ClinicOps

FREE SELF-TEST

Is AI Recommending You? Self-Test

Run the same prompts in ChatGPT, Gemini, Copilot and Perplexity, score what they say about your practice, and fix the weak spots in order.

Patients now ask AI assistants which doctor to see, and the answer names a few practices. This test shows, in 30 minutes, whether yours is one of them, whether the facts the AI gives about you are right, and which sources it is reading. Run it once a month with the same prompts so you can see the trend.

34%
of U.S. adults had used ChatGPT (58% of adults under 30), about double the 2023 share
Pew Research Center, Jun 25, 2025

8% vs 15%
of Google visits ended in a click on a regular result when an AI summary appeared, vs when none did
Pew Research Center, Jul 22, 2025

18%
of the Google searches in Pew's March 2025 sample produced an AI summary
Pew Research Center, Jul 22, 2025

How to run the test

1. Use a clean session: a private or incognito window, signed out, on a phone or computer that is not set to your practice's location if you can avoid it. Answers change with history and location.
2. Fill in the blanks in the six prompts on page 2 once (your specialty, your city, a common reason for a visit, a nearby practice you compete with) and never change the wording after that.
3. Run all six prompts in ChatGPT, Gemini, Copilot and Perplexity: 24 answers. Write today's date on the grid.
4. Score each answer with the rules on page 2, add up page 3, and read your band. Then work the fix table on page 4, starting with wrong facts.

What no one can promise

AI answers are generated from many sources and change from week to week. No person or company can guarantee that an AI assistant will name your practice. What you can control are the inputs: your Google Business Profile, your website's plain answers, consistent details everywhere, and honest reviews. This test measures whether those inputs are working.

The six prompts

Fill in the brackets once, then copy each prompt exactly every month. Prompts 1, 2, 3, 5 and 6 test whether you are named. Prompt 4 tests whether your facts are right.

#	Prompt (fill the brackets once)	Your filled-in wording
1	Who is a good [specialty] in [city]?	
2	I need a [specialty] near [neighborhood or ZIP] who is accepting new patients. Who should I call?	
3	Where can I see a doctor for [common reason, such as a yearly physical] in [city] this week?	
4	What are the hours, phone number and address of [your practice name] in [city]?	
5	How does [your practice name] compare with [a nearby practice] in [city]?	
6	What do patients say about [your practice name]?	

How to score each answer

Prompts	Score	Rule
1, 2, 3	0, 1 or 2	0 = not named. 1 = named among others. 2 = named first or alone.
5, 6	0, 1 or 2	0 = the AI says it has no information or gets you wrong. 1 = a thin or mixed answer. 2 = an accurate, specific answer that a patient would trust.
4	0 to 5	One point each for the correct name, address, phone, hours and website. A wrong fact is worse than a missing one: circle it.
All	Write it down	The sources the AI cites or links (directories, review sites, your website, news) and any competitor named instead of you.

Read your band (scores from page 3)

70% or more	Visible	Visibility and accuracy both 70% or more: keep the inputs current and re-test monthly.
40% to 69%	Patchy	Named by some engines, missed by others. Work the fix table on the sources the weak engines cite.
Under 40%	Invisible	Or any wrong address or phone: fix facts first, then the profile and the website answers.

Your results grid

Date of this test

Run by

Prompt	ChatGPT	Gemini	Copilot	Perplexity	Sources cited, competitors named
1 (0 to 2)					
2 (0 to 2)					
3 (0 to 2)					
4 (0 to 5)					
5 (0 to 2)					
6 (0 to 2)					

Your two scores

Score	How to work it out	Yours
Visibility	Add prompts 1, 2, 3, 5 and 6 across all four engines (out of 40), divide by 40	
Accuracy	Add prompt 4 across all four engines (out of 20), divide by 20	
Missing share	Count the answers to prompts 1, 2 and 3 that scored 0, divide by 12	

Worked example: Practice A, a three-physician family practice

Illustrative scores. Read it for the pattern, not the numbers: strong on one engine, missing on two, and one wrong fact that matters more than any ranking.

Prompt	ChatGPT	Gemini	Copilot	Perplexity	What the answers showed
1	1	2	0	1	Gemini quoted the Google profile; Copilot named two larger groups
2	0	1	0	0	Only Gemini mentioned new patients; the website never says it
3	0	1	0	1	Urgent care chains named first everywhere
4	3	5	3	4	ChatGPT and Copilot gave the old suite number from a stale directory
5	1	1	0	1	Thin answers; no comparison detail
6	2	2	1	2	Review themes quoted correctly

Visibility 17 of 40 = 43%. Accuracy 15 of 20 = 75%. Missing share 6 of 12 = 50%. First fix: the stale directory listing (a wrong address), then a plain "accepting new patients" line on the website and the profile.

What to fix, in this order

If the test shows	Fix this first	Why
Any wrong fact (address, phone, hours)	Correct it at the source the AI cited, then on your Google Business Profile, your website contact page and footer, and every directory you control.	A wrong phone number loses the patient even when you are named.
Not named for your specialty and city	Complete your Google Business Profile (categories, services, hours, photos) and give each service its own plain page on your website that answers what patients ask.	Google says there are no special requirements for its AI features beyond being indexed with a snippet; it lists text content, internal links and an up-to-date Business Profile (Google Search Central).
Not named for "accepting new patients"	Say it in plain words on the home page, the contact page and the profile, and keep it current.	An AI can only repeat what it can read.
A competitor named for your services	Look at the sources cited for that answer. Make sure you are listed, accurately, on the same directories and review sites.	The cited sources are the inputs that engine trusts.
Thin or negative answer to prompt 6	Ask every patient for a review the same way, with no reward and no filtering, and reply to reviews without confirming anyone is a patient.	Google prohibits incentives and selectively asking for positive reviews; the FTC rule bars buying reviews of a particular sentiment (16 CFR 465.4).
Structured data on your site	If you use it, make it match what the page visibly says.	Google: structured data should match the visible text; no special schema is needed for AI features.

When it goes wrong

When the AI says	Do this
Your closed or old location is open	Mark the old location closed on your profile and every directory; ask each directory to update. Re-test next month.
A wrong phone number	Find the source it cites, correct it there first, then everywhere else. Check that your own pages show one number.
You are not accepting new patients (and you are)	Add the plain statement to your site and profile; remove old notices or posts that say otherwise.
Something clinical or untrue about your practice	Do not argue with the tool. Correct your own pages so the true version is clear, and use the engine's feedback button on the answer.
Nothing at all, on every engine	Start with the profile and the website pages; most engines cannot recommend a practice they cannot find.
A competitor at your old address	Usually a stale directory record: claim and correct your listings; report the error on the directory.

Your monthly log

One line a month. Watch the trend over three months, not a single result: answers move week to week.

Month	Visibility %	Accuracy %	Missing share %	The one fix we made this month

Next steps: run the test today, fix every wrong fact this week, then work one row of the fix table each month. The full guide on AI search for practices is on clinicops.us.

Sources

Every figure and rule here was checked against the original source on Nov 18, 2026. Rules and figures change: confirm anything time-sensitive on the source page.

1. Pew Research Center, "34% of U.S. adults have used ChatGPT, about double the share in 2023" (survey of 5,123 adults, Feb 24 to Mar 2, 2025) (Jun 25, 2025). pewresearch.org/short-reads/2025/06/25/34-of-us-adults-have-used-chatgpt-about

2. Pew Research Center, "Google users are less likely to click on links when an AI summary appears in the results" (900 adults, browsing in March 2025) (Jul 22, 2025). pewresearch.org/short-reads/2025/07/22/google-users-are-less-likely-to-click-o

3. Google Search Central, AI features and your website (current). developers.google.com/search/docs/appearance/ai-features

4. Google Maps User Generated Content Policy, Prohibited and restricted content (fake engagement) (current). support.google.com/contributionpolicy/answer/7400114

5. FTC, Trade Regulation Rule on the Use of Consumer Reviews and Testimonials, 16 CFR Part 465 (effective Oct 21, 2024) (Aug 22, 2024). federalregister.gov/documents/2024/08/22/2024-18519/trade-regulation-rule-on-t

Where this test stops

The test shows where you stand. Here is what it cannot do on its own:

- **It cannot fix the inputs. Profiles, directories and website pages need someone to update them every month.**
- **It cannot see why an engine chose a competitor. It shows the sources; working them is the job.**
- **It cannot promise a result. Nobody can; what can be done is steady, honest work on what the engines read.**

Get Found monthly care: your Google profile, reviews, local search and AI answer reporting, run every month.

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It is a diagnostic call, not a sales call: we walk back the last thing that slipped, put an hours or dollar figure on it, and you leave with the first fix whether or not you hire us.

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