



The AI Visibility Report for Local Medical Practices

This study measures the AI visibility landscape of local medical practices across dentistry, podiatry, and chiropractic in five US metro markets, analyzing 3,234 AI answers to the questions patients ask, across ChatGPT, Gemini, Perplexity, and Google AI Overview, checked against 18,492 local practice listings. Visibility findings are reported within the areas AI draws its recommendations from, which contain 2,644 of those listings.

Prepared by javvo.ai | August 2026 edition

Contents

Executive summary

About this study

Why AI visibility matters now

Key findings

- 01 Most practices are invisible to AI. The visible ones are cited frequently.
- 02 Winning in Google search does not mean winning in AI search.
- 03 Google AI Overview does not appear for the majority of local provider searches.
- 04 AI recommends a shortlist of providers, typically three to four.
- 05 AI relies on different sources for different types of questions.
- 06 AI favors strong ratings and review volume, often quoting patient reviews.
- 07 AI almost never speaks negatively about a practice.
- 08 AI endorsement varies greatly by engine.
- 09 Four AI engines, four personalities.

What differs by specialty

Key takeaways for medical practices

Methodology

The question panel

About Javvo

Executive summary

AI answer engines are the new battleground for winning customers. This report measures how AI answer engines responded to the questions local patients ask, what practices were cited, and what the engines said about them. We analyzed 3,234 answers from ChatGPT, Gemini, Perplexity, and Google AI Overview, across dentistry, podiatry, and chiropractic in five US metro areas. The goal is to give local medical practices, and the agencies serving them, the data to make informed decisions about Answer Engine Optimization (AEO) strategy and planning.

Key findings

- **01 Most practices are invisible to AI. The visible ones are cited frequently.** AI recommendations are hyperlocal, and in the local areas AI recommends from, only 16% of practices were cited by AI once or more. The practices AI cites are cited repeatedly. The three most-cited practices in a specialty appeared in 29% to 63% of AI answers, depending on the specialty and market.
- **02 Winning in Google search does not mean winning in AI search.** AI engines do not follow Google's rankings. 43.6% of Google's top-ranked practices were not cited when the same question was asked, and most of what AI cites holds no top Google position.
- **03 Google AI Overview does not appear for the majority of local provider searches.** On general provider discovery searches, Google shows its map results and almost never an AI Overview. On provider searches tied to a specific topic, an AI Overview appears 22% to 42% of the time depending on the topic. On general health questions it appears 99% of the time and recommends no one.
- **04 AI recommends a shortlist of providers, typically three to four.** AI answers a provider discovery question with a shortlist: about 3 providers on ChatGPT and about 4 on Perplexity. Google AI Overview averages about 3 names wherever it names anyone. Gemini is the outlier, averaging about 7 providers per answer.
- **05 AI relies on different sources for different types of questions.** On provider discovery questions, AI builds its answers from practice websites, healthcare directories, and patient reviews. General health questions are answered from health information sites like Mayo Clinic and Healthline, which almost never cite practices.
- **06 AI favors strong ratings and review volume, often quoting patient reviews.** A strong rating is the entry ticket to consideration, but past that bar a higher score doesn't buy more citations. Review volume separates the cited from the ignored more sharply than rating does. Ratings and patient feedback appeared in two-thirds of AI endorsements.
- **07 AI almost never speaks negatively about a practice.** Only 12 of 10,133 citations were negative, and every one traces to a low rating or patient complaints on a review platform. When AI does share negative sentiment about a practice, it usually adopts a measured and balanced tone.
- **08 AI endorsement varies greatly by engine.** When a patient asks AI about a practice directly, AI gives different answers: ChatGPT said it could not verify in 31% of these questions, while Gemini endorsed 71% and never said 'could not verify'.
- **09 Four AI engines, four personalities.** Every AI engine has a distinct style and weighs different parts of a practice's online presence differently. ChatGPT is the Cautious Referrer. Gemini is the Enthusiastic Profiler. Perplexity is the Data Aggregator, and Google AI Overview is the Steady Concierge.

About this study

Patients are increasingly turning to AI for healthcare recommendations. However, there is very little data on the questions local patients ask AI, how local practices show up in AI answers, and how AI describes them to patients. This study was designed to answer these questions.

The study ran a 24-question panel across three specialties and five US metro markets, asked four AI engines, and measured the answers against the full roster of 18,492 medical practices. Visibility findings are reported within the areas AI actually recommends from, which contain 2,644 of those listings.

- **Three specialties: dentistry, podiatry, and chiropractic.** All three are highly competitive local markets where patients mostly self-refer. They choose a provider directly, often without a physician referral, which makes them among the specialties with the most to gain from AEO work.
- **A 24-question panel per specialty.** We asked AI twenty high-intent questions, the searches that precede booking a visit, and four educational questions patients ask earlier in their research. The high-intent questions span provider recommendation, conditions and treatments, urgency and availability, insurance, and switching providers. The questions were selected based on high patient search volume.
- **Five US metro markets: suburban Chicago, Philadelphia, Tampa–St. Petersburg, Phoenix, and Houston.** The five span US regions and represent the kind of mid-sized suburban markets where independent practices compete for the same local patients.
- Each market's practice roster was captured from four 16-kilometer circles per metro area, which in three metros overlap the core city, so the roster includes practices the questions never targeted. The questions themselves were instantiated for one anchor city per metro: Naperville, Pearland, Cherry Hill, Peoria (AZ) and Clearwater.
- When a patient asks for provider recommendations in a specific city, AI recommendations may spill over to neighboring cities. AI visibility is measured within AI's recommendation area starting from the specified city, and our methodology ensures the area covers at least 90% of AI recommendations. Multi-location chains are measured at brand level and excluded from local coverage counts, and providers appearing under more than one name form are merged in these figures.

Market	Podiatry	Dentistry	Chiropractic
Chicago suburbs	Naperville, Orland Park	Naperville	Naperville
Houston suburbs	Pearland, Houston, Friendswood, The Woodlands	Pearland, Houston	Pearland
Philadelphia–S. Jersey	Cherry Hill, Marlton, Secane, Camden	Cherry Hill	Cherry Hill
Phoenix West Valley	Peoria, Phoenix	Peoria	Peoria
Tampa–St. Petersburg	Clearwater, Dunedin	Clearwater, Dunedin	Clearwater, Wesley Chapel

- **Four AI engines: ChatGPT, Gemini, Perplexity, and Google AI Overview.** These are the most popular AI engines consumers use to find local businesses. The three chat engines were asked with live web access, the way patients use them. Google AI Overview answers were captured from Google's own results pages.

Every question was asked three times per engine, per specialty, per market, to reduce noise in AI answers. Every practice cited in AI answers went through entity data cleansing, including deduplication, name-variant and doctor-name resolution, so that entities are captured accurately in the analysis. In total, the study examined 3,234 AI answers and 10,133 practice citations within them.

Why AI visibility matters now

Consumers are increasingly using AI to research local businesses. The share of consumers using AI tools like ChatGPT, Gemini, and Perplexity to find local business recommendations jumped from 6% to 45% in a single year, making AI the third most-used discovery channel, behind only Google and Facebook (BrightLocal, 2026). That share will keep growing as AI adoption continues to increase.

SEO still matters, but it is no longer enough. Google search is still important: 61% of consumers started their most recent local business search on Google Search or Google Maps (BrightLocal, 2026). But how those searches end has changed. 80% of consumers now rely on AI-written results for at least 40% of their searches, and 60% of searches end without a click to any website (Bain & Company, 2025). Ranking well in Google search results no longer guarantees being found.

Getting recommended by AI means getting your whole online presence right. AI engines read everything available online about a practice, its website, its directory profiles, its reviews, and compose an answer from everything they find. Each engine weighs these sources differently. Answer Engine Optimization (AEO) is the work of making every surface AI reads complete, accurate, and consistent.

The practices that move first will reap the most benefits. This study finds that 84% of local medical practices in the areas AI recommends from never appeared in a single AI answer, so most of the market is still absent from AI search. It also finds that the practices AI cites are cited repeatedly: an early winner in this space tends to stay a winner, because AI keeps recommending the businesses it already trusts.

KEY FINDINGS

01 Most practices are invisible to AI. The visible ones are cited frequently.

The study checked every practice citation against the full universe of practice listings in the studied markets, then measured visibility where AI actually recommends from: the city patients asked about and the neighboring towns where its answers landed. Most practices there never appeared in an AI answer, and the visible few are pulling ahead.

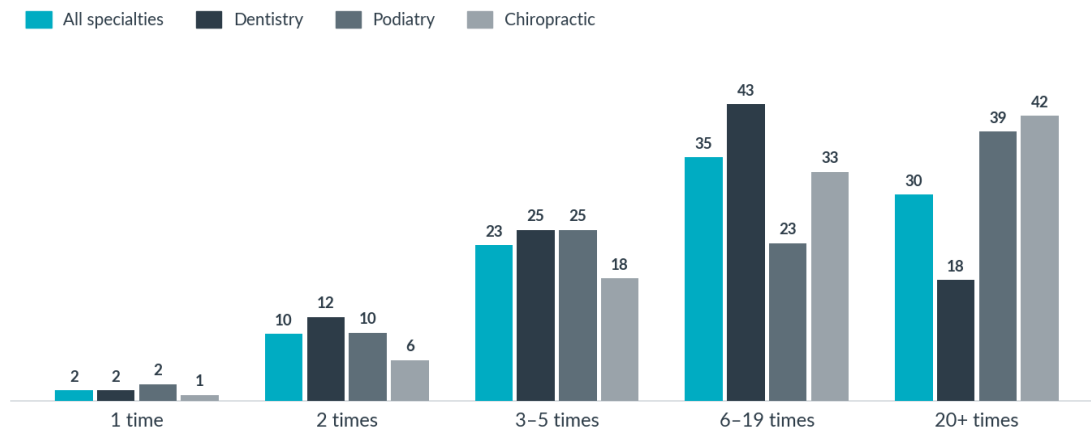
AI recommendations of providers are hyperlocal. In 12 of the 15 market-specialty combinations studied, 90% of AI citations landed in the city patients asked about, or in it plus one neighboring town. For example, in Tampa-area podiatry, 82% of citations went to practices in Clearwater itself, while St. Petersburg, twenty minutes away, received 1%. If AI was not asked about a practice's city, that practice rarely appears. Visibility in this report is therefore measured within each city's AI recommendation area (see How this study was run).

Only 16% of local practices showed up in AI answers. Within the areas AI recommends from, 422 of 2,644 practices were cited at least once; 84% never appeared in any AI answer, on any engine, for any question. Chiropractic has the highest coverage at 26%, dentistry the lowest at 13%, and podiatry sits between the two at 18%. Coverage runs inverse to local supply: where a town has few practices, AI cites a large share of them, and in the densest areas, such as dentistry around Pearland and Houston, coverage falls to 5%. Across the fifteen AI recommendation areas, coverage ranges from 5% to 45%.

Specialty	Practices in AI's recommendation areas	Cited by AI	Coverage
Chiropractic	454	119	26.2%
Podiatry	477	85	17.8%
Dentistry	1,713	218	12.7%
All specialties	2,644	422	16.0%

Counts sum over the fifteen AI recommendation areas. A practice with more than one listing is counted once per listing, and a practice listed under two specialties is counted in each specialty. Multi-location chains are measured at brand level and excluded from local coverage counts.

The practices that AI cites, it cites frequently. Repeated citation of the same providers is common across questions, engines, and scans. Of the 693 practice listings AI cited, 65% appeared six or more times and 30% appeared twenty or more times. The pattern is strongest in podiatry and chiropractic, where roughly 40% of cited practices reached twenty or more mentions. In crowded dentistry, 18% did.



How often the 693 cited practice listings appeared across all AI answers, overall and by specialty.

Within a specialty and a market, AI citations concentrate on a few practices. Concentration is real once visibility is measured inside a specialty, the way a patient searches. In podiatry, the most concentrated of the three, the citation rate of the three most-cited practices is 53% to 63%, and their Share of Voice accounted for 44% to 64% of all podiatry practice mentions, depending on the market. Chiropractic and dentistry follow the same pattern at lower levels. (Citation rate: the percentage of AI answers that name a practice. Share of Voice: a practice's share of all practice mentions in AI answers.)

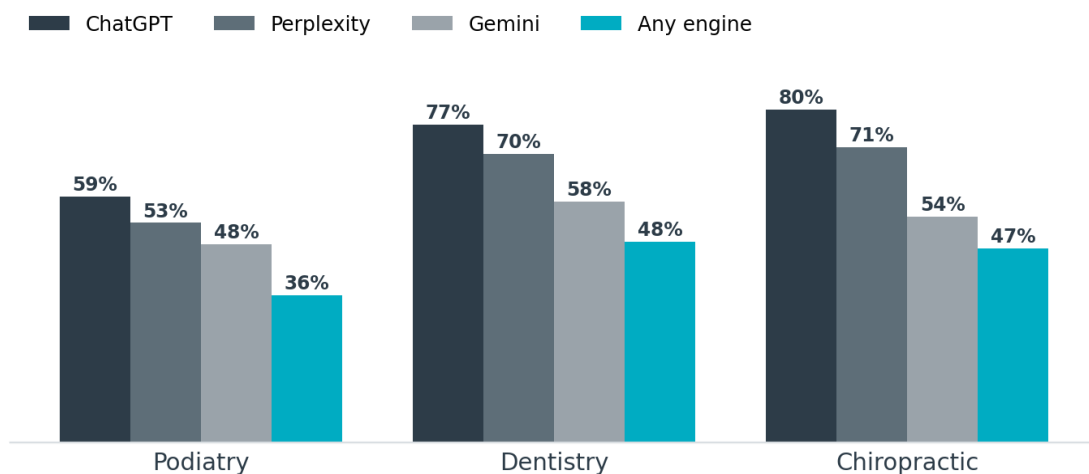
Specialty	Top 3: AI citation rate (range across markets)	Top 3: AI Share of Voice (range across markets)
Podiatry	53% to 63%	44% to 64%
Chiropractic	34% to 49%	32% to 55%
Dentistry	29% to 44%	18% to 35%

The three most-cited practices per market and specialty, within AI's recommendation areas. Ranges span the five markets.

02 Winning in Google search does not mean winning in AI search.

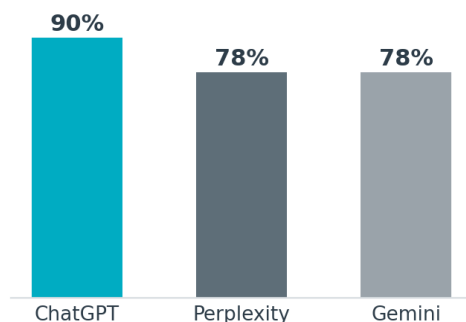
Most local practices have invested in SEO to improve their Google search rankings. This study measured how much of that Google search strength carries into AI search: the practices holding Google's top-3 map positions or top-3 organic positions were checked against the AI citations for the same questions, in the same markets. Practices that rank high in Google search do not necessarily earn strong citations in AI search.

43.6% of Google's top-ranked practices were never cited in AI answers. Google's map results and organic results carried over at nearly the same rate: on provider discovery searches, 46% of practices in the top-3 map results and 45% of practices in the top-3 organic results were not cited in AI answers when the same question was asked. The gap is even larger on any single engine, because the engines disagree about whom to name: ChatGPT alone never mentioned 72% of Google's top-ranked practices, Perplexity 65%, and Gemini 54%.



Share of practices ranking in Google's top-3 map results that received no AI citations, by specialty and engine. 'Any engine' counts a practice as cited if at least one engine named it.

Most of what AI cites comes from outside Google's winners. In the average AI recommendation, at least 58% of the practices named hold no top-3 Google position for that search. Every engine reaches past Google's rankings, and ChatGPT reaches furthest: in its typical answer to a provider discovery question, not one named provider holds a top Google position. It is clear that AI engines do not follow Google's rankings.



Average share of AI-cited practices holding no top Google position, by engine.

On average, 90% of the practices ChatGPT names, and 78% of the practices Perplexity and Gemini name, hold no top Google position for the same search. A share of named practices could not be matched to any listing, so the conservative study-wide floor is 58%.

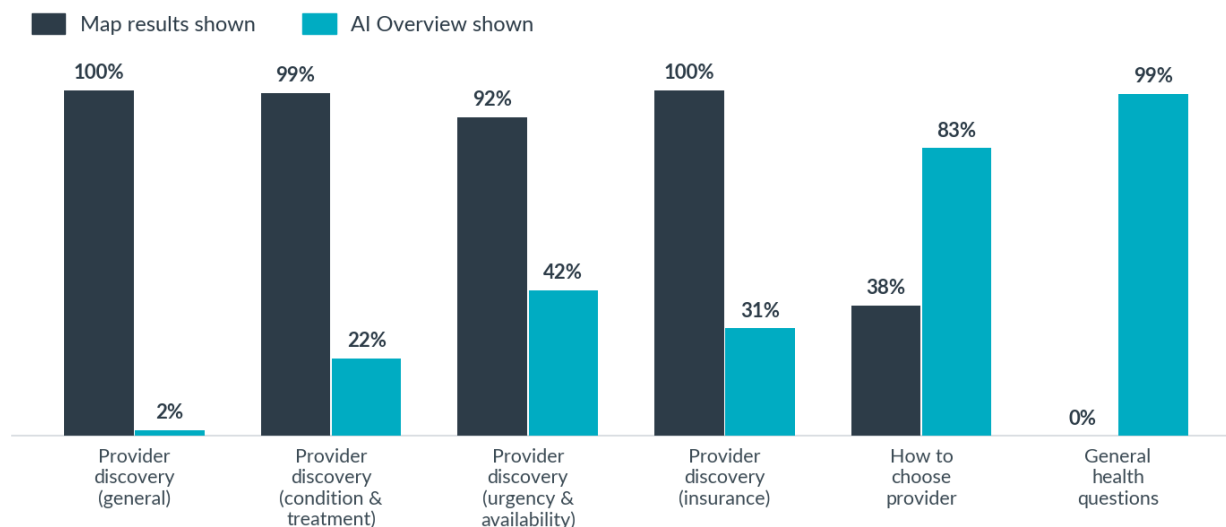
The gap varies by market

The share of Google's top practices missing from AI answers ranged from 32% in suburban Houston to 60% in Tampa–St. Petersburg. One hypothesis is geography: the study anchored each market at one suburb, and where the anchor sits far from the metro's population center, Google's map results stay local to the anchor while AI draws practices from the wider metro, widening the gap. The market variation warrants further analysis and will be tracked in future editions.

Terms: Google map results are the map with business listings shown for local searches (the 'local pack'). Google organic results are the standard unpaid web links below it. Google AI Overview is the AI-written answer Google sometimes shows above its results.

03 Google AI Overview does not appear for the majority of local provider searches.

What Google shows depends on the question type. On provider discovery searches like 'best [specialty provider] in [city],' Google almost always shows its map results and almost never an AI Overview: an Overview appeared on under 2% of those searches. As the question shifts toward conditions, urgency, and how-to-choose advice, AI Overview appears more, ranging from 22% to 42% of the time. On general specialty-related health questions, the pattern changes completely: an AI Overview appeared 99% of the time, and no providers are recommended.



How often Google showed map results and an AI Overview, by question type
(share of captures, three captures per question)

When AI Overview does appear on a provider search, it recommends practices. On provider discovery and condition questions where an Overview fired, it named a practice in 89% of its answers and linked mostly to practice websites. It kept the most consistent set of names of any engine measured while never once repeating its wording across captures. On general health questions it named a practice in 0 of 178 appearances and instead linked to health information sites like Mayo Clinic and Cleveland Clinic.

“Several podiatry practices in Cherry Hill, New Jersey, treat acute gout flare-ups and chronic uric acid management. Local options include [Practice A] and [Practice B] in Cherry Hill.”

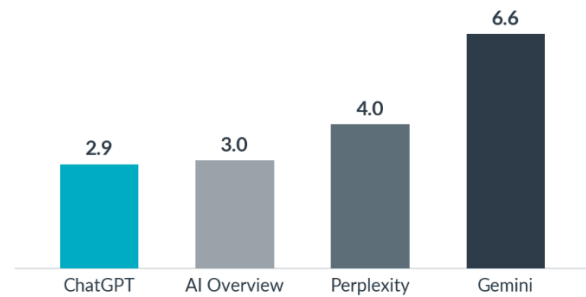
Google AI Overview · 'podiatrist for gout in Cherry Hill'. An Overview naming practices and linking to their websites. Names anonymized.

This is Google's behavior today and the findings will likely change as Google expands its AI results. Google also offers AI Mode, a separate conversational search tab. This study measured AI Overview, the AI answer shown on the standard results page.

04 AI recommends a shortlist of providers, typically three to four.

AI answers a provider discovery question with a list, not a single name. On provider discovery questions, ChatGPT named about 3 providers per answer and Perplexity about 4. Google AI Overview averages about 3 names wherever it names anyone, measured across all question types, since it appears too rarely on provider discovery searches to measure there. Gemini is the outlier: it averages about 7 providers per answer and reads more like a directory page than a recommendation.

The length of the provider list varies depending on the question. Condition questions in general drew the longest lists, at about 5 providers named per answer. Urgency and insurance questions drew tighter lists of about 3, and direct questions about a specific practice drew the shortest lists, at about 2.



*Average providers named per provider discovery answer, by engine. *Google AI Overview measured across all question types.*

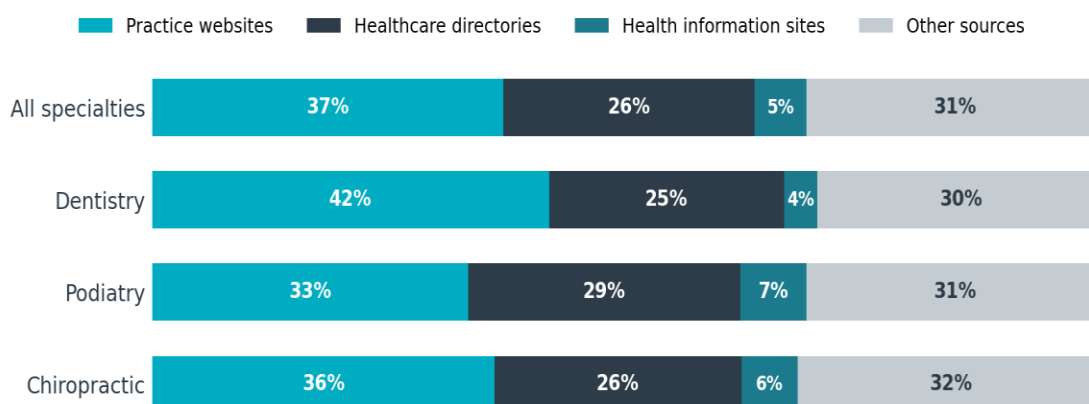
Crowning a single winner is rare. Only 14% of provider discovery answers elevated one practice above the rest, and another 11% narrowed the field to two. The rest presented options and left the choice with the patient. When an engine does commit to a single recommendation, it tends to commit to a person: every single-winner pick that named an individual doctor rather than a practice occurred in podiatry, where doctors are named most.

05 AI relies on different sources for different types of questions.

Whether AI names practices at all depends on the question. Provider discovery questions tied to a condition or treatment, the searches closest to booking a visit, produced practice names in 81% to 98% of answers. General health questions produced names in 3%, even though 91% of those answers advise seeing a professional. AI creates the referral moment on general health questions and leaves it empty.

Question type	Answers naming a practice
Provider discovery (condition-based: 'dentist for tooth pain')	98%
Provider discovery (urgency & availability)	94%
Provider discovery (treatment-based: 'ingrown toenail removal')	81%
Provider discovery (insurance-based)	79%
Provider discovery (general: 'best dentist in [city]')	77%
General health questions ('what causes tooth pain')	3%

The top citation sources are practice websites and healthcare directories. On provider discovery questions, AI builds its answers from what it can read about specific practices: their websites, and their profiles and patient reviews on healthcare directories such as Healthgrades. General health questions are answered from health information sites like Mayo Clinic, Cleveland Clinic, and Healthline, and practices are almost never cited there.



Share of citations per AI answer, by source type and specialty, across all question types studied. 'Other' spans sources outside the main three types: practice websites outside the studied markets, insurer sites, forums, and news.

AI reads social media but doesn't use it for recommendations. Seventy-one percent of practices have a Facebook page and forty percent have Instagram. AI crawlers read those pages, yet social media accounts for only 0.4% of the sources AI cites. When AI cites social media, it cites the practice profile itself and not what the practice posts. Video content is no different as a source for AI recommendations: on Google AI Overview, YouTube is only 11% of sources on general health questions and 0.4% on questions asking for a provider. ChatGPT, Gemini and Perplexity almost never cite video content.

Practice websites outside the studied markets



Insurers and government listings



Other sources



News and health publishers



Hospitals and health systems



Medical product and technique sites



General directories (Yelp, BBB)



Forums (Reddit and patient boards)



Social media (Facebook, LinkedIn, Instagram)



Breakdown of the 28.5% 'Other' citation sources shown in the chart above.

Presence figures (Facebook 71.2%, Instagram 39.9%, YouTube 21.1%) are based on a stratified sample of 450 practice homepages, 150 per specialty, weighted to the roster's specialty mix.

06 AI favors strong ratings and often quotes patient reviews.

Strong patient ratings are the entry ticket to AI recommendations. On general provider discovery questions, the AI engines select from top-rated lists on review sites, so a strong rating is required to enter consideration. However, once the practice rating passes a certain bar, a higher score made no measurable difference. In the study, the practices AI cited averaged 4.74 stars, and the practices AI ignored averaged 4.59.

Review volume separates cited from ignored practices more sharply than rating does

Practices AI cited carry a median of 132 patient reviews; practices AI ignored carry a median of 19. The direction is the same in every specialty: podiatry 29 against 9, dentistry 192 against 27, chiropractic 125 against 16. A few very large practices pull averages far above the medians, so the median is the honest comparison. A deep review base gives AI more to read and more to quote, and it marks AI visibility more strongly than a higher star average.

On general provider discovery questions, AI speaks about a practice based on patient ratings and reviews. Superlative questions ('best', 'top rated') drew evaluative language in 46% of practice citations, and ratings and patient feedback appeared in two-thirds of AI endorsements. When AI recommends, reviews are the material it recommends from:

"If you want a quick shortlist of top-rated podiatrists in [city], these are the strongest options I found from recent review sites: Dr. [Doctor A], DPM — 5.0/5 on Healthgrades. Dr. [Doctor B], DPM — 5.0/5 on Healthgrades, nearby."

ChatGPT · podiatry, a provider discovery question. An endorsement built from review-site ratings. Names anonymized.

"[Practice] receives positive feedback for its team of doctors, including Dr. [Doctor A], Dr. [Doctor B], and Dr. [Doctor C]."

Gemini · chiropractic, the same question type. Review sentiment paraphrased into the recommendation. Names anonymized.

"[Practice] appears to be a reasonable option for gingivitis, because its own site says it offers periodontal treatment and deep cleaning, and it has a very strong overall review profile with 4.9 stars."

Perplexity · dentistry, asked about a specific practice. The endorsement rests on services and review strength. Names anonymized.

"Top-rated podiatrists in Naperville include [Practice], all highly recommended for treating heel pain."

Google AI Overview · podiatry, a provider discovery question. Rating language carried into the Overview. Names anonymized.

Reviews gate entry to AI answers and supply the words AI speaks with. Past a strong baseline, chasing a higher star average buys no additional AI visibility.

07 AI almost never speaks negatively about a practice.

AI has an extremely high bar to say anything critical about a practice. Out of 10,133 practice citations in this study, only 12 were negative, and they concern only seven businesses across the three specialties. Every negative comment is based on a very low rating or patient complaints on a review platform. AI does not form its own negative opinions about a practice. It simply quotes what patients have written. Google AI Overview showed the same restraint: 0.5% of its practice mentions were negative.

When AI does share negative sentiment about a practice, it usually adopts a measured and balanced tone. See these examples:

“Dr. [Doctor], DDS — pediatric dentistry in [city]; Healthgrades lists her as accepting new patients, but the visible rating is 1.8/5 from 6 reviews, so I’d be cautious and read the reviews closely.”

ChatGPT · a provider discovery question. A low review score quoted, with a warning attached. Names anonymized.

“Patient reviews for Dr. [Doctor] are mixed. Some patients praise his kind and compassionate care, while others have reported negative experiences.”

Gemini · a treatment question. Written patient complaints paraphrased into the answer. Names anonymized.

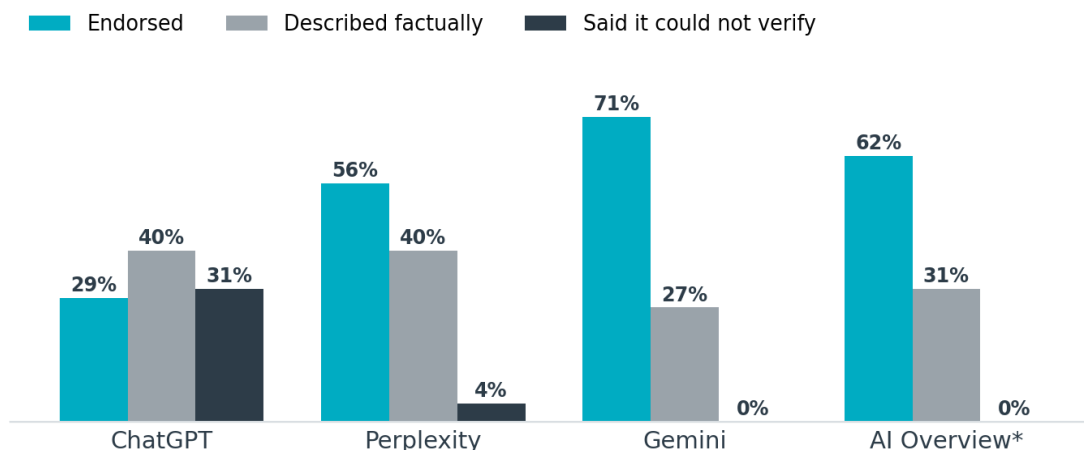
“[Practice] — established local practice in [city]; however, the Healthgrades group listing shown has a 1.0 rating based on 1 review, so it is not the best-rated option in the results.”

Perplexity · a provider discovery question. A low score quoted and weighed. Names anonymized.

08 AI endorsement varies greatly by engine.

We tested questions where the patient asks AI whether it recommends a specific practice for a given condition. Across the 135 answers, the engines behaved very differently.

ChatGPT is the skeptic. Gemini always endorses or verifies. ChatGPT, the most used AI engine among consumers, is the most skeptical: it endorses only when the evidence it sees is verifiable and specific, and in almost one out of three answers it said it could not verify the practice. Gemini endorsed the same practices warmly on the same questions and never said it could not verify. Perplexity sits between the two, endorsing over half the time and rarely saying it cannot verify. Google AI Overview never said it could not verify, but it does not appear at all on a third of these questions.



Outcomes when each engine was asked about a specific practice by name.

**AI Overview appeared on 64% of these questions. Its rates cover the answers where it appeared. Remaining shares are rare negative answers.*

One question, different endorsement. The same practice and the same question produce a different answer for the patient depending on the app they opened:

"I couldn't verify a strong, specific reputation for [Practice] on its own for this condition."

ChatGPT · 'is [Practice] good for plantar fasciitis'. Names anonymized.

"Yes — [Practice] appears to be a good fit for plantar fasciitis."

Perplexity · the same question, the same practice. An endorsement.

"[Practice] emerges as a promising option."

Gemini · the same question, the same practice. A warm endorsement.

09 Four AI engines, four personalities.

The AI engines answered the same questions with different styles, and each one weighs different parts of a practice's online presence differently.

ChatGPT: the Cautious Referrer. ChatGPT keeps its lists short, around two to three providers, and stays factual. Only 24% of its practice mentions carry evaluative language. It reads directories more than anything else, weighs whether a practice can actually see the patient, often factoring in distance and offering to narrow by insurance, and it is the only chat engine that often says it cannot verify a practice even when asked directly about the practice. It is also the least repeatable. Ask it the same question twice and the names change most among the four engines.

"Here are a few ways to get a same-day chiropractor appointment in Cherry Hill today: [Practice A] listings: Zocdoc says same-day appointments are often available in Cherry Hill, and you can book online by insurance and availability. [Practice B]: a chiropractor in Cherry Hill listed on Healthgrades. If you want the fastest route, I'd do this: 1. Open Zocdoc and filter for Cherry Hill plus same-day availability. 2. Call the office directly and ask for same-day cancellations."

ChatGPT · 'same-day chiropractor appointment in Cherry Hill'. Practical qualifiers and a booking route. Names anonymized.

Gemini: the Enthusiastic Profiler. Gemini describes providers with the warmest tone among the engines. 44% of its mentions carry evaluative language. It builds small practice profiles out of review text, often credits years of experience, and never says it cannot verify. Where ChatGPT hedges, Gemini characterizes.

"Several practices in Pearland stand out for their patient-praised services. [Practice]: this practice has been named the best family dentist for two consecutive years and boasts over 10,000 5-star Google reviews. They are known for their modern offices featuring amenities like iPads, leather massage chairs, and Beats headphones."

Gemini · 'best dentist in Pearland'. Superlatives, review counts, and amenities woven into a warm profile. Names anonymized.

Perplexity: the Data Aggregator. Perplexity compiles rather than judges. 87% of its mentions are plain listings, the least evaluative of the four. When it does endorse, the evidence is ratings and review volume above all. It is the second most stable AI engine tested in this study behind Google AI Overview. Its answers to the same question overlap far more across repeat searches than ChatGPT's.

"There isn't a single objectively 'best' chiropractor in Cherry Hill from the results provided, but [Practice A] and [Practice B] stand out. [Practice A] is explicitly marketed as 'the best chiropractic care in Cherry Hill.' [Practice C] has a Yelp listing showing a 5.0 rating from 2 reviews, though that review count is very small. Healthgrades reports that the average rating for chiropractors in Cherry Hill is 4.7 stars, and Zocdoc shows verified Cherry Hill chiropractors with a 4.8 average rating."

Perplexity · 'best chiropractor in Cherry Hill'. Platforms compiled and its own evidence audited. Names anonymized.

Google AI Overview: the Steady Concierge. Owned by the same company as Gemini, Google AI Overview is opposite in temperament. AI Overview kept the most consistent set of practice names of any engine measured while never once repeating its wording across answers to the same question. Its evidence is practical rather than reputational: availability, services, and locations over ratings and praise. It appears selectively by question type and links practice websites on provider searches. When

it lacks material, it does not appear at all. Its tone is moderately warm, but it is the engine most likely to repeat something negative from a practice's reviews.

“Several local dental practices in Clearwater, Florida provide specialized care for gum disease, ranging from deep cleanings to advanced laser therapy. [Practice]: offers comprehensive periodontal care and is a certified provider of laser gum surgery for scalpel-free treatment and faster recovery.”

Google AI Overview · 'dentist for gum disease in Clearwater'. Consistent naming with service specifics. Names anonymized.

What differs by specialty

The full analysis for each specialty is published as a separate AI Visibility Brief, cross-linked with this report:

- **AI Visibility Brief for Dentistry.** The most crowded specialty (11,565 listed practices) and the least visible: 13% of practices in AI's recommendation areas earned any AI citation. Read the Brief for Dentistry. [Read the Brief for Dentistry](#)
- **AI Visibility Brief for Podiatry.** The most concentrated specialty: the three most-cited practices appear in 53% to 63% of AI answers. Individual podiatrists are cited more often than their practices: 56% of AI citations name a doctor. Read the Brief for Podiatry. [Read the Brief for Podiatry](#)
- **AI Visibility Brief for Chiropractic.** The highest coverage of the three specialties: 26% of practices in AI's recommendation areas are cited, and 42% of cited practices reached twenty or more mentions. Read the Brief for Chiropractic. [Read the Brief for Chiropractic](#)

Key takeaways for medical practices

- **Most local medical practices are invisible to AI. Investing in AEO means high ROI.** 84% of practices in the areas AI recommends from never appear in an AI answer, while the three most-cited practices in a specialty appear in up to 63% of answers. The practices AI cites today are cited again and again, so investing in AEO early provides the best ROI and the advantage compounds over time.
- **SEO is no longer enough. Google rankings do not transfer to AI recommendations.** 43.6% of Google's top-ranked practices were never cited in AI answers to the same questions, and at least 58% of the practices AI does recommend hold no top-3 Google position. Practices doing AEO alongside SEO win new patients online.
- **AEO means optimizing your whole online presence, since AI reads everything written about you.** Each engine reads a different mix of a practice's website, directory profiles and reviews, and weighs them differently. Getting recommended means getting all of those surfaces right.

Methodology

The study ran in August 2026. Seventy-two questions (24 per specialty) were selected by real search volume from candidate pools of patient questions, screened for provider discovery intent, across seven categories: general discovery, conditions, treatments, urgency and availability, insurance, choosing and switching, and general health questions. Each question was instantiated for one anchor city per metro area and asked three times per engine on ChatGPT, Gemini, and Perplexity with live web access. Google AI Overview and Google's map and organic results were captured for the same searches, three times each. Google also offers AI Mode, a separate conversational search tab. This study measured AI Overview, the AI answer shown on the standard results page.

Counts in this study are per listing, summed over the fifteen AI recommendation areas. A practice with more than one listing is counted once per listing, and a practice listed under two specialties is counted in each specialty.

All published figures come from a locked snapshot of the study data and can be recomputed from it at any time. Sample sizes and denominators are stated with each finding.

The question panel

Each specialty ran the same 24-question structure. Question wording was selected by search volume within each category based on Google keyword data, with an intent screen requiring that each term represent demand a patient brings to that specialty's provider. Example questions across the three specialties:

- **General discovery (4):** 'best podiatrist in [city]' · 'dentist accepting new patients in [city]' · 'recommend chiropractor near me' · 'top rated foot doctor in [city]'
- **Conditions (4):** 'dentist for tooth pain in [city]' · 'podiatrist for gout in [city]' · 'chiropractor for sciatica in [city]'
- **Treatments (4):** 'plantar fasciitis treatment in [city]' · 'Invisalign in [city]' · 'dry needling in [city]'
- **Urgency and availability (2):** 'podiatrist for urgent foot care in [city]' · 'emergency dentist open today in [city]' · 'chiropractor after car accident in [city]'
- **Insurance (2):** 'podiatrist that takes [regional insurer] in [city]' · 'dentist that takes my insurance in [city]' · 'chiropractor cash price without insurance in [city]'
- **Choosing and switching (4):** 'how to choose a podiatrist' · 'is [Practice] in [city] good for [condition]'
- **General health (4):** 'what causes tooth pain' · 'how to cure heel pain' · 'what is sciatica'

All questions were selected the same way in each specialty. The examples above show representative wording across the three. Multi-turn conversations (an educational question followed by a request for a local recommendation in the same session) were run separately on ChatGPT, 90 sessions in total.

About Javvo

Javvo.ai helps medical practices and local businesses get new patients from AI and Google. Built on decades of marketing experience, we help clients stand out from competitors. We provide full-service Answer Engine Optimization (AEO), optimizing your entire online presence: website, content, reviews, and directories, so AI recommends you consistently. Our AI analytics tools give us deep insight into what drives your visibility and helps us act on it precisely, so you get faster, better results on a smaller budget. Javvo.ai is operated by Javvo Technologies. [Request a free AI Visibility Snapshot](#) at javvo.ai.

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