



Alaska Small Business
Development Center

UAA BUSINESS ENTERPRISE INSTITUTE

AI Search Visibility for Healthcare: How Clinics Can Stand Out in the Age of AI

What Healthcare Providers Need to Know About ChatGPT, Perplexity, and AI Overviews



Carlos Machuca, MBA
AI Resource Program Director

Kayak Adventures, Seward

About the Alaska SBDC

Providing business guidance, services, and resources to Alaskans

- Since 1986, the Alaska SBDC has grown into a network of centers across the state, including specialized business assistance programs.
- Alaska SBDC is federally funded, in part, by the **U.S. Small Business Administration (SBA)**, with matching funds from the **State of Alaska** and contributions from **partner boroughs, cities, and other supporters**.
- The Alaska SBDC is a statewide program hosted by the **University of Alaska Anchorage (UAA) Business Enterprise Institute (BEI)** and is accredited by the **America's Small Business Development Centers (ASBDC)**.



Fireweed Veterinary Clinic, Anchorage

SBDC Statewide Services



No-Cost
Business Advising



No-Cost and Low-Cost
Business Workshops



No-Cost
Business Tools and Resources



BUSINESS PROGRAMS



When AI Gets Real!

Success Stories & Measurable Results

"SBDC has been instrumental in transforming our business. Thanks to their AI-driven insights, we've not only saved over \$10,000 a month in advertising expenses but also achieved a level of operational efficiency we never thought possible. Their strategic guidance and deep industry knowledge have set us on a path of sustainable growth, proving that the right expertise can truly redefine success."

— Marisa Scott, Aspire Med Spa

"Integrating AI into our operations at IPS Inc., with Carlos and his team's training, has dramatically increased our efficiency. We've cut document creation time by half and accelerated our Excel processes, among other improvements. This has saved us an impressive \$174,570 annually per team member. With full team adoption, we anticipate savings exceeding \$523,710 per year. This technology has transformed weeks of work into days, making a significant financial impact."

— Thad Phillips, IPS Inc.

"AI has been an instrumental tool for our small business clients, empowering them to achieve so much more with fewer resources. It's like having an extra pair of hands and a strategic advisor rolled into one, allowing entrepreneurs to focus on growth while AI handles the heavy lifting. In fact, businesses we've worked with have seen efficiency increase by up to 40%, allowing them to scale faster and smarter."

— Angie Gerken, SBDC Advisor

"I am so grateful to have had the opportunity to schedule a 2-hour training with Carlos for our 6-member team. As an SBDC in rural Arizona we are constantly seeking new and timely information to strengthen our offerings for clients and to be more efficient and effective as consultants. This training added significant tools to our toolbox, and provided insights on effective AI best practices. We all gained new practical skills and knowledge. Thank you, Carlos!"

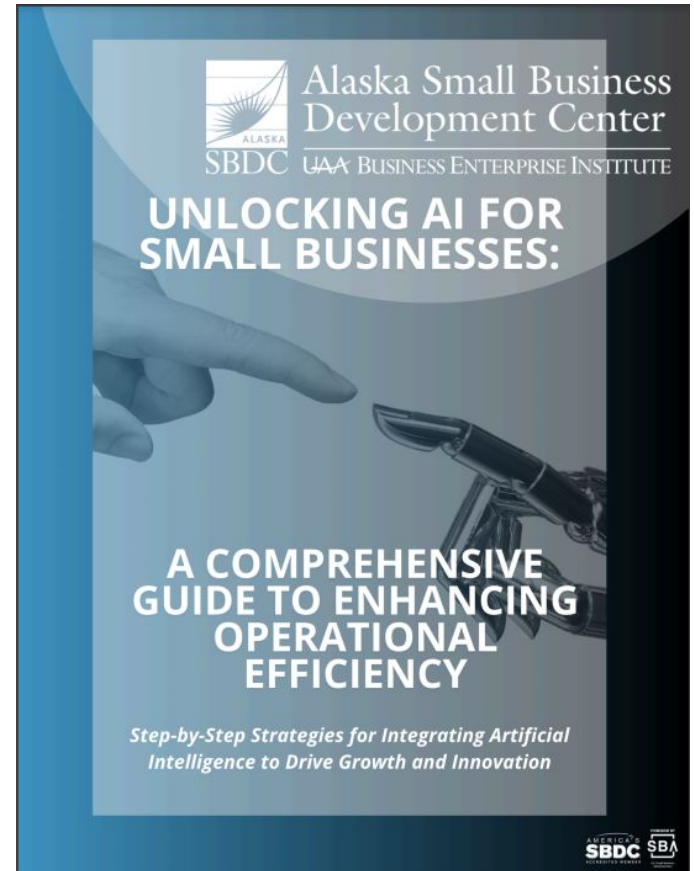
— Ruth Ellen Elinski, Yavapai College SBDC

"I want to take a moment to sincerely commend the exceptional work being done by the Alaska SBDC AI Resource Center in advancing the use of AI to empower business advisors like me and the clients we serve. The suite of GPT tools developed by the AI Resource Center—spanning Business Model Canvases, business plans, market strategies, exit plans, and more—will truly revolutionize the way we work. These tools not only streamline prompt engineering but also empower advisors to deliver outstanding results with remarkable efficiency and precision. The positive impact of this innovation is being felt across the board, as advisors and businesses alike benefit from significant time savings and enhanced outcomes. I wholeheartedly applaud the AI Resource Center's commitment to seamlessly merging technical expertise with practical application. Your contributions are setting new standards for efficiency and excellence within the SBDC network, and I am confident that your groundbreaking work will leave a lasting legacy for years to come."

— Ruchi Gupta, Galveston County SBDC Advisor

Download Our Free AI Integration Guide

- **Download Our Free Guide:** “Unlocking AI for Small Businesses,” and discover step-by-step strategies to seamlessly integrate AI for enhanced operational efficiency.
- **Versatile Guide for All:** This guide is designed to be versatile, making it valuable for any type of organization, including behavioral health, healthcare and social services.
- **How to Download:** To download, visit our website at <https://aksbdc.org> and navigate to “Suite of Services” > “AI Resource Center” > “Download Freebie: Unlocking AI for Small Businesses – A Comprehensive Guide to Enhancing Operational Efficiency.”



Our New AI Workshop Series!

Our “Empowering Small Businesses with AI” workshop series is designed to help businesses of all sizes unlock the potential of AI. This four-part series offers practical tools, actionable strategies, and hands-on insights to drive efficiency, foster innovation, and support growth in your business operations. Visit www.aksbdc.org and navigate to “Suite of Services” > “Workshops”

“Empowering Small Businesses with AI” Workshop Series

Getting Started with AI (Part 1)

An introductory guide to integrating AI into your business operations!

Smart Marketing with AI (Part 2)

Learn to optimize your marketing efforts with AI-driven insights at every stage.

Harnessing AI for Data Analysis (Part 3)

Unlock the potential of AI to analyze data and make informed decisions.

Creating Custom AI Assistants with ChatGPT (Part 4)

Build tailored AI tools to enhance efficiency and support your business goals.



Carlos Machuca, Director
AI Resource Program, Alaska SBDC



On Demand

The 10 AI Mandates for the New Era of Business

Adopt or Fall Behind: The AI Rules Modern Organizations Can't Ignore

1 AI is No Longer Optional

2 AI as a Multiplier, Not Just a Tool

3 AI Must Be Integrated Into the Early Stages of Work - Think Brainstorming, Projects

4 Evaluate Performance with AI in Mind: Are Staff & Business Areas Leveraging AI?

5 Learning by Doing Is Mandatory

6 **Develop AI Skills:** Learn Prompt Engineering, AI Capabilities & Limitations, Etc.

7 Justify Headcount Decisions with AI

8 Everyone Is Responsible for AI—Even Administrators & Executives

9 Community Learning & Sharing is Essential: Develop a Knowledge-Base

10 AI + Entrepreneurship = The New Normal

The AI Search Disruption

The Future of Search is Here. Is Your Clinic Ready?

The Old Way is Out!

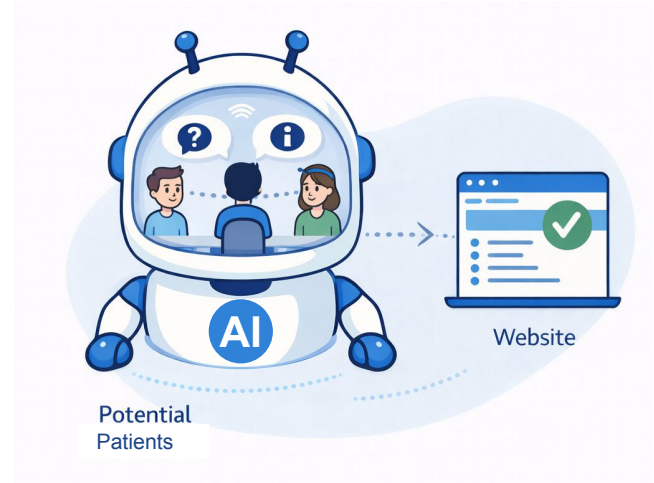
1. Type a Query
2. Scan 10 [Blue Links](#)
3. Click Multiple Sites
4. **Piece Together** Your Own Answer

The Shift? AI is the **First Point of Contact** Now!

- Patients **Meet Your Website in AI First**
- AI Now **Decides** What Users See
- Answers are **Summarized** Before Users See Your Content
- Fewer Clicks, **Fewer Website Visits**
- AI Now **Decides** Which Businesses **Get Noticed**

How will this Impact Your Clinic?

Not **Optimized** for AI Visibility? You'll be **Invisible** in AI Summaries & Recommendations.



*Potential Patients will **"Meet"** your Clinic **INSIDE** AI Before they Ever Visit your Website*

What Makes AI Search So Popular?



Direct Answers Instead of Links



Conversational Interaction



Better Understanding of Intent



Personalized Results



Faster Information Retrieval



Multimodal Search (Text, Voice, Images)



Continuous Learning & Improvement

AI Search



Where is AI Search Happening?

AI Search Isn't Just on Google Anymore

Stand-Alone LLMs

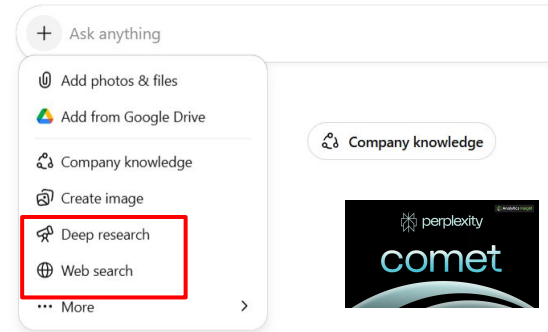
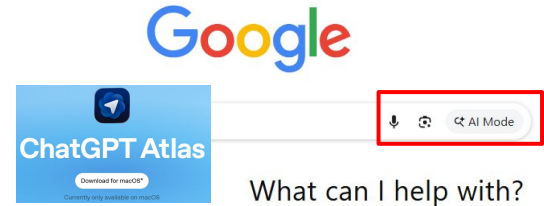
- ChatGPT
- Perplexity (and Comet Browser)
- Google Gemini
- Claude
- Microsoft Copilot

Built into Traditional Search

- Google's AI Overviews (appears above traditional results)
- Bing Chat/Copilot (integrated into Bing search)

Inside Apps & Workflows

- Shopping sites (Amazon, product recommendations)
- Travel platforms (Expedia, Booking.com)
- Productivity tools (Microsoft 365, Google Workspace)
- Industry-specific platforms



perplexity

What This Means for You
Visibility isn't just about Google anymore—you need to rank in every AI search experience.

Let's See How AI Search Works

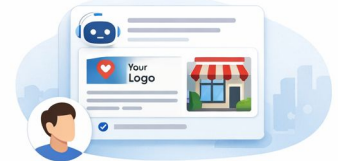
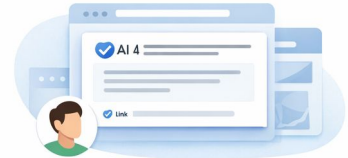
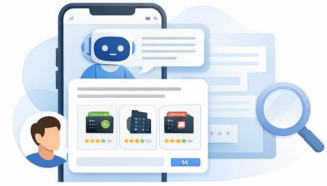
The AI Search Journey

1. How AI Understands Your QUESTION

- **Web Indexing:** Search engines still crawl & index billions of sites.
- **Intent Recognition:** AI analyzes your question to **understand meaning & context**.
- **Result Selection:** The system selects the most relevant sources based on **authority, freshness, location, and trust**.

2. How AI Generates Your ANSWER

- **Information Synthesis:** The LLM combines information from multiple sources.
- **Accuracy Checks:** Systems verify facts and apply safety filters.
- **Citations Provided:** Answers include links so you can **explore the original sources**.



Understanding “Intent Search”

AI Understands **Why You Search!**

AI intent search doesn't just match words—it understands the goal behind the question

- Traditional Search is Keyword-Focused
- Intent Search is Meaning & Need-Focused

What Makes Intent Search Different?

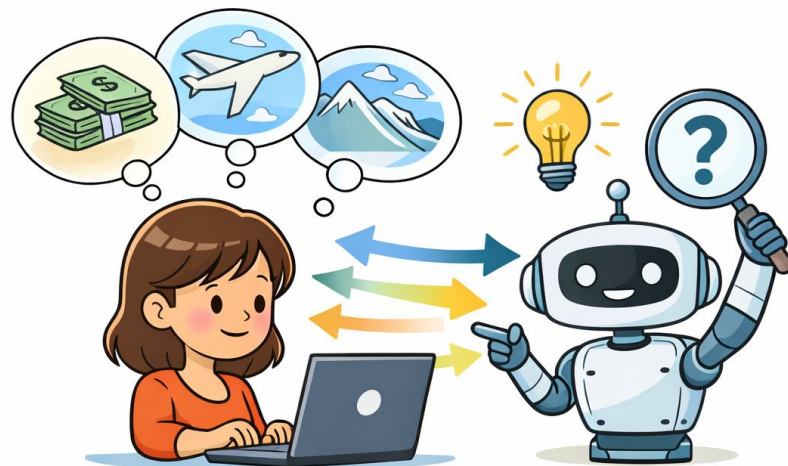
AI identifies what the patient is really trying to accomplish:

- Finding the Best Option
- Comparing Choices
- Solving a Problem
- Making a Decision
- Taking Quick Action

Leverage **INTENT** not just for internet searches, but for **all types of AI-powered** searches!

Intent Search with AI

AI Understands *Why You Search*



Create content that explains **WHY** something matters, not just **WHAT** it is.

Your Perfect Website Isn't Enough Anymore

AI Search Is Rewriting Discovery

Patients Still Start with One Question:

- "Who is the best family doctor in Anchorage?"
- "Which Fairbanks clinic offers same-day appointments for sports injuries?"

The New Reality

- In Traditional Search *YOU Chose Whom To Trust*
- In AI Search *AI Chooses For You*

What This Means for Alaska Organizations

Example: "Best pediatrician for ADHD treatment in Anchorage"

- AI often **recommends 2-3 clinics**
- If your website is NOT optimized for AI, patients won't find you
- Competitors optimized for AI search will **capture the visibility**

Your Competitive Advantage!

- ✓ Most Alaska clinics haven't adapted yet
- ✓ Early adopters can own their specialty
- ✓ The gap between visible & invisible clinics is growing fast



Your Visibility Now Depends **On Being The Source AI Cites**—Not Just **Ranking #1!**

Let's Explore Six Practical Steps to Boost Your Website's Visibility!

Harness AI to Optimize Your Online Presence — One Step at a Time



Ways to Optimize for AI Search: GEO + AEO

The New SEO: Generative & Answer Engine Optimization

Generative Engine Optimization (GEO)

Be AI's Favorite Source!

HOW:

- ✓ Write in clear, simple language. No jargon!
- ✓ Organize content with logical headings & bullet points for easy reading.
- ✓ Boost credibility with expert quotes, data & certifications.

WHY? AI loves sources it can **confidently reference**.

Answer Engine Optimization (AEO)

Give AI the Answers It Needs!

HOW:

- ✓ Use **question-based headings**: “How does [your practice] work?”
- ✓ Place **short, direct answers upfront**, followed by details.
- ✓ Create a **Q&A-style resource library** for services & location.

WHY? Answer AI engines favor **snippet-ready content**.

To Stay Visible, Be the Source AI Trusts

Ranking isn't enough—your content must be the **trusted source** AI models cite.

With GEO/AEO: Your clinic is cited by name, with your location, specialty, and a link to your site.



Step 1 - Fix Your Data Basics

Clean, Consistent Clinic Info – Everywhere

Why This Matters First? If your **NAME, ADDRESS, PHONE & HOURS** don't match across platforms, AI systems may treat the information as unreliable & avoid referencing your clinic.

Sync Your Core Information

- Make sure your **Name, Address, Phone, Website, and Hours** are identical across your website, Google Business Profile, Healthgrades, Yelp, Facebook, and other directories.

Use One Clear Clinic Description

- Write a short description explaining your clinic's specialties, the types of patients you serve, and your location—and use the same description consistently.

Keep Information Current

- Update hours, services, providers, or insurance information as soon as changes occur. Outdated information reduces trust.

Claim and Complete Your Profiles

- Claim your **Google Business Profile** and major healthcare listings. Add photos, services, and a clear description of your clinic.

Monthly 5-Minute Check

- Once a month, search your clinic online and quickly correct any incorrect listings or outdated information.



Start with Your NAP Everywhere

Ensure Name, Address, Phone, Website, and Hours are accurate and identical



Standardize Business Descriptions

Use consistent categories, service names, and location descriptions



Keep Hours, Services, and Pricing Up-to-Date

Regularly update business information to reflect current offerings



Claim and Complete Key Profiles

Claim Google Business Profile and other major listings



Make Updates Part of Your Routine

Schedule monthly checks to ensure data consistency

Turn Your Site into an “Answer Hub”

Build Pages AI Can Lift From



Step 2 - Turn Your Site into a Patient “Answer Hub”

Build Pages AI Can Reference When Patients Search

Organize Content Around Real Patient Questions

- Think about what patients actually ask your clinic: “What treatments do you offer?” “Does insurance cover this?” “How long is recovery?” “Do I need a referral?” Build pages and sections around those exact questions.

Use Clear Q&A Formatting

- Use question-style headings followed by a short, direct answer (2–3 sentences), then provide additional details below for patients who want more information.

Cover the Full Patient Journey

- Include FAQs about symptoms, treatment options, preparation for visits, recovery expectations, risks, and insurance or payment questions—not just promotional content. Demonstrate expertise and build trust before the appointment.

Make it Easy to Skim

- Use short paragraphs, bullet points, and clear headings so both patients and AI systems can quickly understand what each section covers.

Refresh Quarterly

- Add 1–2 new FAQs each quarter based on common patient questions, and update or remove outdated information.

Step 3 - Write for Meaning, Not Keywords

Focus on Clarity & Context

Stop Keywords Stuffing

- AI understands intent and topics, not repeated keywords. Write naturally about what your clinic does and why it matters.

Describe Your Clinic Clearly

- Explain your services, specialties, location, and the types of patients you serve. Be specific so both patients and AI understand your expertise.

Explain Why Patients Choose You

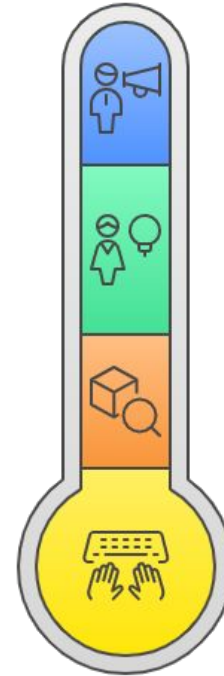
- State your advantages directly—experience, outcomes, approach to care, or patient experience.

Sound Like a Trusted Expert

- Use a clear, professional tone. Avoid vague claims and filler language.

Test it Yourself

- Ask ChatGPT or Perplexity about your specialty and location. If your clinic doesn't appear, you likely have a content gap.



Use Authoritative Tone

Sound confident and helpful

Answer "Why Choose Us" Implicitly

Explain benefits and outcomes plainly

Define Entities Clearly

Be explicit about products and services

Stop Keyword Stuffing

Write naturally, AI understands topics

Step 4 - Make Your Expertise Quotable

Create Content AI Wants to Cite



Publish Short “Explainers”

- Write short guides (300–500 words) on specific patient questions—one topic per page.

Add Credibility Signals

- Include clinician bios, credentials, dates, and anonymized patient examples to build trust.

Use Quotable Formats

- Use clear headings, numbered lists, and short takeaways so AI can easily reference your content.

Answer Niche Patient Questions

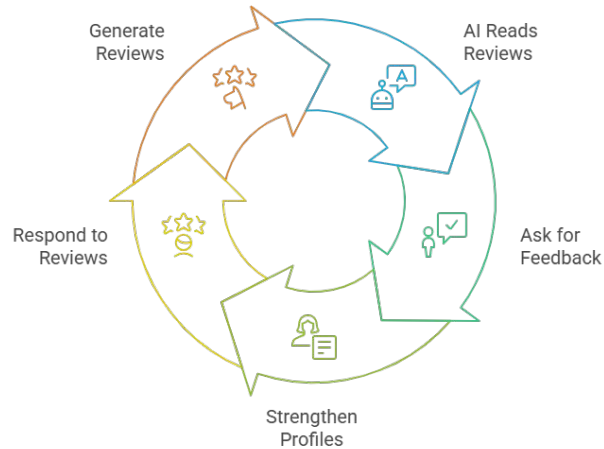
- Cover specific or local questions patients ask but competitors ignore.

Aim to Be a Cited Source

- When AI answers questions in your specialty, you want your clinic to be one of the sources referenced.

Step 5 - Leverage Patient Reviews & Healthcare Listings

Build Trust Signals AI Can Recognize



Treat Reviews as “Training Data”

- AI reads patient reviews. Consistent reviews on Google, Healthgrades, Yelp, and Facebook help AI understand your clinic’s services, location, and reputation.

Encourage Specific Feedback

- Ask patients to mention the type of care they received and their overall experience.

Keep Your Profiles Complete

- Ensure your clinic information is accurate on Google Business Profile, Healthgrades, and other healthcare directories.

Respond to Reviews Professionally

- Reply to both positive and negative reviews while protecting patient privacy.

Make Reviews a Routine

- After a positive patient visit, encourage patients to leave a review. Recent reviews strengthen credibility and AI visibility.

Step 6 - Track “AI Visibility,” Not Just Clicks

New Metrics for the AI Era

Look Beyond Website Traffic

- Some of your clinic’s visibility now happens inside AI answers, not through website clicks.

Check If AI Mentions Your Clinic

- Ask AI tools questions patients might ask, such as: “Who treats back pain in Anchorage?” or “Best pediatric clinic near me.”

Watch Searches for Your Clinic Name

- If more people search for your clinic’s name directly, it may mean AI tools are mentioning your clinic.

Ask New Patients

- During intake or follow-up, ask how they found your clinic. If they say AI tools or search summaries, your visibility is improving.

Keep Improving

- Update FAQs, provider profiles, and patient reviews regularly, and check AI visibility every few months.

1	Identify AI Exposure Recognize AI answers as a source of exposure
2	Spot AI Mentions Ask AI tools about your niche to find mentions
3	Monitor Branded Search Track branded search queries over time
4	Assess Lead Quality Ask new customers how they found you
5	Conduct Ongoing Experiments Make changes and re-check AI surfacing

Common Mistakes Clinics Should Avoid

Protect Your Visibility in the AI Search Era

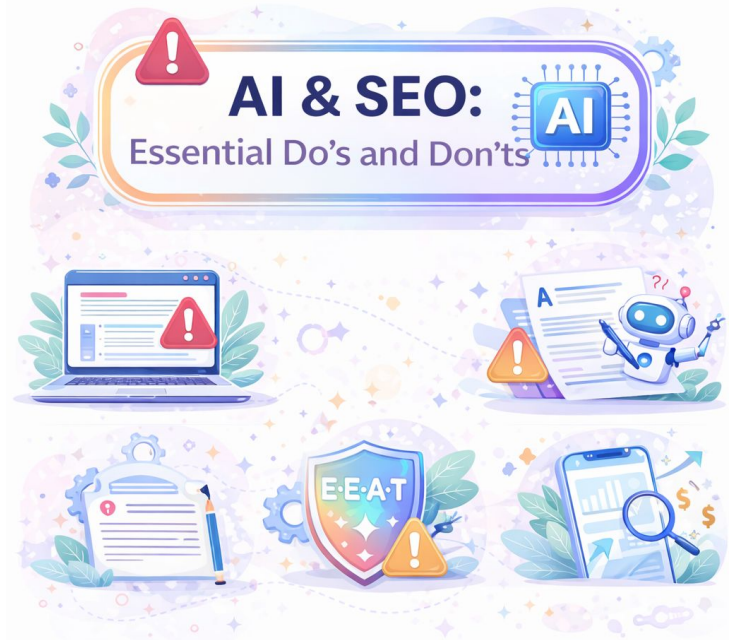
❌ **Don't Abandon Your Website** → AI relies on fresh, well-organized websites. Keep publishing helpful answers.
No Updates = Less Visibility.

❌ **Avoid Generic AI-Written Content** → Thin or repetitive content lacks authority. Focus on clear, useful information based on your clinic's real expertise.

❌ **Don't Ignore SEO Basics** → Experience, expertise, authority & trust still matter. If search engines trust your site, AI tools are more likely to trust it too.

❌ **Don't Panic Over Traffic Changes** → Some website visits may drop as AI answers questions directly. But patients who do contact you may already trust your clinic.

❌ **No Quick Wins** → **GEO/AEO is a marathon.** AI visibility takes time. Consistent information, clear answers, and strong expertise build trust over time.



Live Demo

Meet the “Healthcare AI Search Advisor” GPT! Now available in the ChatGPT Market, this tool gives you simple, step-by-step guidance to make your content clear, credible, and AI-friendly—so your clinic gets noticed!

“Healthcare AI Search Advisor - Alaska SBDC”

Note: The Healthcare AI Search Advisor provides general guidance and educational resources to improve website visibility in AI-driven search. It does not offer technical, legal, or professional advice. For specialized needs, we recommend consulting a qualified professional.



What's Coming Next in AI Search

Trends Clinics Should Watch and Prepare For

Hyper-Personalized Results

- AI tailors answers using location, preferences, and past searches.
- Local and specialized clinics become more visible.

Smarter Context & Memory

- AI remembers details across conversations.
- Consistent clinic name, messaging, and specialties improve visibility.

Fresh Information Matters

- AI prioritizes up-to-date information.
- Keep services, hours, providers, and reviews current.

AI Agents Visiting Websites

- AI tools will increasingly visit websites to gather information.
- Make sure your website is clear, organized, and easy to read.

Rise of Specialists

- Clinics with clear specialties stand out.
- Generic or vague content becomes less visible.



Position yourself as the **TRUSTED EXPERT** in your niche—AI will do the rest!

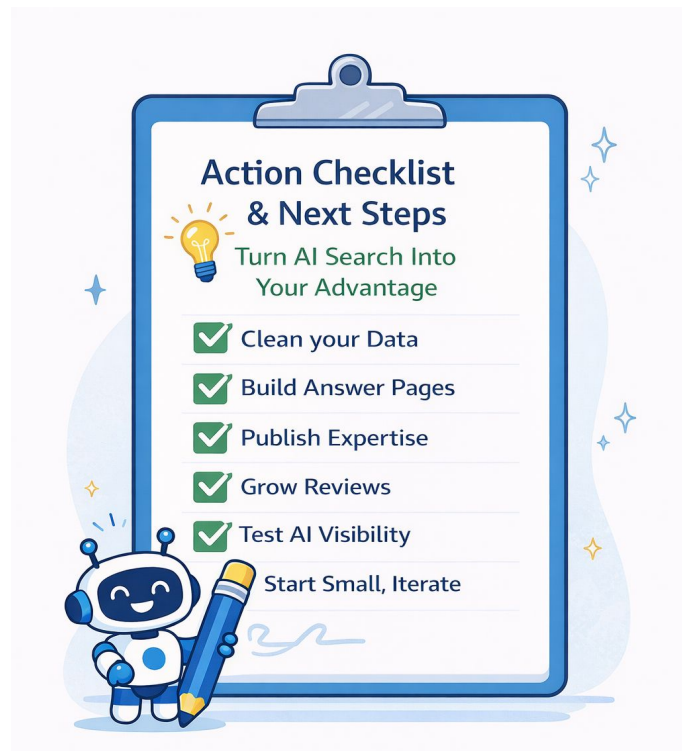
Action Checklist & Next Steps

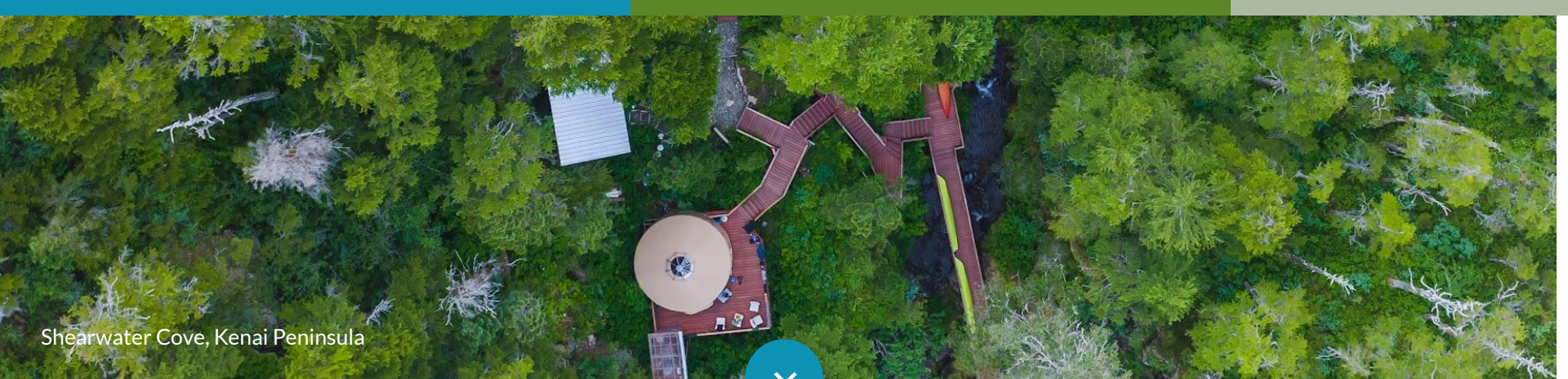
Turn AI Search Into Your Advantage

- Sync Your Business Data
- Publish Your Expertise Online
- Grow Reviews
- Test Your AI Visibility
- Start Small, Iterate

Final Thought

AI Search **AMPLIFIES EXPERTS**—Make Sure That's you!





Shearwater Cove, Kenai Peninsula



Questions?

Let's Connect!

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Join our Newsletter

Scan QR code with
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Additional Resources

How Patients Search in the AI Era

Understanding the New Patient Decision Journey

All-in-One Research & Decision Hub

- Patients now research symptoms, treatments, and providers within a single AI conversation. They no longer need to open many websites.

Zero-Click Answers Rule

- AI often provides complete answers with sources, so patients may not click multiple links. When they do contact a clinic, they often already trust the information.

AI Shapes First Impressions

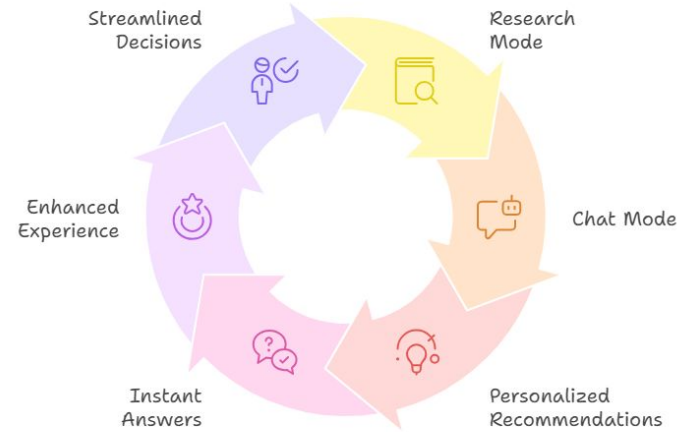
- Your clinic may be mentioned in AI answers before patients visit your website.
- AI helps form the first impression about your expertise.

Conversational Search

- Patients refine questions as they go: “Who treats knee pain in Anchorage?” → “Which clinic has the best reviews?” → “Do they accept my insurance?”

The New Success Metric:

- **OLD:** Ranking high in search results
- **NEW:** Being recommended in AI-generated answers



The New Search Reality for Clinics

Your Website Alone Is No Longer Enough



Your New Goals

✗ OLD GOAL: "How do I get more clicks?"

✓ NEW GOAL: "How do I become a trusted AI source?"

Before AI Search:

- Search engines sent patients to your website
- Clinics competed for top search rankings
- Success = Getting the click

With AI Search:

- AI answers patient questions before they visit a website
- Your content becomes a source AI may reference
- Success = Being cited or recommended by AI

What's Actually Changing:

✓ Zero-Click Answers Are Increasing

- AI gives quick summaries about symptoms, treatments, and providers.
- Patients may get answers without visiting multiple websites.

✓ AI Chooses Who Gets Featured

- Traditional search showed many options.
- AI search may highlight only a few trusted sources.

✓ Visibility ≠ Website Traffic

- Being mentioned in AI answers builds awareness and credibility.
- When patients do contact your clinic, they often **already trust you.**