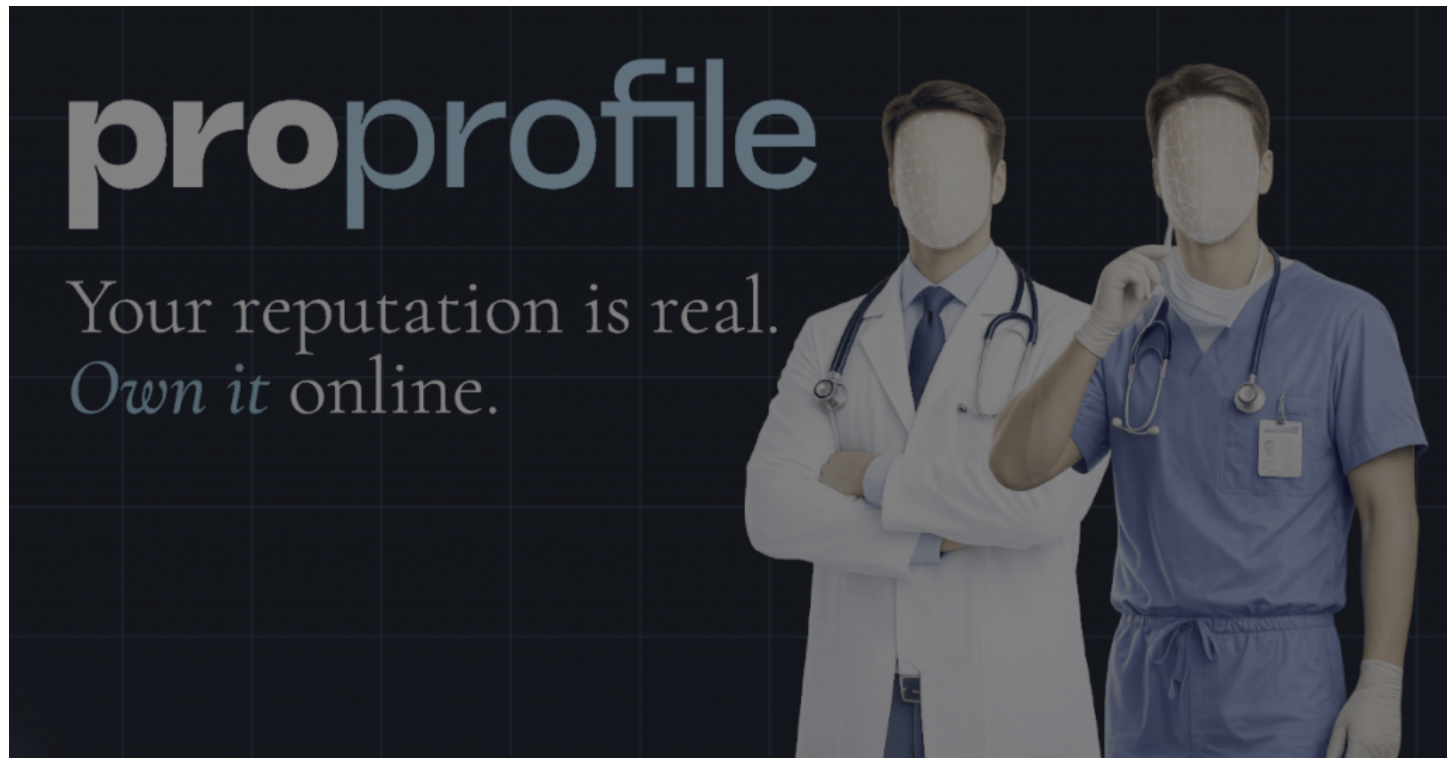


# UAE Startup Tackles the Invisible Doctor Problem in AI Search

ProProfile.co, a service from elv8, launches to help private-practice physicians get discovered, trusted, and chosen in an AI-first search environment



**Abu Zabi, United Arab Emirates Apr 10, 2026 ([IssueWire.com](https://www.IssueWire.com))** - A new UAE-based service is addressing a growing but overlooked issue in modern healthcare. Many highly qualified doctors are not visible in AI-driven search results where patients now make decisions.

**ProProfile.co, a service from elv8**, founded by Abu Dhabi-based entrepreneur Aju Abraham Thomas, provides fully managed digital presence systems for private-practice physicians. The service is designed for a market where patient discovery is shifting from traditional search engines to AI platforms such as ChatGPT, Google AI Overviews, and Perplexity.

“A highly qualified specialist should not be invisible when patients search for care. Today, that invisibility is not about reputation. It is about structure. And it can be fixed.”

— Aju Abraham Thomas, Founder, ProProfile.co

## The Problem: Experienced Doctors Not Showing Up in AI Search

Across the UAE’s private healthcare sector, many experienced physicians have little or no structured digital presence beyond hospital listings or basic profiles.

Patients are increasingly using AI tools to research and compare doctors. These systems rely on structured, verifiable information. If a physician does not have that foundation in place, they are unlikely to appear in results or recommendations.

This creates a clear gap between real-world expertise and digital visibility.

## **The Solution: Structured, AI-Optimised Digital Presence**

ProProfile builds complete digital presence systems designed for how AI platforms read, interpret, and recommend professionals.

Each engagement includes a custom-built website, structured data architecture, and authority-led content that helps physicians become more discoverable and better understood online.

The service is fully managed from end to end, allowing doctors to remain focused on their practice while their digital presence is built and maintained.

While ProProfile is designed for high-value professionals, the initial focus is on private-practice doctors in the UAE.

## **About the Founder**

Aju Abraham Thomas is an Abu Dhabi-based entrepreneur focused on digital visibility and strategic communications.

He is the founder of **elv8**, a strategy-led growth and communications studio, and AITrafficLab, a consultancy that works on how organisations are represented across AI-driven search platforms including ChatGPT, Perplexity, and Google AI Overviews.

His work includes advising corporates, listed companies, and high-growth brands in the GCC on visibility, messaging, and digital presence.

ProProfile.co was developed from his observation that highly qualified professionals are often not visible in the systems that now influence how people search and make decisions.

## **Media Contact**

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## **About ProProfile.co**

ProProfile.co is a digital presence service for private-practice doctors and high-value professionals in the UAE and GCC.

The platform focuses on structured, AI-readable web presence that helps professionals get discovered, understood, and selected across modern search systems.

ProProfile is part of elv8, a strategy-led growth and communications studio focused on helping organisations and individuals communicate with clarity and authority across digital platforms, including emerging AI-driven environments.

## Media Contact

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Source : elv8

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