

Dr. John Spencer Ellis Alerts Dermatology Clinics to AI Visibility Crisis Driven by AI Patient Search

Healthcare marketing expert warns that dermatologists without AI search presence are losing patients to competitors before traditional marketing even reaches them.



Dr. John Spencer Ellis

Las Vegas, Nevada Jun 28, 2026 ([Issuewire.com](https://www.issuewire.com)) - Dr. John Spencer Ellis, founder of Reputation Return and a leading authority on healthcare digital visibility, is alerting dermatology clinics to an emerging patient acquisition crisis as new research confirms that 56 percent of patients under age 50 now use artificial intelligence platforms to find dermatology providers in their communities.

The data carries significant implications for dermatology practices offering both medical and cosmetic services. Patients seeking treatment for skin cancer screenings, acne, eczema, psoriasis, and cosmetic procedures increasingly consult AI platforms before selecting providers—and AI recommends only three to five specific dermatologists per query.

"If you are not mentioned in AI, you are invisible to at least half of your prospects," said Dr. Ellis. "That's serious and devastating revenue loss. Dermatology is particularly affected because patients research extensively before choosing providers for conditions affecting their appearance and health. That research now happens through AI."

The shift affects both medical and cosmetic dermatology patient streams:

- 81 percent of patients consulting AI only contact dermatologists that AI specifically recommends
- 68 percent report AI recommendations carry more weight than traditional advertising or insurance directories

- Dermatology practices appearing in AI recommendations report 40-60 percent higher new patient booking rates

Dr. Ellis, whose background combines clinical healthcare experience as a radiological technologist and phlebotomist with over 30 years of digital marketing expertise, noted that dermatology's dual medical-cosmetic nature creates unique vulnerability.

"Dermatologists compete for medical patients against other dermatologists and primary care physicians. They compete for cosmetic patients against medical spas and aesthetic clinics," Dr. Ellis explained. "AI visibility affects both patient streams. A dermatologist invisible to AI loses skin cancer screening patients and Botox patients to different competitors simultaneously."

Traditional digital marketing efforts provide insufficient protection, according to Dr. Ellis.

"Many dermatologists believe their LinkedIn presence, YouTube content, or Reddit engagement will translate to AI visibility," he stated. "These platforms help increase AI mentions, but it's far from enough. And it's not the same as traditional SEO. AI optimization goes beyond conventional search strategies and requires specific approaches most practices haven't implemented."

Dr. Ellis holds two bachelor's degrees in business and health science, an MBA, and a doctoral degree. His direct experience in medical aesthetics, industrial medicine, and sports medicine provides comprehensive understanding of healthcare practice dynamics.

The competitive implications compound monthly. Dermatology practices currently visible in AI recommendations capture patients who leave reviews, strengthening their positioning further. Those without visibility fall progressively behind as competitors build dominant positions.

"Dermatologists have spent years building clinical expertise and patient relationships," Dr. Ellis observed. "None of that matters if new patients can't find them. AI has become the gatekeeper, and most dermatology practices haven't addressed it."

About Reputation Return

Reputation Return specializes in digital visibility and reputation management for healthcare practices, providing AI search optimization, review infrastructure development, and authority building for dermatology clinics and medical practices. For more information, visit <https://reputationreturn.com/medical-marketing-services/>.

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