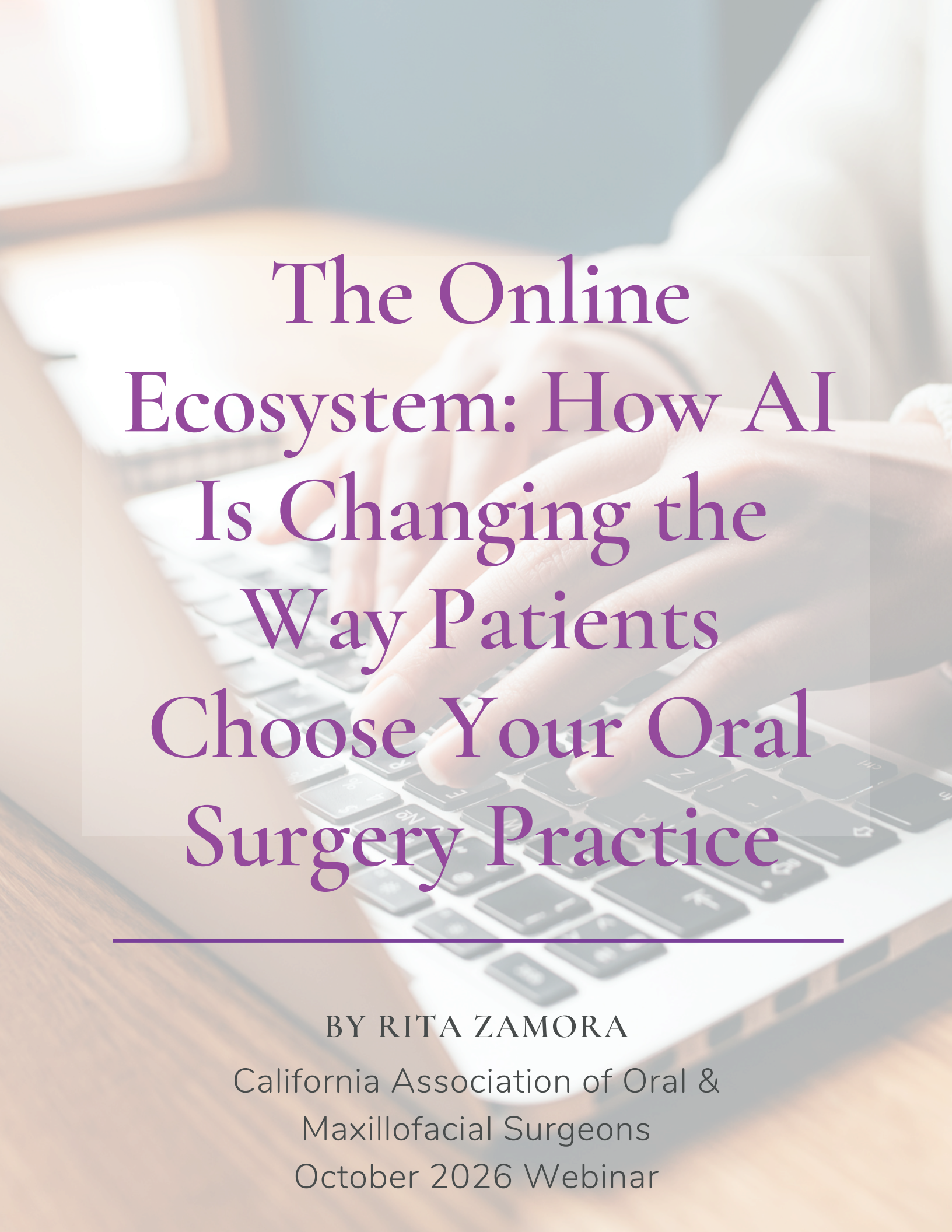




The Online Ecosystem: How AI Is Changing the Way Patients Choose Your Oral Surgery Practice

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Welcome!

Welcome to The Online Ecosystem! This handout is here to help you make sense of how AI, social media, and your broader online ecosystem influence your visibility with both AI and patients, and ultimately how patients find, trust, and choose your oral and maxillofacial surgery practice.

Use this as a place to capture insights, reflect on your visibility, and turn “aha” moments into clear next steps. You don’t need to write everything down, just what feels most helpful for your practice. And if questions pop up later, I’m always just a click away. You’ll find my contact info at the end.

EXERCISE #1

AI Visibility Pulse Check

What's ONE word that describes how AI feels in your practice right now? _____.

There are no wrong answers—just honest starting points.

CHECK ALL THAT APPLY

- ☐ I know AI is influencing patient decisions
- ☐ Our online presence feels inconsistent
- ☐ We post on social media, but without a clear strategy



MORE ...

- ☐ I feel more behind than I'd like 😊
- ☐ I want more control over how we show up
- ☐ We have a good idea where to start or improve 🦊



Visibility Mindset Shift

Sometimes the biggest barrier is how we think about it. What do you tell yourself?

Complete these:

I used to think visibility was mostly about ...

Now I'm realizing it's also about ...

One idea from today that changed how I think about visibility:

“AI rewards what patients already respond to.”



How AI is Interpreting Your Practice

Bring this back to your team or reflect on your own:

1. **What do you think AI understands clearly about your practice today?**
(Services, clinical expertise, patient experience, reputation, referral relationships)
2. **Where might your story feel unclear, inconsistent, or underdeveloped online?**
(Reviews, photos or video, messaging, locations, visibility)
3. **If AI had to describe your practice in one sentence, what would you want it to say?**

“If your story isn’t visible, AI fills in the blanks.”

 *Think back to what you noticed during today’s examples.*

Your Online Visibility Strategy

Small improvements here make a big difference:

1. **Clarify Your Story:**
What do you want patients (and AI) to understand about your practice?
2. **Strengthen Trust Signals:**
Where does trust show up online and how could it be stronger?
3. **Create and Post More Intentional Content:**
What could you post that would help patients and AI better understand your practice?

“Clear content themes create confidence — for patients
and for AI.”



Your Next 30 Days

Small, intentional steps and consistency matter most.
Circle areas you want to focus on first:

- Reviews
- Google Business Profile
- Content themes
- Real photos / short videos
- Posting consistency
- Bio clarity
- Implement a content calendar
- Other _____

More:

“AI learns your practice the same way people do —
through repetition and consistency. What you repeat
is what gets remembered.”

Your Online Ecosystem At A Glance

Reviews: What themes consistently appear in what patients say about their experience?

Google Business Profile: Is your practice information accurate, current, active, and representative of the practice today?

Website & Online Listings: Is information about your practice, providers, locations, and services clear, accurate, and easy to find online?

Social Media: Does your content help patients and AI understand your expertise, personality, patient experience, and what you want to be known for?

Do You Need More Help?

[Book a Meeting](#) 🖱️

Thank you for being here! Your willingness to learn, adapt, and show up matters — to patients and to how AI understands your practice. ✨

[BOOK NOW](#)



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