI tools to find healthcare providers ([RepuGen, 2025](#))
- 4 \$750B in US spending will flow through AI-powered search by 2028
- 5 The question is: when patients use AI to search for a provider like you, do you show up, and do you show up well?

When researching healthcare providers in the past year, have you adopted any new internet-based tools or behaviors such as AI tools (e.g. ChatGPT, Perplexity, etc.), review sites, or other online search methods?





Do you use AI tools to research healthcare providers?



A RepuGen study shows that

51%

of patients have adopted AI or internet-based tools for researching healthcare providers, making AI visibility essential.

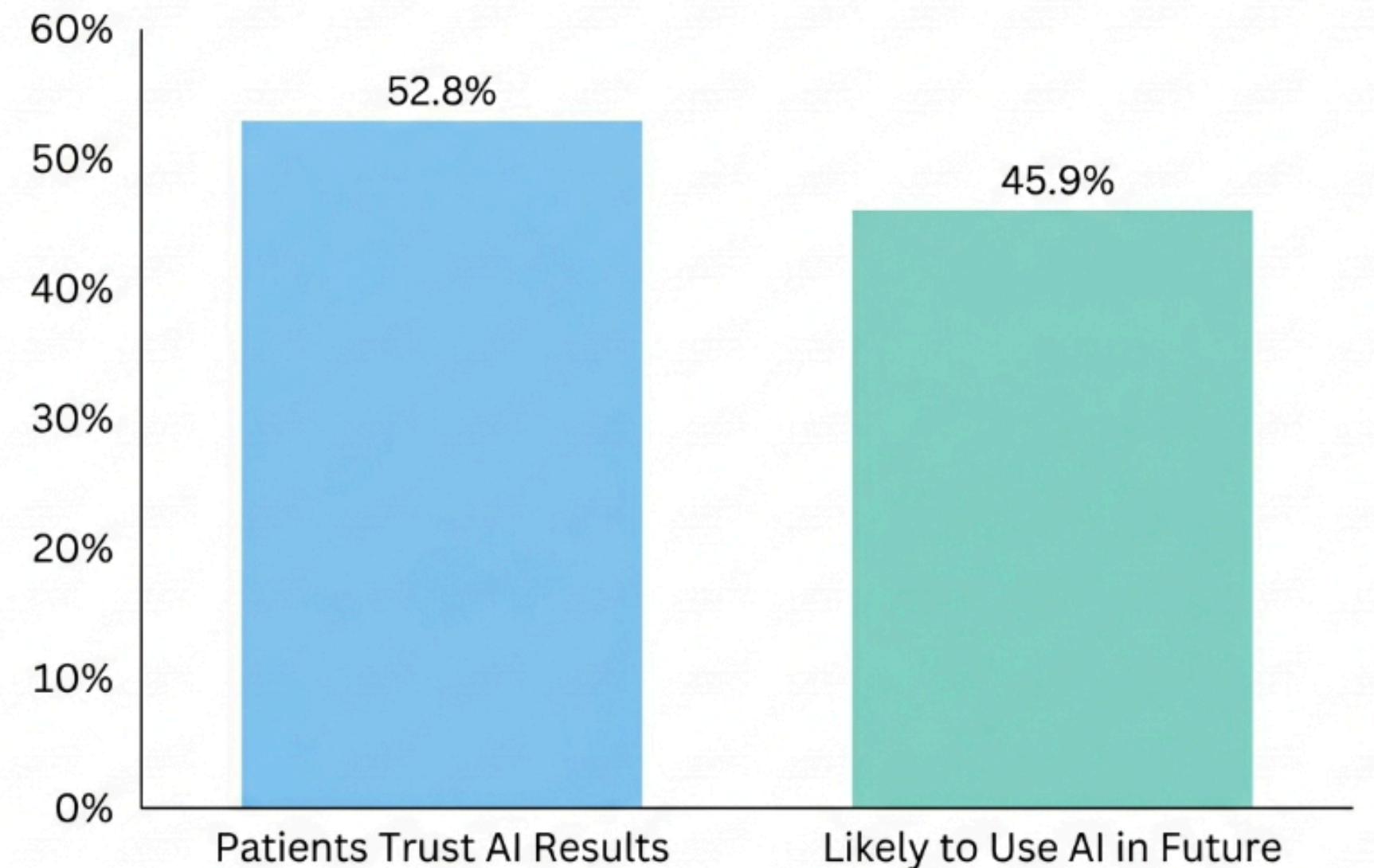
[Source: RepuGen AI Usage Study](#)



57%

of all provider research among AI adopters is now done via AI tools, not Google (RepuGen AI Usage Study, 2025)

Patient Trust and Future Use of AI in Healthcare



[Source: RepuGen AI Usage Study](#)

The Local Search Exception: What Still Works for "Doctor Near Me" Queries

LOCAL SEO

Google's Local Pack still dominates

- "Google Local Pack still drives most clicks"
- "High-intent searches convert locally"
- "Maps results remain dominant for bookings"

DUAL SIGNAL

What feeds both Google Local AND AI

- NAP consistency
- GBP accuracy
- Review recency & volume
- Structured data
- Powers BOTH Local SEO + AI citations

FULL FUNNEL

The new hybrid patient journey

- AI recommends practice
- Patient Googles provider
- Local Pack validates trust
- Appointment gets booked

What Patients Are Actually Asking AI —> And Whether You Have the Answers

59%

Nutrition & Exercise
Advice

Most common AI health
query category

58%

Physical Symptoms

More than half ask AI
before calling a doctor

46%

Medication Side Effects

Patients researching
before their visit

38%

Diagnosis Research

Patients arrive with AI-
formed expectations

KEY INSIGHT: These are not just health questions, they are doctor-discovery questions. A practice whose website answers these topics with credibility is far more likely to be cited in AI results before a patient books.

Preparing for Zero-Click Healthcare Discovery

KEY INSIGHT: These are not just health questions, they are doctor-discovery questions. A practice whose website answers these topics with credibility is far more likely to be cited in AI results before a patient books.

01

Claim & complete every directory listing

- Claim every major profile
- GBP, Healthgrades, Zocdoc, Yelp
- Keep NAP identical everywhere
- Missing listing = invisible

02

Build content that answers patient questions

- Add LocalBusiness + Physician schema
- Helps AI understand your practice
- Improves citation eligibility

03

Add schema markup to your website

- Answer symptoms & treatment questions
- Create FAQ-driven pages
- Publish AI-citable content

04

Generate fresh, specific reviews

- Recency matters
- Detailed reviews outperform generic 5-stars
- Encourage outcome-specific feedback

What AI Search Signals Actually Are

"AI favors firsthand experience, specificity, and continuously refreshed discussions." — Andrew Warden, CMO, Semrush

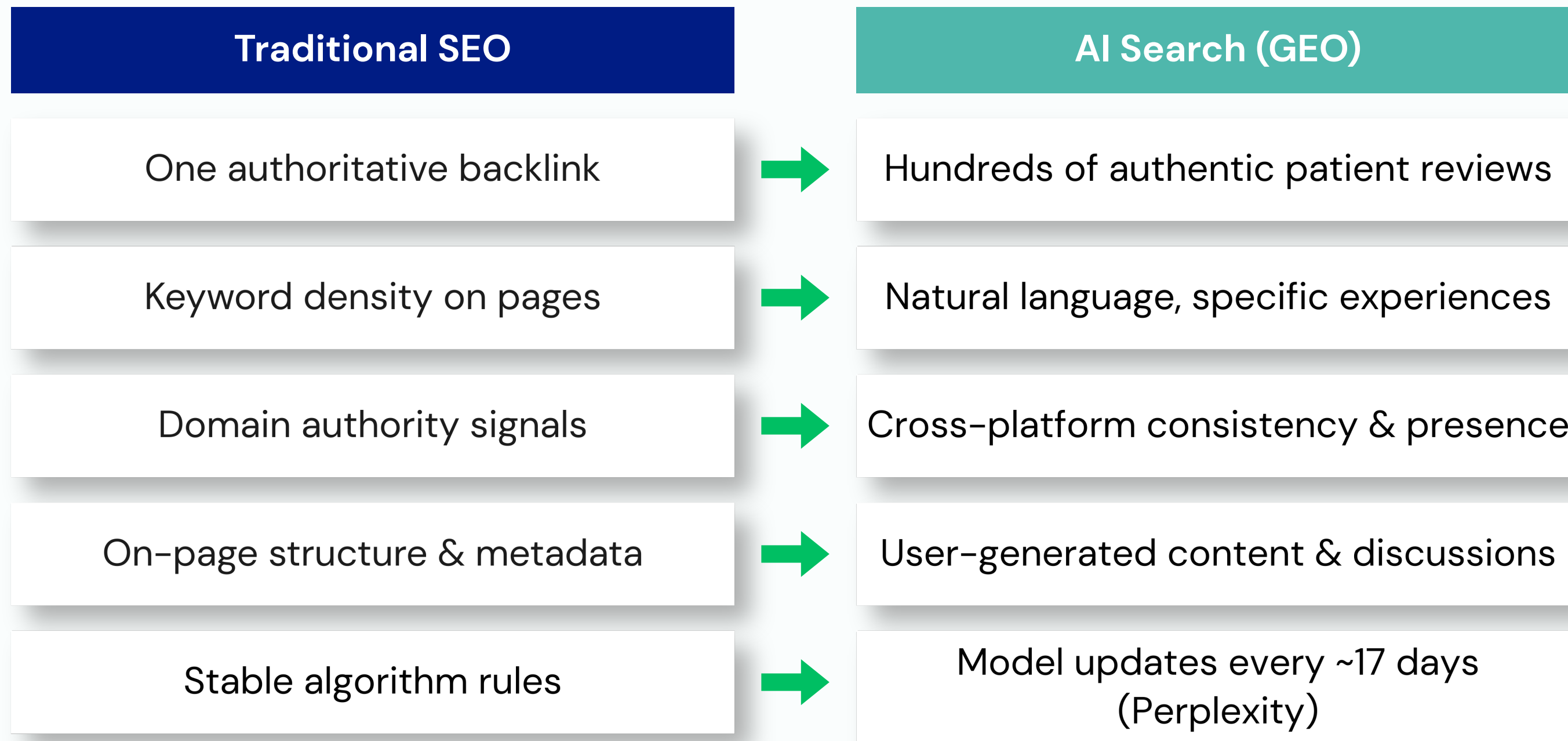
- 1 Review Volume & Recency**
AI models prefer a consistent stream of fresh reviews. Healthgrades, Google, and Zocdoc are among the platforms AI actively queries. Staleness signals stagnation.
- 2 Specificity of Language**
Vague reviews like "great doctor" carry less weight. Reviews mentioning staff names, wait times, procedures, or outcomes give AI richer signals to cite.
- 3 Cross-Platform Consistency**
AI cross-references Healthgrades, Google, Zocdoc, and WebMD. Missing or conflicting profiles reduce the likelihood of an AI recommendation.
- 4 Provider Response Behavior**
Responding signals active engagement. RepuGen data: 59.5% of patients trust providers more when reviews are answered. AI and Google both reward this.

02

How AI Reads & Finds You

Signals, patient search behavior, local search, and zero-click discovery

This Is Not the End of SEO – It's the Next Iteration



The rules of the game have changed. Most practices are still playing the old game.

5 Gaps That Make Practices Invisible to AI

- 1 Stale or Sparse Reviews**

Studies show only 25% of patients leave a review without being asked. That means 75% of your happy patients are invisible to AI, unless you prompt them.
- 02 No Response Strategy**

RepuGen's own research found that 59.5% of patients trust a provider more when reviews are responded to, every unanswered review is a missed trust signal.
- 03 Platform Gaps**

AI cross-references Healthgrades, Google, Zocdoc, WebMD. Missing profiles reduce citation frequency even with a great Google presence.
- 04 Vague Review Language**

"Great doctor" gives AI nothing to extract. Specificity, names, procedures, outcomes, directly improves AI signal quality.
- 05 No Structured Practice Info**

No FAQ pages, schema markup, or service descriptions = harder for LLMs to parse and recommend accurately.

03

The Visibility Gap

What most healthcare practices are getting wrong right now

04 What You Can Do

NOW

- ✓ Audit your reviews: Google, Healthgrades, Zocdoc, WebMD → Reputally
- ✓ Start systematic post-visit review requests (text/email within 24–48 hrs)
- ✓ Respond to every review positive and negative

NEXT 30 DAYS

- ✓ Coach patients to write specific reviews (staff name, procedure, outcome)
- ✓ Complete and verify all directory listings for NAP consistency
- ✓ Add FAQ sections to your website

ONGOING

- ✓ Track review volume + recency as a KPI
- ✓ Monitor sentiment trends monthly
- ✓ Treat reputation as infrastructure, not marketing



Key Takeaways

- **AI search is already reshaping how patients find providers**

51% have adopted AI tools for healthcare research, and 57% of those do their provider research via AI, not Google.

- **Patient reviews are AI's primary input**

Volume, recency, specificity, and response behavior are the four signals that matter

- **Patients ask AI health questions before calling a doctor**

- Nutrition, symptoms, side effects, diagnosis, practices that answer these topics online get cited.

- **Patient complaints are operational, not clinical**

Front desk, wait times, billing, all fixable with the right system

- **Visibility in AI cannot be gamed, only earned**

Consistent, genuine patient experience is the only durable strategy

- **Consistent responses build trust and AI recognition**

Prompt, professional replies signal accountability to patients and AI alike

Q&A Time



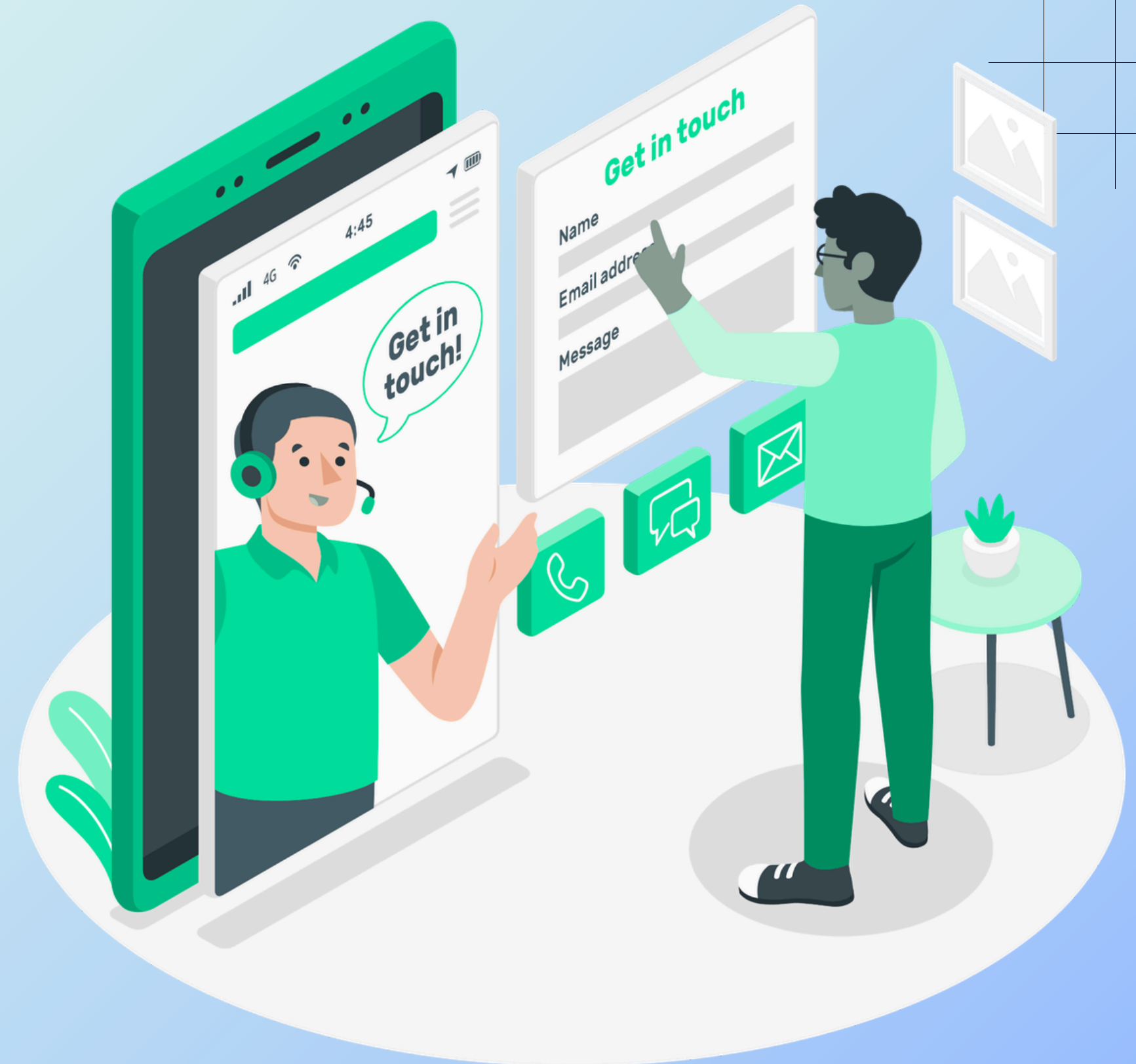
What Comes Next

If you're not sure where your reputation stands with AI search:

- Run your **free RepuTally audit**, see your review health across every major platform, identify gaps, and get a grade-based scorecard
- Book a **1:1 walkthrough** of RepuGen, we'll show you how to build the consistent reputation that earns patient trust and AI visibility.
- Try our **Review Pulse Plan free for 3 months**, built for practices ready to take AI visibility seriously, no commitment required

Thank You!

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Have a great day ahead.