INTEGRAL MEDIA

WHITE PAPER

AI Visibility in Australian Healthcare

What 100 search and AI checks mean for healthcare marketing teams

PART 1

What we found

People now use Google and AI tools to find healthcare services, compare options and decide whom to contact. Sometimes they can do this without visiting a provider website.

We tested 25 common Australian healthcare questions in ChatGPT, Google Search, Microsoft Copilot and Claude. We looked at whether people were shown a relevant provider, whether they could check the information and whether the answer gave them a useful next step.

Providers were often easy to find. Reliable links, current details and clear next steps were much less common.

100	92	60/73	23/92
search and AI checks	answers we could review	local answers naming a provider	answers with a safe, useful next step

How we carried out the study

Five questions covered general healthcare advice, costs, practitioner checks and trust. Twenty local questions covered GPs, emergency dentists, sports physiotherapists and telehealth psychologists in Melbourne, Sydney, Brisbane, Perth and Adelaide.

- 25 checks in each of ChatGPT, Google Search, Microsoft Copilot and Claude.
- Eight attempts did not produce a complete answer. We kept them in the record and did not simply try again.
- Every usable answer was checked by a person against current government, regulator or provider information.

PART 1

Providers appeared, but the trail often broke

A local provider was named in 60 of 73 usable answers about local services. Most answers also understood the requested service and city.

The problem came after the name appeared. Only 31 of 73 answers linked directly to at least one provider they named. A person could see a clinic name but still have to start another search to check its services, location, fees or booking details.

What we checked	Result	What it means for a marketing team
A local provider was named	60 of 73	Your organisation can be considered before someone visits a website
The service matched the question	52 of 73	Most answers understood what the person needed
The city matched the question	60 of 73	Local relevance was good, but not guaranteed
A named provider was directly linked	31 of 73	Many people were not given the easiest path to check the provider

Why this matters

Being named can build awareness, but it does not guarantee a visit or an enquiry. Provider names, services, locations, practitioner details and booking links should be clear and consistent wherever people may find them.

Make it easy for a person - and an AI tool - to move from your name to the right page and the right next step.

PART 1

The biggest gaps were trust and changing details

Only 12 of 92 usable answers linked to an official government or regulator source. Only 31 of 92 suggested checking a practitioner's registration.

Fees were clearly treated as changeable in 39 of 92 answers. Appointment availability was handled better, but still only 58 of 92 answers told people to confirm it.

12/92	31/92	39/92	58/92
linked to an official source	suggested a registration check	treated fees carefully	told people to confirm availability

Examples from the review

- One Melbourne GP answer showed late-opening hours that no longer matched the clinic's current page.
- Another answer presented several clinics as accepting new patients without checking current availability for each one.
- Some physiotherapy answers used rankings, ratings or provider-written comparison articles as if they proved clinical quality.

These mistakes can waste a patient's time, create extra work for reception teams and weaken trust before the first contact.

Put a date, an owner and a clear confirmation step on fees, opening hours and availability.

PART 1

What each tool got right and wrong

We used a strict test: the important details in an answer had to match current sources. An answer could still be helpful and fail this test if it stopped early, made a claim without proof or included a wrong detail.

Tool	Answers reviewed	Key details checked out	Needed more detail	Claim lacked proof	Had a wrong detail
ChatGPT	24	17	3	1	3
Google Search / AI Overviews	24	3	13	1	7
Microsoft Copilot	20	0	8	6	6
Claude	24	5	19	0	0

Do not read this as a permanent ranking of the tools

Claude supplied 15 of the 23 safe, useful journeys in this dated test, but 19 of its 24 usable answers still needed stronger evidence for changing or provider-specific claims. The products change frequently, and two people may not see the same answer. The useful lesson is to check more than one tool and keep a copy of what appeared.

For marketing teams, the practical question is not 'Which tool wins?' It is 'Can people find us, check the information and take the right next step?'

A provider mention is only the start. It is not proof of quality, accuracy or likely business results.

PART 2

Start with the pages patients need most

Do not begin with a long list of new blog topics. First improve the pages that help someone decide whether a service is relevant and how to contact the organisation.

Priority	Page type	What the page should make clear
1	Services	Who the service is for, what is offered, referral needs and the next step
2	Locations	Correct address, opening hours, services at that location and contact details
3	Practitioners	Role, qualifications, registration details, areas of practice and availability
4	Fees and access	Current fees, rebates, bulk-billing conditions, eligibility and review date
5	Help choosing care	Questions to ask, what to prepare and when to use a different or urgent pathway

A simple publishing rule

- Use your own website for facts you control: services, people, locations, fees and bookings.
- Link claims about registration, Medicare and public programmes to the right official source.
- Use reviews and awards as reputation signals, not as proof that a treatment or practitioner is right for everyone.
- Give every high-change page an owner and a review date.

PART 2

Use a simple 90-day plan

Fix the information first. Improve the pages closest to patient decisions next. Then repeat the checks and measure whether the work is helping.

When	Lead	What to do	You are finished when
Days 1-30	Marketing and operations	Choose the most important patient journeys, list the pages behind them and record today's search and AI results	Every priority page has an owner, a review date and a starting result
Days 31-60	Content, web and governance	Update service, location, practitioner and fee pages; add official links and clear next steps	Each priority page answers the main question and helps the person act
Days 61-90	Marketing and analytics	Run the same questions again, fix remaining errors and connect the work with calls, bookings and forms	The results are recorded and each remaining problem has an owner

What to connect with the report

- Relevant calls, bookings and completed forms from the pages being improved.
- Reasons people contact the wrong service or cannot complete a booking.
- Whether page owners are completing their fee, hours and availability reviews.
- Whether the same questions show better links, more accurate details and clearer next steps over time.

This plan improves information people already need before adding more content to the publishing calendar.

PART 2

Track useful results, not just mentions

Being named by an AI tool is not enough. The organisation needs to appear for the right service, be easy to check and help the person take a useful next step.

Measure	What it tells you	Owner	Check
Right service and location	How often the organisation appears for the services and markets that matter	Marketing	Quarterly
Link to your page	How often people are sent to the right service, practitioner or location page	Digital	Quarterly
Official source	How often the answer includes the right government or regulator link	Content and governance	Quarterly
Current details	Whether fees, hours, availability and eligibility are still correct	Page owner / operations	Monthly
Useful enquiries	Calls, bookings and forms from the journeys being improved	Marketing and analytics	Monthly

Marketing team checklist

- List your most important services, locations and practitioners, then give each page an owner.
- Check that names, addresses, phone numbers and service descriptions agree across the web.
- Add official links, review dates and a clear next step to each important page.
- Ask the same questions every quarter and record what changed.
- Report useful enquiries alongside clicks and website visits.

PART 2

What leaders should take away

AI search is not only a technology issue. It is a customer-information issue.

A healthcare organisation does not need to chase every new AI feature. It needs to make its most important information clear, current and easy to check. That improves the experience whether someone begins with Google, an AI tool, a map listing or the organisation's own website.

Questions a CEO or marketing leader should ask

- Which patient or referrer journeys matter most to our growth?
- Who is responsible for keeping the pages behind those journeys accurate?
- Can people quickly confirm our services, practitioners, locations, fees and availability?
- Are we being named for the right service and the right location?
- Are we measuring relevant calls, bookings and enquiries as well as clicks?
- What happens when a search or AI answer is incomplete or wrong?

The goal is not to collect the most mentions. It is to be easier to find, easier to trust and easier to contact.

A sensible first step

Choose the three patient journeys that matter most to the organisation. Check whether people can find the right service, confirm the key details and take the next step. Use those results to decide which pages to improve first.

PART 3

What this study cannot tell us

This study records what appeared on 28-29 August 2026. Results can change by user, account, location, product design and time. The questions do not cover every Australian healthcare need.

The study does not measure website traffic, provider quality, clinical results, market share or permanent rankings. A provider being named was counted as visibility only, not as an endorsement.

A link did not automatically make every nearby sentence correct. We kept private copies of the answers and checked important details against current official or provider information.

Integral Media sells healthcare SEO and AI visibility services. We have included the question counts, limits and our commercial interest so readers can judge the findings in context.

Main sources used to check the answers

- Healthdirect Australia for finding services and understanding care options.
- Ahpra Register of practitioners for checking regulated practitioners.
- Australian Government Medicare Urgent Care Clinic finder.
- Services Australia medical costs guidance.
- Australian Government Medical Costs Finder.

Want to see how your services appear in AI search?

Integral Media can test your healthcare services, find missing or unclear information and give your marketing team a practical action plan.

Request a healthcare AI visibility review