

# **Dr. John Spencer Ellis: Why Your Medical Practice is Invisible to ChatGPT, Claude, and Grok - And How to Fix It**

Reputation Return CEO Reveals How Healthcare Providers Can Secure AI Answer Engine Visibility as Patient Discovery Shifts Away from Traditional Search.



**Las Vegas, Nevada Oct 8, 2026 ([Issuewire.com](http://www.Issuewire.com))** - The way patients find doctors has fundamentally

shifted. According to recent industry data, more than half of healthcare consumers now consult AI answer engines — including ChatGPT, Claude, Grok, Perplexity, and Google AI Overviews — when searching for medical providers. Yet the vast majority of clinics and medical practices have taken no steps to ensure they appear in these AI-generated recommendations, effectively surrendering their local markets to competitors who understand this seismic change.

Reputation Return, a leading online reputation management and AI search optimization agency, is helping healthcare providers navigate this new landscape through its proprietary Generative Engine Optimization (GEO) methodology — a systematic approach to securing featured mentions in AI answer engines.

"This isn't a gradual shift that practices can address whenever they get around to it," said Dr. John Spencer Ellis, CEO and co-founder of Reputation Return. "AI answer engines have already become the primary discovery channel for a significant portion of healthcare consumers. Practices that fail to establish visibility in these platforms aren't just missing opportunities — they're actively losing patients to competitors who appear when they don't."

### Why AI Visibility Matters More Now Than Ever?

Unlike traditional search engines that present users with lists of websites to evaluate, AI answer engines provide direct recommendations. When a patient asks ChatGPT, "Who is the best hormone therapy doctor in Phoenix?" the system doesn't display ten options — it typically recommends one or two specific providers with explanations of why they're the best choice.

This represents a winner-take-all dynamic that didn't exist in traditional search. Previously, appearing on the first page of Google meant competing with nine other practices for attention. In AI search, being the recommended provider means capturing the entire inquiry while competitors receive nothing.

The stakes are compounded by AI adoption rates, which continue accelerating. Younger demographics — patients who will dominate healthcare consumption for decades — are abandoning traditional search entirely in favor of AI assistants they perceive as more efficient and trustworthy.

### Principles of Getting Mentioned in AI Answer Engines

AI systems generate recommendations by synthesizing information from across the internet. They evaluate published content, media coverage, directory listings, reviews, and any authoritative material that establishes expertise. Several key principles determine which practices get recommended:

**Authority Signals:** AI systems prioritize practices with substantial published content demonstrating expertise. A physician with fifty authoritative articles about their specialty will consistently outrank one with three, regardless of actual clinical skill.

**Consistency Across Sources:** When business information — name, address, phone, specialties — appears consistently across hundreds of directories and platforms, AI systems develop confidence in recommending that practice.

**Recency and Relevance:** AI systems weight recent content more heavily than dated material. Practices actively publishing demonstrate ongoing relevance.

**Sentiment Patterns:** Review profiles, media coverage tone, and overall sentiment influence AI

confidence in recommendations.

## **Common Mistakes Healthcare Practices Make**

Dr. Ellis identifies several errors that render practices invisible to AI answer engines:

"The most common mistake is assuming traditional SEO translates to AI visibility," he explained. "Practices invest heavily in website optimization for Google rankings while ignoring the content and authority signals AI systems actually evaluate. These are related but distinct challenges."

Other frequent errors include inconsistent business information across directories, which confuses AI systems; thin content profiles that fail to establish expertise; neglecting reviews, which significantly influence AI recommendations; and waiting for AI visibility to happen organically rather than building it strategically.

## **Realistic Timeline for AI Mention Inclusion**

Practices pursuing AI visibility independently should expect extended timelines. Building the content portfolio, citation network, and authority signals required for consistent AI recommendations typically requires twelve to eighteen months of sustained effort — assuming correct strategy from the start.

"Most practices don't have eighteen months to wait," Dr. Ellis noted. "Every month without AI visibility means patients going to competitors who already appear in recommendations. The cost isn't just delayed results — it's permanently lost market share."

Additionally, practices attempting AI optimization without specialized expertise often invest months in approaches that don't influence AI recommendations, extending timelines further while competitors establish entrenched positions.

## **How Reputation Return Accelerates Results?**

Reputation Return's GEO methodology compresses AI visibility timelines through several mechanisms. The agency maintains established relationships with high-authority publishing platforms that AI systems prioritize as sources, enabling rapid content placement. Proprietary systems build citation consistency across hundreds of directories simultaneously rather than incrementally. Strategic media placement creates authority signals that would take practices years to develop independently.

"Our clients typically begin appearing in AI recommendations within 90 to 120 days," Dr. Ellis said. "We know exactly which signals AI systems evaluate and we build them systematically."

The agency's healthcare focus ensures strategies account for the unique trust factors and compliance requirements specific to medical marketing.

## **The Window is Closing**

Dr. Ellis emphasizes urgency for practices considering AI optimization. "The practices establishing AI visibility now will own their markets for years. Once a competitor is entrenched as the recommended provider, displacing them becomes exponentially harder."

Healthcare providers interested in assessing their current AI visibility can request a complimentary AI

presence audit from Reputation Return.

### **About Reputation Return**

Reputation Return specializes in online reputation management, AI search optimization, and medical marketing. Learn more at <https://www.reputationreturn.com>.

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