

The AI Visibility Checklist for Specialty Practices

Patients now go from diagnosis to specialist inside one AI conversation. Use this to find out whether ChatGPT can find your practice, and what to fix if it cannot.

1 Run the five-minute test

Search the way a patient would, not the way your service page is titled.

- ☐ Pick the **one condition or procedure** you most want to be known for.
- ☐ Open ChatGPT and ask, in plain language, **who in your area treats it**.
- ☐ Write down **whether you appear**, and how you are described if you do.
- ☐ If you do not appear, write down **who does**. Their websites show you what the AI is reading.

Condition or procedure tested / Did we appear? / Who appeared instead?

2 Audit what the internet can see

This is the version of your practice patients and AI tools actually meet.

- ☐ Our blog or articles were updated **within the last 60 days**.
- ☐ Our homepage makes our **specialty obvious** within a few seconds.
- ☐ Our key procedure has **more than one basic service page**: candidacy, recovery, and how it compares with other options.
- ☐ Physician photos and bios are **current**, with credentials and experience.
- ☐ Our social profiles have **posted recently** and do not look abandoned.
- ☐ Our hours, locations, and contact details **match everywhere** they appear.

3 Collect the questions patients actually ask

Your best content already exists. It comes out of the exam room every day.

- ☐ List the questions that **come up in almost every consultation**.
- ☐ Note where patients **get confused** or hold misconceptions.
- ☐ Note what **holds patients back** from booking.
- ☐ Note what patients need to know **before they feel comfortable** scheduling.

Top patient questions

4 Find the gaps

Compare the questions above against what is already online. Tick every one that is true.

- ☐ A patient question is **only answered inside the clinic**, nowhere online.
- ☐ We explain the procedure, but **never compare it** with other options.
- ☐ A patient researching us would **hit a dead end** and have to leave our site to keep learning.

"AI is a photocopier. It can reproduce something quickly, but you still need something valuable to put on the glass."

5 Fix it

- ☐ **Answer the questions patients actually ask**, in their words.
- ☐ **Keep your information current**. Stale pages send the same signal to patients and AI tools.
- ☐ **Make your specialty obvious** on every page that matters.
- ☐ **Show the people** behind the expertise: names, credentials, faces, experience.
- ☐ **Build depth**, so a patient can keep learning without hitting a dead end. One recorded physician conversation can become a video, an article, short clips, and an FAQ.