



Focus on Findability: Thinking Beyond Search in the Age of AI

Michael Leonard, Principal Product Manager, Geonetric

Matt McKinney, Director, Digital Engagement, Cone Health



Outline/Agenda

We'll be going on a full journey

1. The landscape today
2. Ongoing consumer impact
3. Using AI for research
4. Refining current content strategy
5. Structure 101
6. Getting featured in generative responses
7. Red flags and ethical considerations

■ Our learning objectives for today:

1. See how AI is already impacting healthcare consumers' engagement with your brand and how "findability" will impact the way patients connect with your organization.
2. Get hands-on findability tips, tricks, and strategies that set up your findability strategy for success across SEO, business listings, and content marketing.
3. Hear firsthand how Cone Health improved its findability and measures their success.

What we plan to achieve today

- **If you're in the day-to-day:**
 - Real-life research strategies and tactics
 - Knowledge to make your job easier
- **If you're overseeing a team or are an executive:**
 - Crucial concepts and efficient execution strategies you can employ
 - Nothing that breaks the budget



Welcome!

- Let's all get to know each other!
- Turn to your nearest neighbor and tell them your favorite place to go or thing to do where you live.
- What's your favorite thing you've done with AI so far?

5 minutes



Let's take a moment

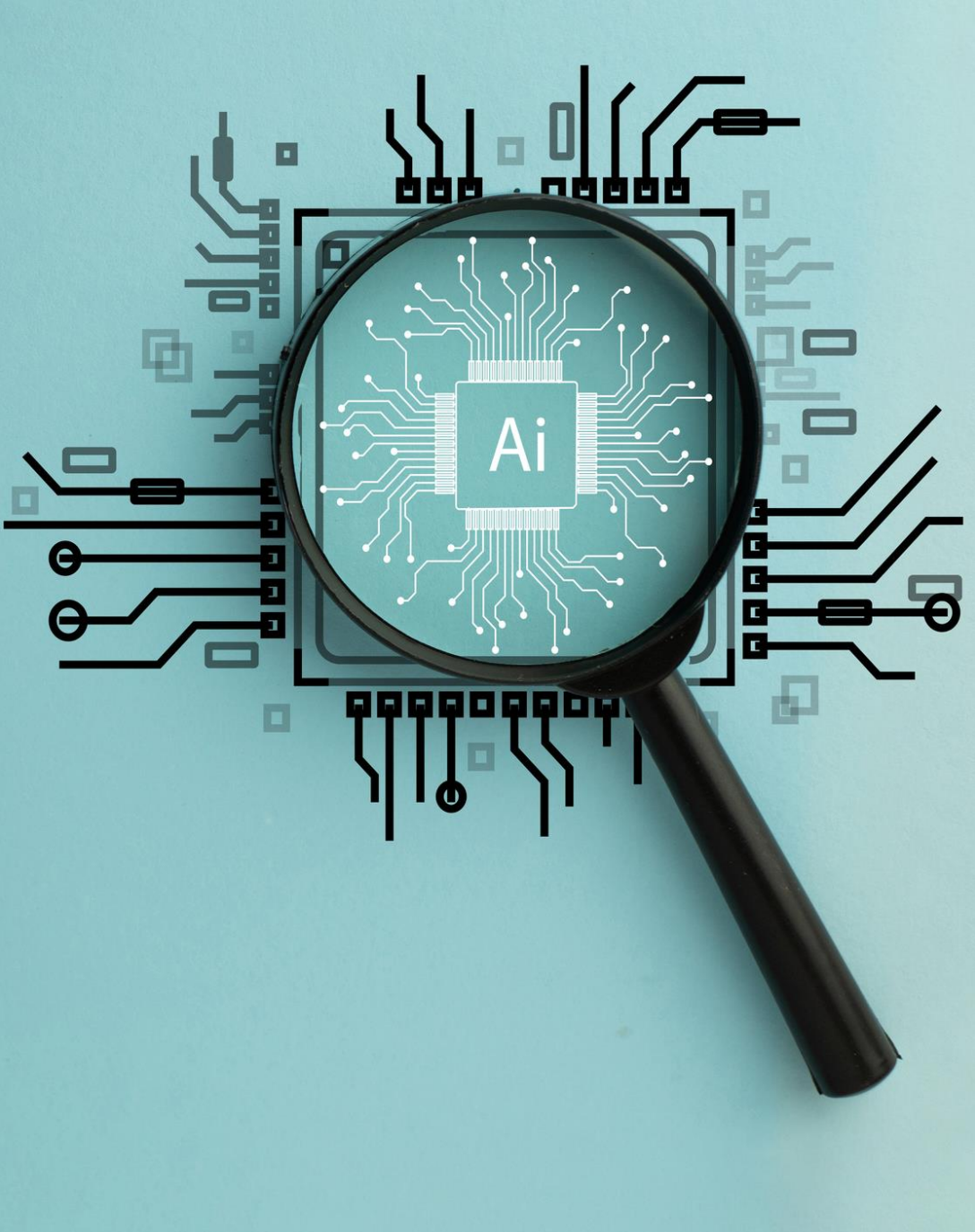
Turn to your neighbor and ask their coverage area. Congratulations! You're a new mover to that area.

Ask what their top service line is. You're now in need of that particular service.

1. Go to your favorite GPT.
 2. Open a new chat.
 3. Seek locally relevant care information about that service line.
- **An example prompt:** I'm looking for primary care services in <insert org's primary city and state>).

An overview of the landscape

Disruption at scale and ongoing consumer impacts



Rise of AI and Machine Learning

AI and machine learning have become integral to being found organically, with search engines like Google using these technologies to better understand user intent and deliver more relevant search results in competition with new platforms.

Shifting Landscape: How Generative AI is Reshaping SEO into Findability

Every trend is tied back to how artificial intelligence prioritizes organizations/services by measuring user satisfaction



Generative AI

Users increasingly ask ChatGPT or voice assistants for healthcare solutions. SEO alone is not enough, which is why we are turning our focus toward balancing traditional SEO with generative experience optimization.



Voice Search Optimization

The growing popularity of voice-activated devices has led to a shift towards optimizing content for voice search, which often involves more natural language queries



Focus on User Experience

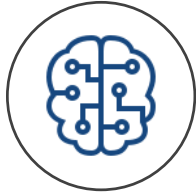
SEO has increasingly emphasized user experience (UX), including mobile-friendliness and overall site usability



Content Quality and Relevance

High-quality, relevant content remains crucial for SEO success. Search engines prioritize content that provides genuine value to users

Four stages of AI Adoption



AI First



AI Enabled



AI Curious

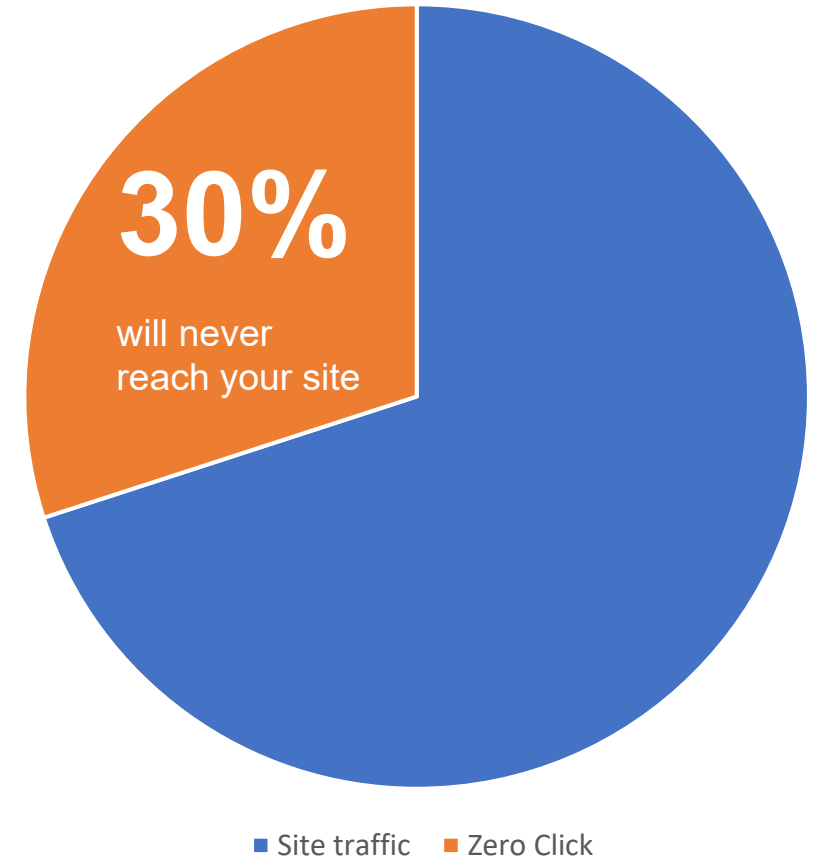


AI Aspiring

At least 30%* drop in traffic across all industries

All for us, none for you!

- Generative experiences want to keep users engaged on the platform rather than clicking away
- Ranking is becoming more focused on appearing in generative referrals
- Voice search exacerbates this traffic issue (Siri, Alexa, Hey Google)
- * 30% is now a conservative estimate
- Communicate the reason now!

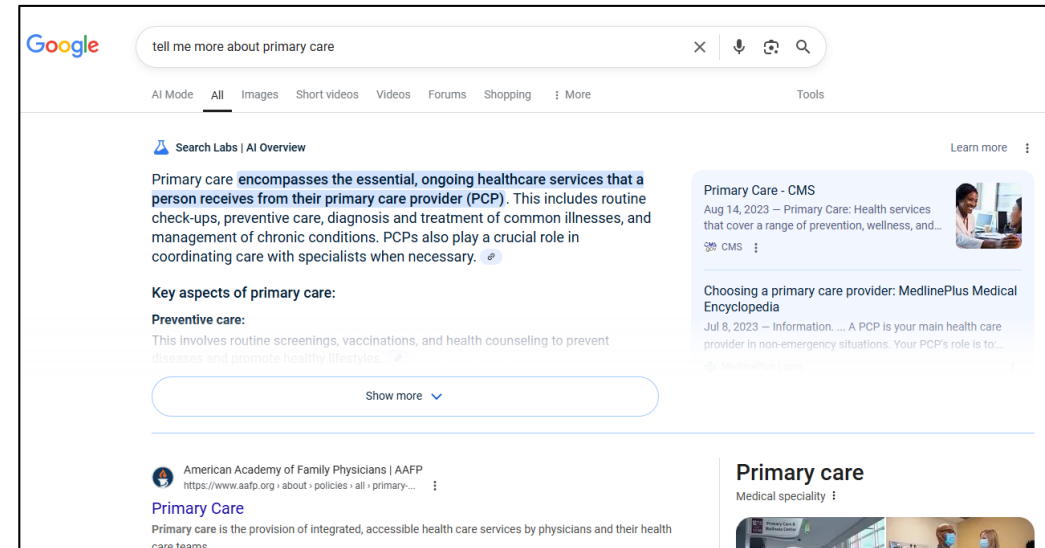


Generative AI is changing every aspect of how we find services and information

Just the facts, folks

AI overviews

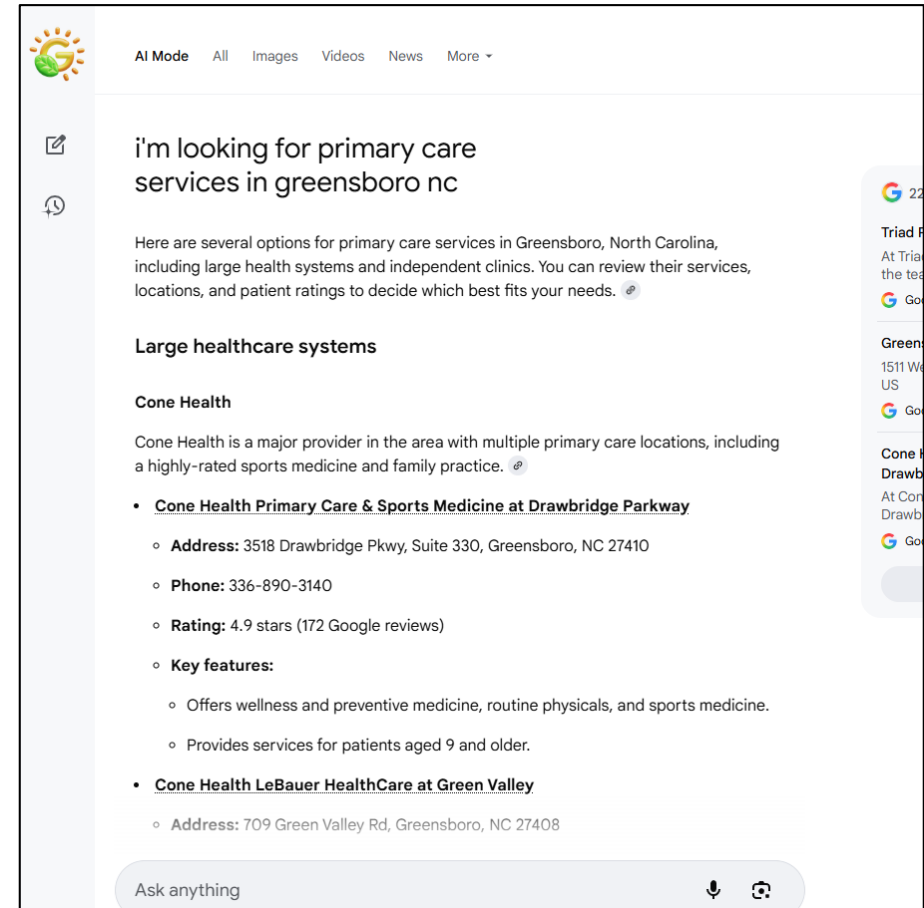
- Appear in 47% of Google searches
 - Take up nearly half the screen space if collapsed
 - Take up 1.5x screen space if expanded
- 60% of searches now resolved without users clicking any links



The market is fracturing

More new ways of finding information than in (two) decades

- Perplexity, ChatGPT, and voice search are shaping the future—not just Google and Bing
- Google launched AI Mode, strikingly similar to ChatGPT's interface
- Agentic AI and custom GPTs built directly into apps and websites



Generative experiences want to keep users engaged on the platform rather than clicking away

Search Generative Experiences on Google, by the numbers

86%

Of search queries show a generative element

66%

Of search queries show a small generate button

34%

Of search queries trigger pre-populated content and 'Show more'

Ranking is becoming more focused on appearing in generative referrals

4

Average domains referred per response

10

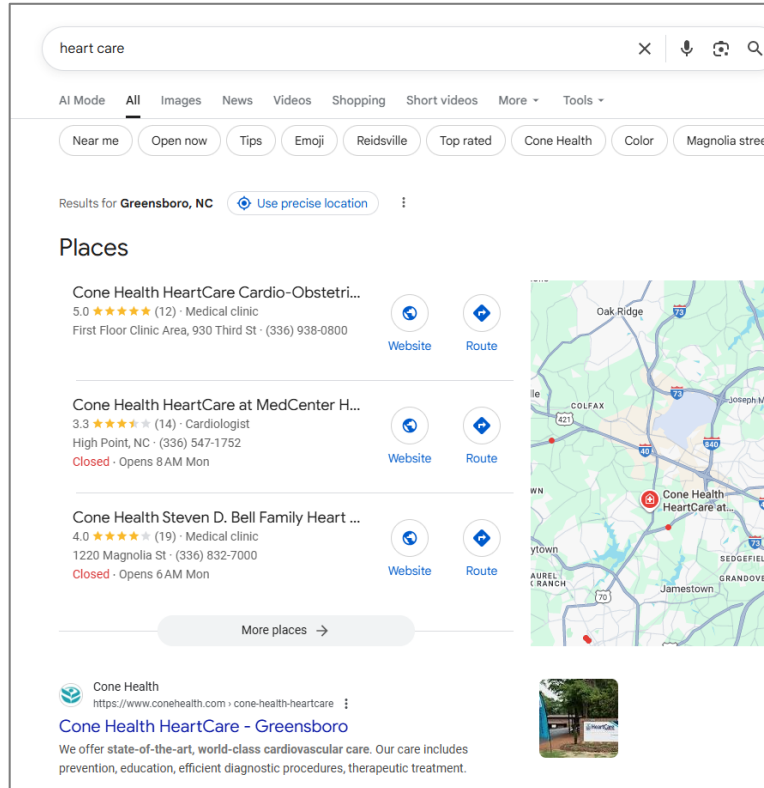
Average links per response

The screenshot shows a search result for the query "What are the steps to cancer diagnosis". At the top, it says "Answer" with icons for Images, Sources (8), and Tasks. Below this, there are three source cards: "mayoclinic Cancer - Diagnosis and treatment - Mayo Clinic", "National Cancer Institut... Tests and Procedures Used to Diagnose Cancer - NCI", and "Yale Medicine Diagnosing Cancer > Fact Sheets > Yale Medicine". To the right of these cards is a "+5 sources" link. Below the source cards, the text "Steps to Cancer Diagnosis" is followed by "1. Medical History and Physical Exam".

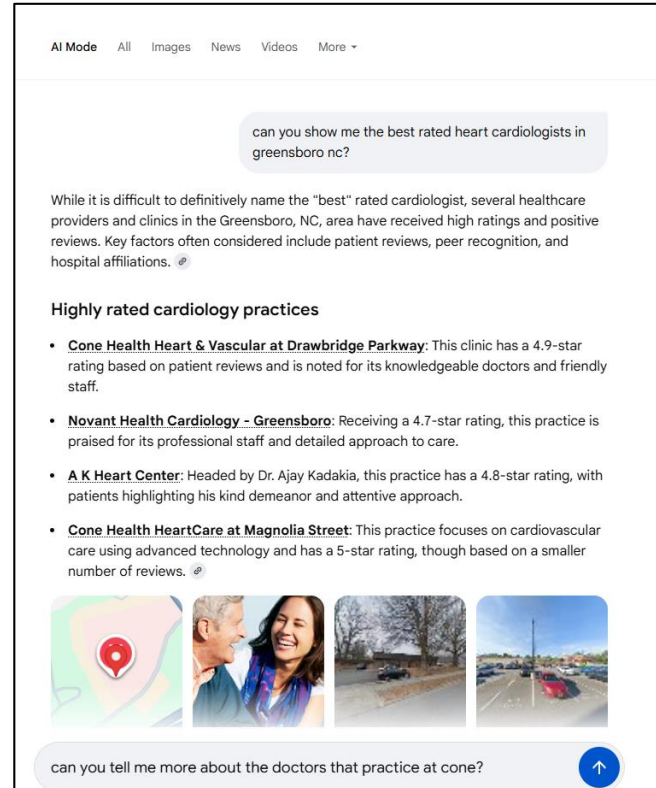
Example of referrals on Perplexity

Less traffic but more possibility

Single engagement experience



Ongoing conversation experience



When Google's AI Overview is present

8%

Of users clicked on a search result link

26%

End their browsing session

This provides quality vs quantity

New metrics to consider:

- GPT referrals
- Zero-click engagement
- Prompt types (like queries)

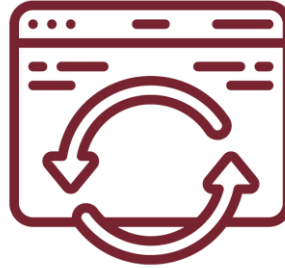
What matters most to generative AI



Structure

AI prefers content that has a logical structure.

It seeks content that is easy to parse and therefore follows best practices for semantic SEO.



Trust

AI determines value based on well-cited, up-to-date, and factually accurate information.

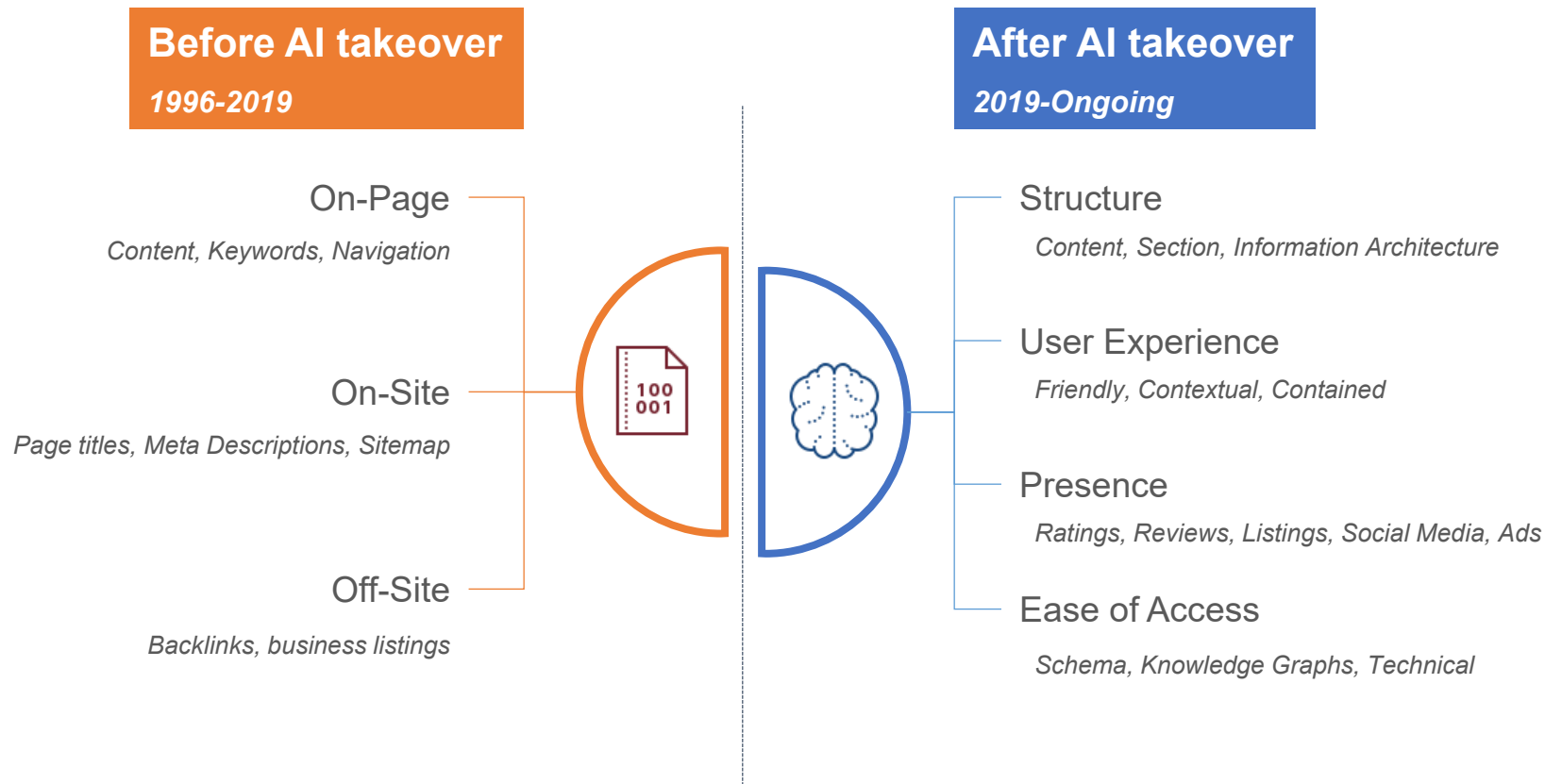


Authority

AI seeks content that demonstrates deep, comprehensive understanding of your topic—local healthcare services.

AI maps your impact on the user like a real human consumer would

From offsite experiences to your site architecture, artificial intelligence weighs your impact on the user in ways algorithms never could



What's diminished in recent years?

Some SEO techniques are becoming less impactful, while others are evolving

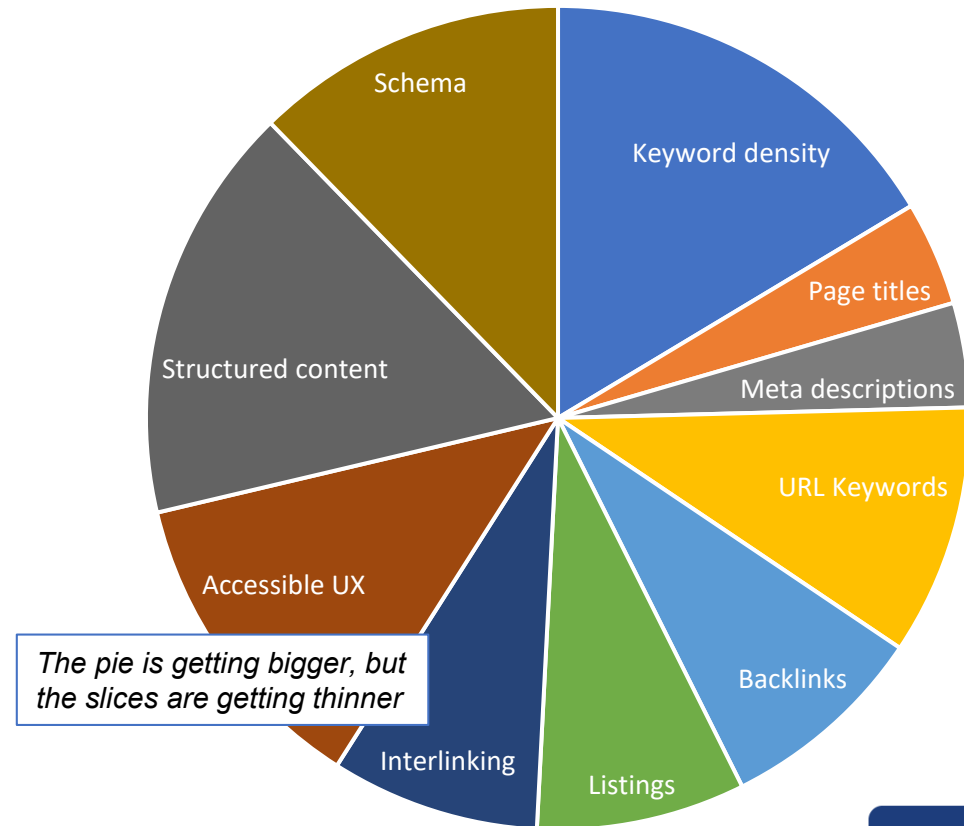
What to de-emphasize & what to focus on in 2026

Diminished impact

- Page titles
- Meta descriptions
- Backlinks
- Keyword density

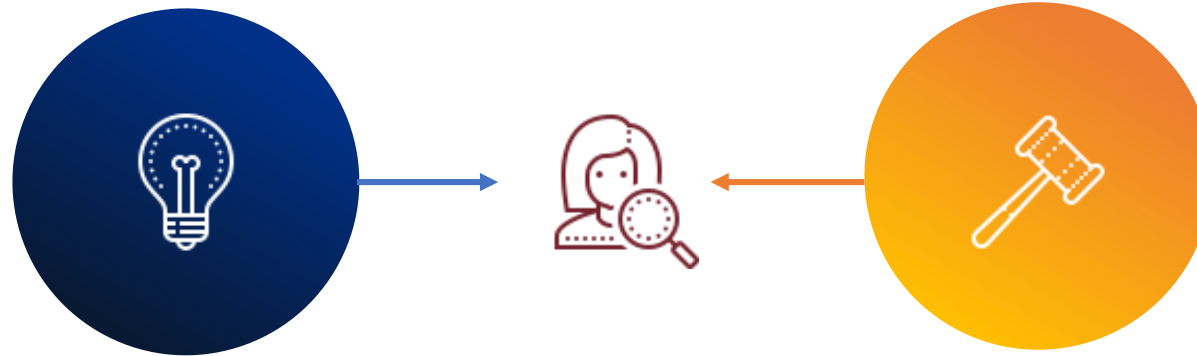
Evolving impact

- Keywords, especially local & hyperlocal
- Interlinking & connected content
- Business listings
- User experience
- On-page content structure (e.g. headers)
- Schema structured data



Every generative experience platform has at least two types of AI

Visualizing their roles are a crucial first step to understanding how AI functions and how you can take advantage of new optimization capabilities



Generative AI, aka The Creator

Creates content tailored to your needs in response to a prompt, pulling from multiple sources.

Evaluator AI, aka The Judge

Determines the value and quality of the content that generative AI pulls responses from.

The hierarchy of consumer needs in healthcare



What is nice to know?

- Can I exercise after joint replacement?
- Tips for managing arthritis

What should I expect?

- What to expect at [organization]'s orthopedic clinic
- Will I need physical therapy after [surgery]?

Why should I choose you?

- Success rates of knee replacements at [hospital]
- Patient testimonials for orthopedic care at [hospital]

Can you help me?

- Do you treat rotator cuff tears?
- Are there non-surgical treatments for hip pain?

What's wrong with me?

- Why does my knee hurt?
- Do I need to see an orthopedic doctor?

Unlike an algorithm's hardcoded parameters and decisions, AI judges and creates based on its understanding of an individual user's needs in real time.

Develop content and structure based on real-world need.

Transform your organization's digital experience into the de facto source of truth.

The biggest mistake we continue to see

Organizations assume:

1. We should build content around health conditions
2. We need to be the local source for healthcare information
3. Our website is the only thing that matters for our digital presence
4. We must champion what we are and our accolades

Reality shift:

1. We should build content around how we treat health conditions differently
2. We need to be the source for local healthcare information
3. We must be strategic and realistic with how we optimize our site and maintain other access points
4. We must champion how we benefit the consumer

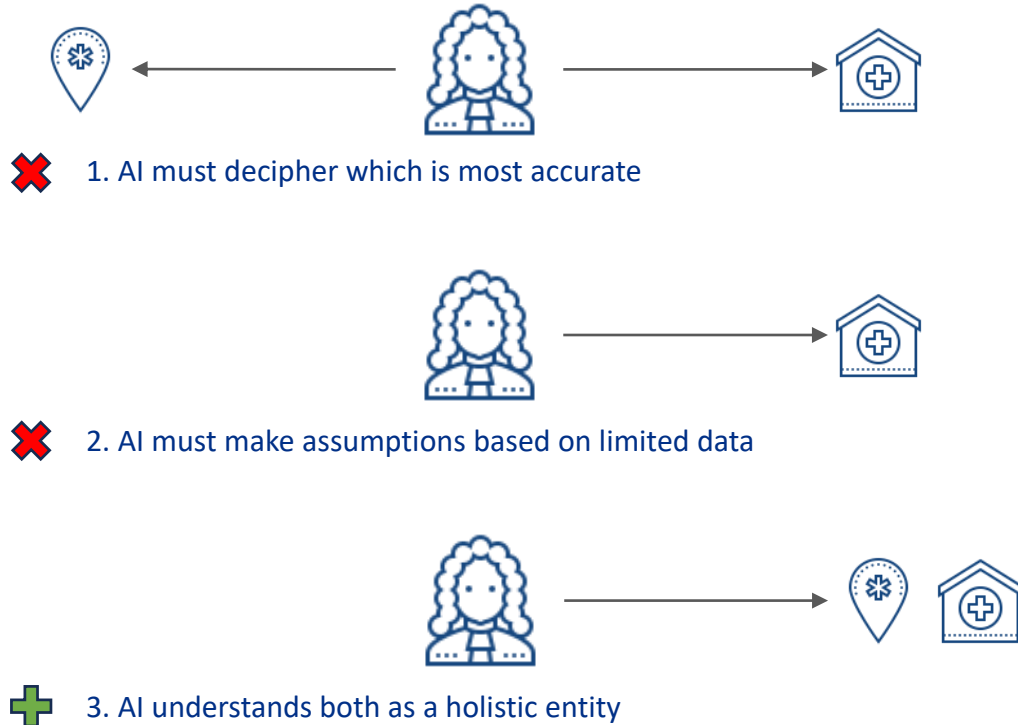
The easiest first step to take at winning over AI

1. Determine five high priority locations or providers
2. Visit their location or provider page(s)
3. In a separate tab or browser, go to Google
4. Search for your top five locations or providers
5. Compare your on-site page(s) to business listings
 - Depth of information
 - Accuracy
 - Media



Business listings are structured, trustworthy, and authoritative

Which option seems the most trustworthy?



- For local relevance, nothing is more important than the services provided, who provides them, and where they are provided.
- At bare minimum, priority locations and providers should have alignment of:
 - Name
 - Address
 - Phone number
 - Webpage
 - Primary category
 - Secondary categories (if logical)
 - A description of services provided (preferred)



Let's take a moment

Turn to a neighbor and share one of your high priority locations.

1. Go to Google and search for it by name.
2. Use city and state as a modifier in the prompt to ensure it is the correct one.
3. Open the location page in a separate tab.
4. Compare the location page to the business listing.
5. Identify what is the same across both, what is different, and what is missing.
 - Name
 - Address
 - Phone number
 - Webpage
 - Primary category
 - A description of services provided (preferred)
6. Let's take it a step further. Go to Google AI Mode and create a prompt asking to learn more about the location.

Smarter Insights & Stronger Marketing Strategy

Building prompts is replacing search terms

		Orthopedic surgeon	Prompt	Output
Most consumers land here	Basic		Find orthopedic surgeons in Greensboro.	Limited info without personalization
	Intermediate		Can you show me the best-rated orthopedic surgeons in Greensboro who do knee replacements and take Blue Cross?	Helps by creating a short list
Your marketing team needs to be here		Advanced	I'm looking for a knee replacement surgeon in Greensboro who takes Blue Cross Blue Shield. I want someone within 10 miles of 27455 and has good patient reviews. Can you also show it in a way that's easy to compare?	Provides research-level information

Role-Goal-Constraint

A structured framework for creating AI prompts that deliver what you need. Outputs are more relevant, accurate, and actionable.

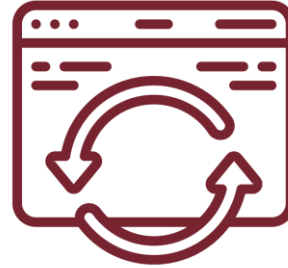
- **Perfect for when you need to:**
 - Improve output quality
 - Enhance topical authority
 - Reduce hallucinations (mistakes)
 - Control tone and structure
 - Standardize internal prompt creation

Role-Goal-Constraint Method



Role

Defines who the AI is acting as (setting expertise, language, perspective)



Goal

Defines what you want the AI to accomplish, in terms of outcome



Constraint

Defines rules and limitations you want to impose on the answer.

Role-Goal-Constraint Method



Role

You are an SEO strategist specializing in healthcare.



Goal

Summarize the top-ranking pages for orthopedic care and suggest content gaps.



Constraint

Do not invent organization names or URLs. Only include verifiably high-value content; skip if unsure.

Prompt

R You are an SEO strategist specializing in healthcare. **G** Summarize the top-ranking pages for orthopedic care and suggest content gaps. **C** Do not invent organization names or URLs. Only include verifiably high-value content; skip if unsure.

Consumer Goal-Constraints



Role

You are a healthcare consumer needing a surgeon.



Goal

I'm looking for a knee replacement surgeon in Greensboro, NC who takes Blue Cross Blue Shield.



Constraint

I want someone that isn't too far of a drive and has positive consumer reviews.

Prompt

G I'm looking for a knee replacement surgeon in Greensboro, NC who takes Blue Cross Blue Shield. **C** I want someone within 10 miles of 27455 and has good patient reviews. Can you also show it in a way that's easy to compare?



Let's take a moment

1. Go to your favorite GPT.
2. Create a new chat.
3. Rewrite your original prompt using RGC.

Role

Defines who the AI is acting as (setting expertise, language, perspective)

Goal

Defines what you want the AI to accomplish, in terms of outcome

Constraint

Defines rules and limitations you want to impose on the answer.

My prompt: **R** You are a 36-year-old man looking for primary care in Greensboro, NC. **G** Summarize the top-rated providers for primary care in the surrounding area. Provide insights into positive and negative feedback on professionalism, personality, and location. **C** Do not invent organization names or URLs. Only include verifiably high-value content; skip if unsure.

10 minutes

Structure 101

The fundamentals matter more

Clear theme and purpose, useful content, & clear structure

The best content is empathetic in tone and structured in form

- Solve real problems with content that reflects user intent and builds trust through expertise and authority.
- Findability goes beyond keywords. It's about structure and how discovery engines understand your content.
- AI understands structure better than language.
- To improve your findability, embrace and become fluent in content structure.



Interventional Cardiology

The field of Interventional Cardiology includes non-surgical treatment of heart conditions such as coronary artery disease, valvular heart disease and congenital heart disease.

At Cone Health, your care begins close to home—with a referral from your primary care provider to a Cone Health cardiologist or vascular specialist. Once a diagnosis is made, our heart and vascular team works with you to create a personalized treatment plan. If interventional care is recommended, you'll meet with a specialist who will guide you through your procedure and recovery. Our team is proud to offer advanced treatments backed by national recognition, delivered with the compassion and expertise you expect from a trusted local health system.

Types of interventional cardiology and vascular treatment include:

Cardiac Intervention

Coronary Angioplasty

This medical procedure improves blood flow to the heart by using a balloon to open blockages in coronary arteries. A catheter with an empty balloon on its tip is guided into the narrowed part of the artery. The balloon is then filled with air to flatten the plaque against the artery wall and open the blockage.

Cone Health helped [pioneer this technique in the 1980s](#), setting a national standard for faster, safer heart attack care. Today, our specialists continue that legacy with advanced, patient-centered treatment.

Angioplasty may be used to:

- Improve symptoms of coronary artery disease, such as angina and shortness of breath.
- Reduce damage to the heart muscle from a heart attack.
- Angioplasty is used during a heart attack to open the blockage and restore blood flow through the artery.
- Reduce the risk of death in some patients.

Coronary Stents

A stent is a small wire mesh tube used to help keep coronary arteries open after angioplasty. Once the artery is open, a second balloon catheter with a stent on its tip is inserted into the artery and inflated, locking the stent into place and forming a scaffold. This holds the artery open. The stent stays in the artery permanently, holds it open, improves blood flow to the heart muscle and relieves symptoms (usually chest pain). Over 70 percent of coronary angioplasty procedures also include stenting.

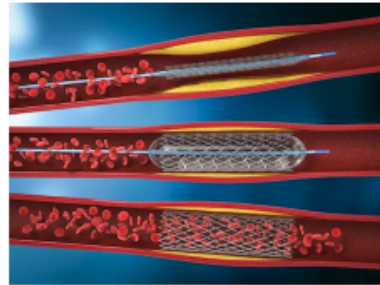
Vascular Intervention

Atherectomy

With this procedure, a catheter is inserted into the body and advanced through an artery until it reaches the blocked area. Plaque is then removed from arteries using a laser catheter, or a rotating shaver on the end of a catheter. Balloon angioplasty or stenting may be used after an atherectomy.

Balloon Angioplasty

This medical procedure improves blood flow to the heart by using a balloon to open blockages in arteries. A catheter with an empty



Structured Content

Build pages that AI can read, rank and recommend.

Clear page structure helps both users and AI understand your content, making it easier to find, surface, and act on.

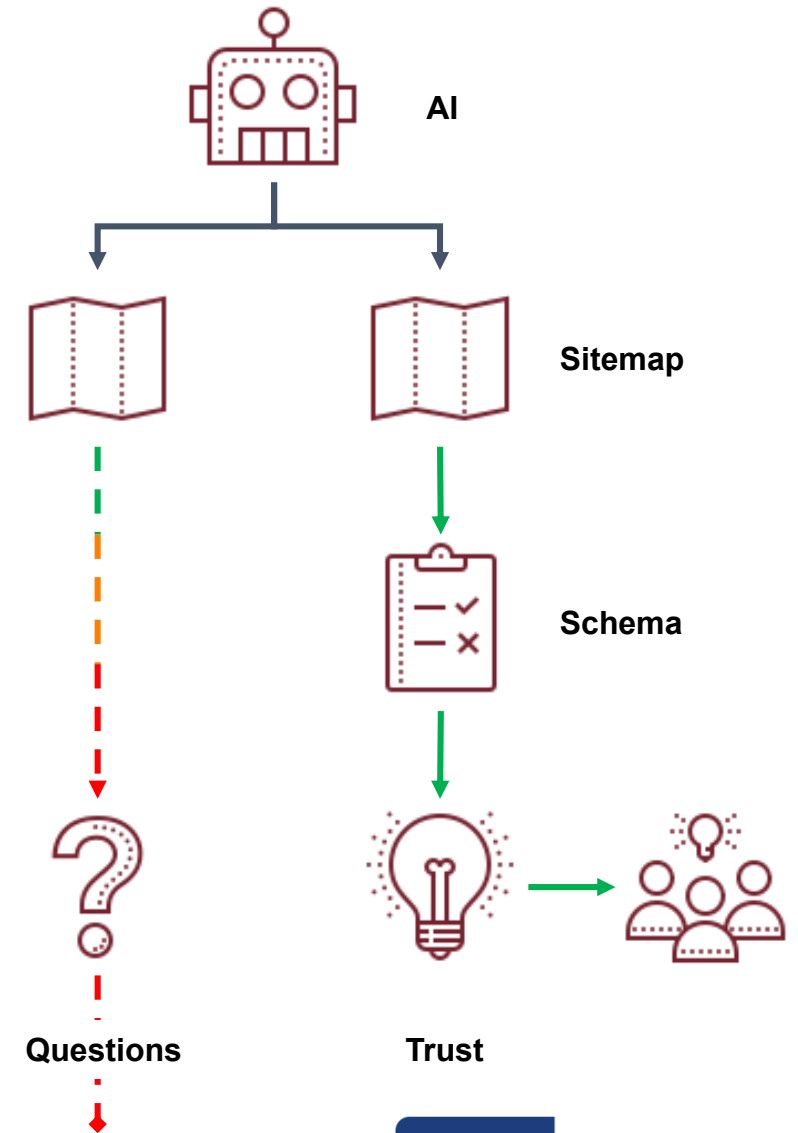
- Use semantic HTML tags <header>, <main>, <section>
- Start with a clear <h1>
- Keep heading levels in order
- Group related content
- Use lists and tables
- Avoid burying info in images or PDFs.

The Role of Schema

Structured data interfaces with artificial intelligence before it ever lifts a digital finger

A sitemap lays out every page on a site. Schema explains and connects the pages for AI. *A cheat sheet for robots.*

- Versatile snippet(s) of code placed at the top of pages, only visible to machines
- The more context provided, the stronger your standing
- Provides generative AI with:
 - Page context
 - Related services
 - Related Locations
 - Most important next steps
 - *So much more*



What can we learn from Schema?

Analyzing our healthcare service line Schema layout with Cone Health's main Heart & Vascular service page

- Type: medicalWebPage
- Audience: Cardiology patient
- Description
- URL
- Primary Image
- Specialty
- Keywords (21)
- Significant link
- Related link
- Medical Conditions (68)
- Related locations (12)

```
[
  {
    "@context": "http://schema.org",
    "@type": "MedicalWebPage",
    "audience": "Cardiology Patient",
    "description": "Choose Cone Health-with one of America's 100 Best Hospitals for Cardiac Care-for advanced heart and vascular care close to home.",
    "url": "https://www.conehealth.com/services/heart-vascular-care/",

    "primaryImageOfPage": "https://www.conehealth.com/app/files/public/3d35f920-799d-450d-a85a-a0f79993909c/HeartVascular-Surgical-Image-1920x825.jpg",
    "specialty": "Cardiovascular",
    "keywords": "heart & vascular care, cardiology, cardiovascular care, heart, coronary, valve, Angina, Cholesterol, Diabetic feet, Edema, heart attack, Heart failure, High blood pressure, Low blood pressure, Metabolic syndrome X, Syncope, Varicose veins, Vasculitis, Wegener's Granulomatosis, CABG, ischemic heart disease",
    "significantLink": "https://www.conehealth.com/services/heart-vascular-care/locations/",
    "relatedLink": "https://www.mayoclinichealthsystem.org/services-and-treatments/cardiology",

    "about": {
      "@type": "MedicalCondition",
      "name": [
        "High blood pressure management",
        "Cholesterol (lipid) management",
        "Arrhythmias (like atrial fibrillation)",
        "Structural and valvular conditions",
        "Aortic aneurysm care",
        "Deep vein thrombosis care (DVT)",
        "Peripheral arterial disease (PAD) care",
        "Hypertrophic cardiomyopathy care",
        "Heart failure care",
        "Heart Disease Prevention",
        "Diagnostic Testing",
        "Heart Scan Calcium Test",
        "coronary artery disease",
        "EKGs",
        "echocardiograms"
      ],
      "Mediastinoscopy",
      "Pericardial window",
      "Pleurodesis"
    ],
    "provider": [
      {
        "@type": "MedicalClinic",
        "name": "Advanced Heart Failure Clinic at Moses Cone Hospital",
        "hasMap": "https://goo.gl/maps/wyCcZfY2pyszfG7iS6",
        "image": "https://www.conehealth.com/app/files/public/img-heart-heart-vascular-exterior-280x200.jpg",
        "url": "https://www.conehealth.com/locations/profile/advanced-heart-failure-clinic-at-moses-cone-hospital/?searchId=3608f48b-7b49-ed11-a855-000d3a61151d",
        "isAcceptingNewPatients": true,
        "geo": {
          "@type": "GeoCoordinates",
          "longitude": "-79.7861952",
          "latitude": "36.0910462"
        },
        "address": {
          "@type": "PostalAddress",
          "streetAddress": "1121 North Church Street",
          "addressRegion": "NC",
          "addressLocality": "Greensboro",
          "addressCountry": "USA",
          "postalCode": "27401",
          "telephone": "336-832-9292"
        }
      },
      {
        "@type": "MedicalClinic",
        "name": "Alamance Vein and Vascular Surgery",
        "hasMap": "https://maps.app.goo.gl/KoEig8neXtk7bmdv6"
      }
    ]
  }
]
```



Topic Clustering

SEO strategy where content is organized around a pillar topic and subtopics, creating an interconnected web of content

An old friend has returned!

This helps with:

- Identifying your most important content
- Developing depth of content
- Building a network of connected content
- Optimizing site and content architecture

Topic Clustering Development

SEO strategy where content is organized around a pillar topic and subtopics, creating an interconnected web of content

Benefits for SEO

- Clusters improve EEAT and authority
- Internal linking provides connectivity and relevance
- Supporting and secondary pages provide more query engagement
- Users find related, helpful information more easily

Benefits for GEO

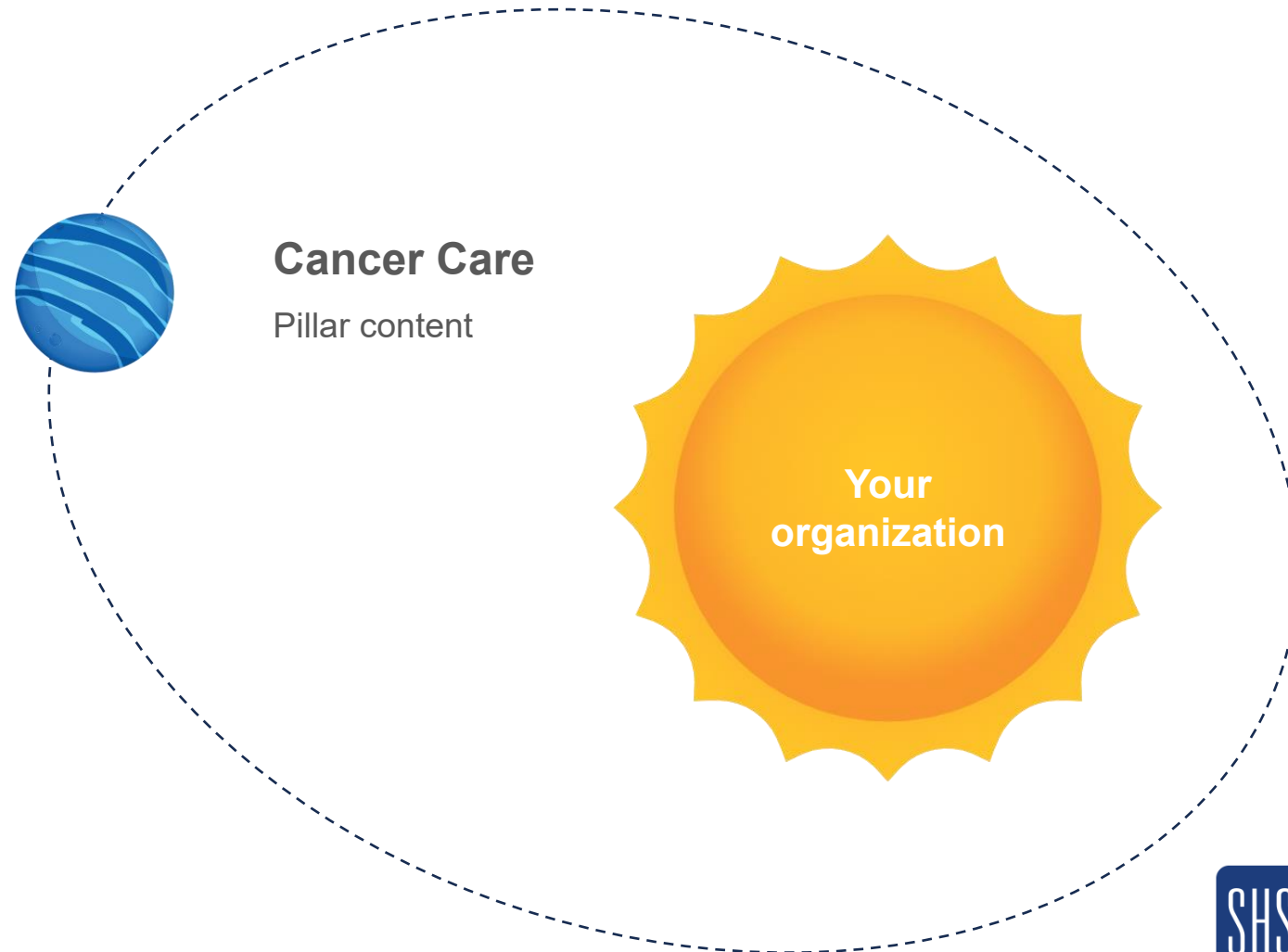
- AI tools prefer deep sources for entity recognition
- Coverage increases chances of being used as a citation in responses
- Structured, internally linked content reduces redundancy and strengthens AI preference

Topic Clustering Process

1. Identify core topic
2. Map secondary or subtopics
3. Define pillar page
4. Create cluster content
5. Map internal links

Topic Cluster Structures

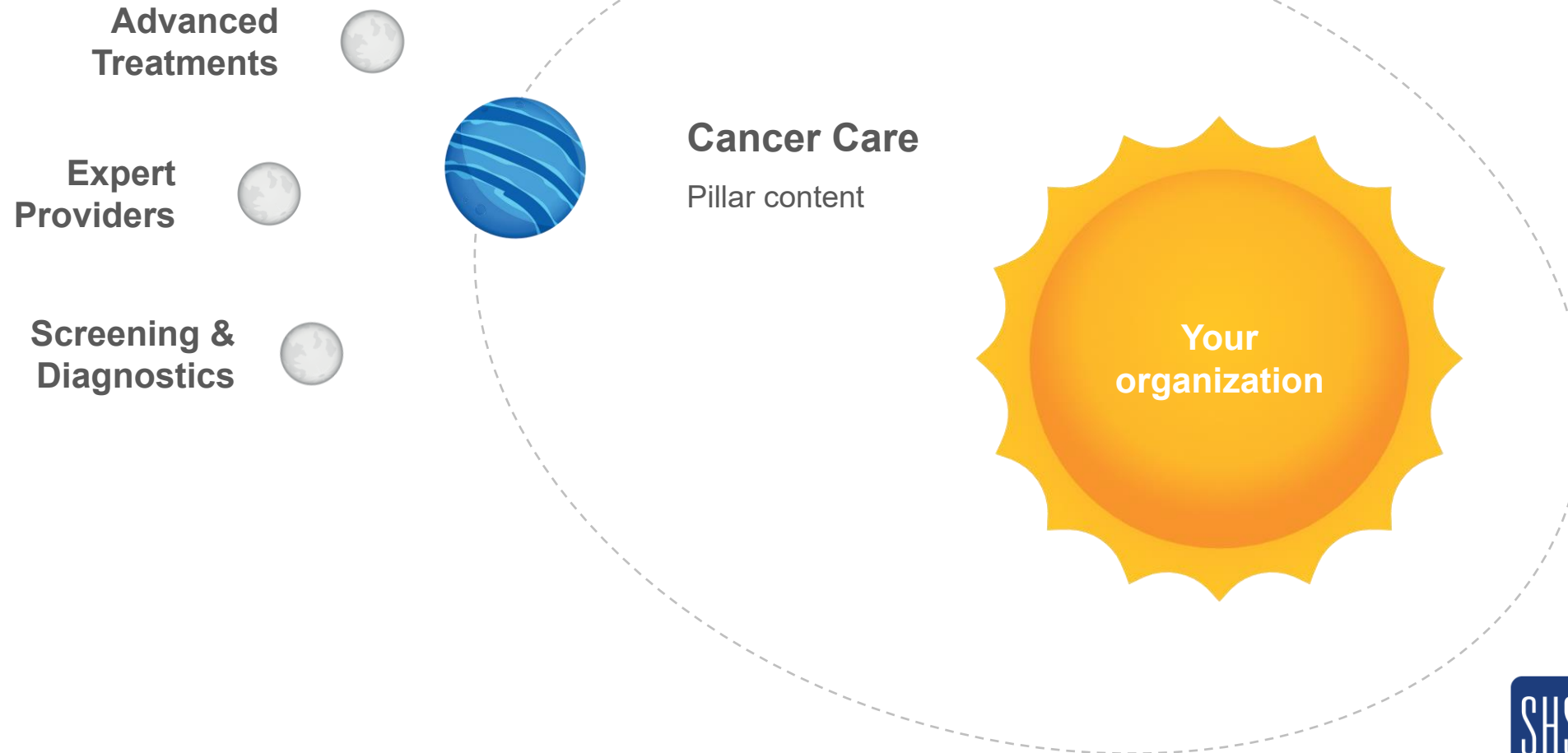
1. Identify core topic



Topic Cluster Structures

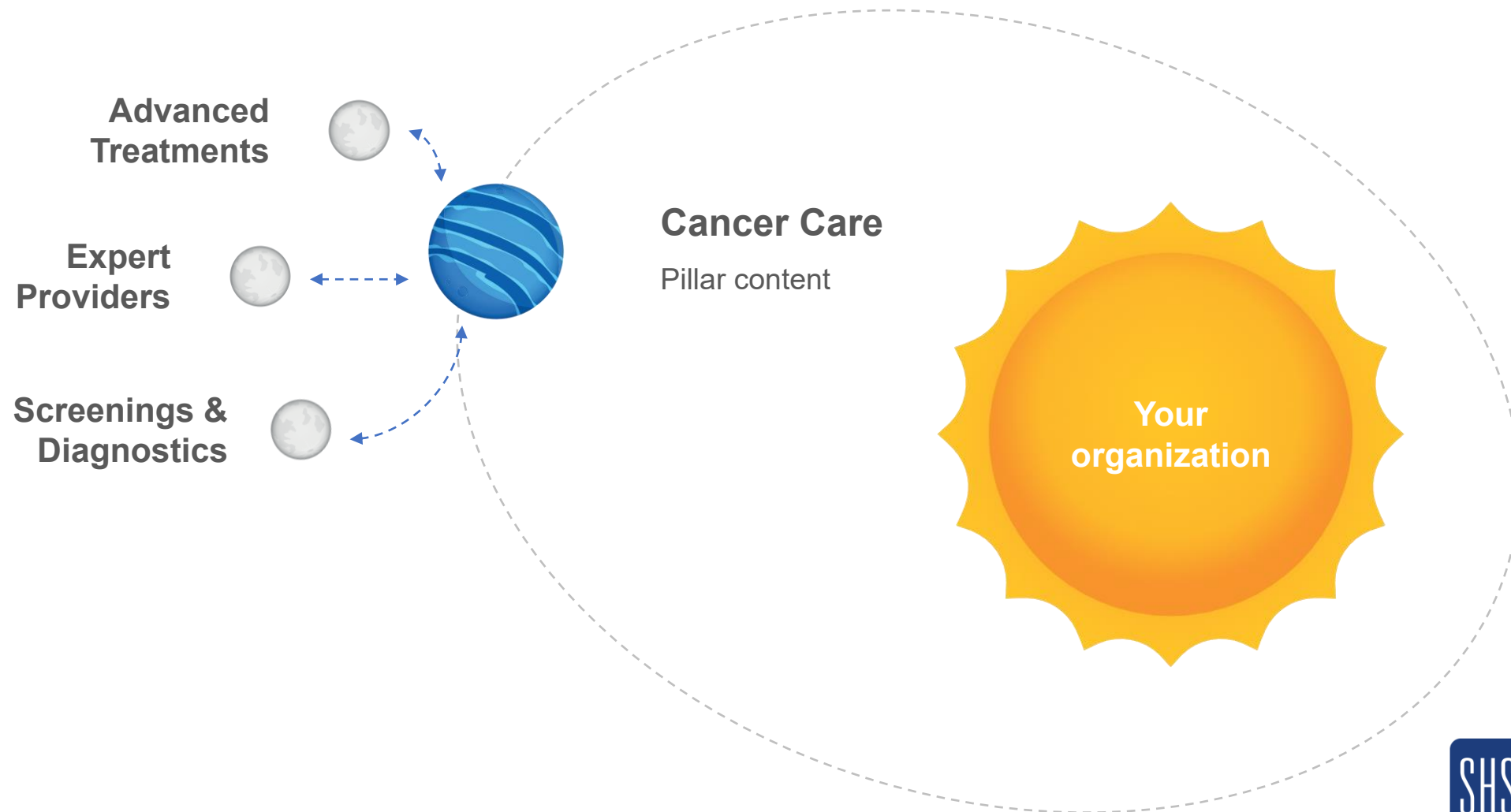
2. Map secondary or subtopics

3. Define pillar page



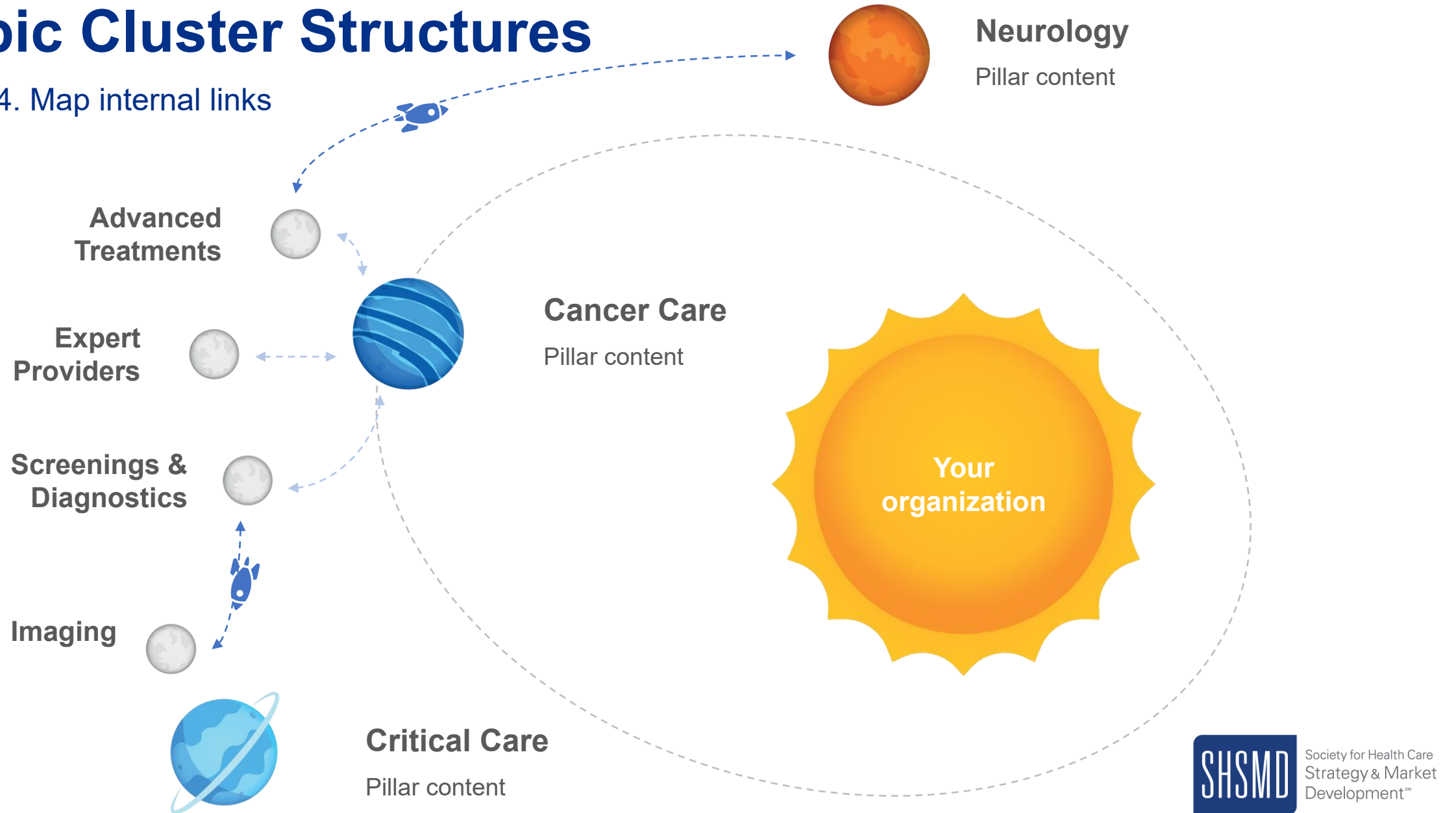
Topic Cluster Structures

4. Create cluster content



Topic Cluster Structures

4. Map internal links



Let's work together

Turn to a different neighbor and ask what their top priority service line is.

Because we're going to build prompts that

- Identify key details of a service line
- Surface key terms
- Recommend on-page content structure
- Creates semantic maps and topic clusters

Please, follow along!

1. Identify core topic

Use a natural-language prompt to define your main area of focus like a priority service line, procedure, or health condition

The AI needs a clear, focused topic to generate meaningful and medically appropriate keywords and structures.

My prompts:

- You are a user experience strategist at Cone Health who is beginning research into how to drive more visibility for your primary care services provided in Greensboro, NC. You want to create locally relevant educational content for patients on primary care services. What are the core topics you would cover?
- What is the role of primary care in overall health?
- Explain what primary care is and why it's important for long-term health.

Expected outputs

Definitions for primary care

Typical services included

Related patient pain points

My results so far

Core Educational Topics for Primary Care Services

1. Understanding Primary Care

- What is primary care and why it matters
- Role of a Primary Care Provider (PCP)
- Differences between family medicine, internal medicine, and pediatric care ¹

2. Preventive Care

- Importance of annual wellness visits
- Routine screenings (blood pressure, cholesterol, diabetes)
- Immunizations for all age groups
- Lifestyle counseling (nutrition, exercise, smoking cessation)

3. Managing Chronic Conditions

- How PCPs help manage diabetes, hypertension, asthma, and heart disease
- Chronic Care Management programs available at Cone Health ¹

4. When to See a PCP

- Clear
- Deci

5. Navigating the Healthcare System

- What
- How
- Insur

Content Formats That Work Well

Based on successful examples from other healthcare organizations ³:

- **Infographics** (e.g., "What Happens During an Annual Physical")
- **Short explainer videos** (e.g., "Primary Care vs. Urgent Care")
- **Downloadable guides** (e.g., "Managing Your Chronic Condition with Your PCP")
- **Blog posts** (e.g., "Top 5 Reasons to See Your PCP Regularly")
- **Social media posts** with seasonal tips and FAQs

Would you like help drafting one of these content pieces or designing a patient education campaign tailored to Greensboro audiences?

- 1

 Greensboro, Burlingto...
conehealth.com
- 2

 Primary Care Marketin...
direction.com
- 3

 Patient Education Exa...
piktochart.com
- ▼

Primary care plays a **central role in overall health** by serving as the foundation of a patient's healthcare journey. At Cone Health in Greensboro, NC, primary care is designed to be comprehensive, continuous, and patient-centered. Here's how it contributes to overall health:

1. First Point of Contact for Health Needs

Primary care providers (PCPs) are often the **first line of defense** for health concerns. They manage everything from routine check-ups to acute illnesses like colds, flu, and minor injuries. This accessibility helps catch issues early before they become serious ¹.

2. Preventive Care and Health Maintenance

PCPs focus heavily on **preventive care**, which includes:

- Annual wellness visits
- Immunizations
- Screenings for blood pressure, cholesterol, diabetes, and cancer
- Lifestyle counseling (nutrition, exercise, smoking cessation)

These services help patients stay healthy and avoid costly emergency care ².

3. Chronic Disease Management

Primary care is essential for managing chronic conditions like:

- Diabetes
- Hypertension

My results so far

Primary care is the cornerstone of long-term health and wellness. At Cone Health, it's defined not just by the services offered, but by the **ongoing relationship** between patients and their providers. Here's a clear explanation of what primary care is and why it's essential for lifelong health:

What Is Primary Care?

Primary care is your **first point of contact** in the healthcare system. It includes services provided by:

- Family medicine doctors
- Internal medicine physicians
- Pediatricians
- OB/GYNs
- Advanced Practice Providers (nurse practitioners and physician assistants)

These professionals offer care for **all ages**, from infants to seniors, and address a wide range of health needs including:

- Preventive care (e.g., annual physicals, screenings, immunizations)
- Diagnosis and treatment of common illnesses
- Management of chronic conditions
- Referrals to specialists
- Coordination of care across providers and settings¹

Why Primary Care Is Important for Long-Term Health

1. Prevention First

Primary care focuses on **preventing illness** before it starts. Regular check-ups and screenings help detect

Create competitive content brief

Design wireframe for pillar page

Add local community stories



2. Extract Keywords, Subtopics, and Structure from Responses

Analyze the AI's output to identify important entities, phrases, and search-friendly subtopics

This forms the foundation of your semantic map and future content clusters.

My prompts:

Based on what you shared, what are the top subtopics related to primary care that patients search for?

What questions do patients frequently ask about primary care providers?







What are the most common concerns or misunderstandings about primary care?

Expected outputs

High value questions like 'How often should I see a primary care doctor?'

Early stages of topic clustering and content structure

My results so far

<p>Based on current patient education trends and common questions, primary care that patients frequently search for or ask about:</p> <hr/> <p> Most Searched & Asked Primary Care Subtopics</p> <p>1. Preventive Care & Screenings</p> <ul style="list-style-type: none">• Annual wellness exams• Vaccinations (flu, COVID-19, shingles, etc.)• Cancer screenings (breast, colon, prostate)• Blood pressure, cholesterol, and diabetes checks ¹ <p>2. Nutrition & Lifestyle Counseling</p> <ul style="list-style-type: none">• How to eat a more nutritious diet• Creating a personalized exercise plan• Weight management strategies ² <p>3. Chronic Disease Management</p> <ul style="list-style-type: none">• Managing diabetes, hypertension, asthma, and heart disease• Understanding lab results (A1C, LDL/HDL, etc.)• Medication adherence and side effects ¹ <p>4. Mental & Behavioral Health</p> <ul style="list-style-type: none">• Depression and anxiety screening• Substance use counseling• Integrated behavioral health services ¹ <p>5. Family History & Genetic Risk</p> <hr/> <p>Create competitive content brief Design wireframe for pillar page</p>	<p>Patients frequently ask a wide range of questions when considering primary care. These questions reflect their desire for clarity, trust, and personalization. Here are the most common questions patients ask about primary care providers, based on Gundersen Health ¹ ² ³:</p> <hr/> <p> General Understanding</p> <ul style="list-style-type: none">• What is a primary care provider (PCP)?• Do I need a PCP if I'm healthy?• What types of doctors are considered PCPs? (e.g., family medicine, internist, etc.) <hr/> <p> Care and Services</p> <ul style="list-style-type: none">• What conditions do PCPs treat?• Can my PCP help manage chronic conditions like diabetes or hypertension?• What screenings or preventive care should I expect?• Can my PCP help with mental health concerns like anxiety or depression? <hr/> <p> Choosing a PCP</p> <ul style="list-style-type: none">• How do I choose the right PCP for me?• Should I choose a family medicine doctor, internist, or pediatrician?• Can I choose a nurse practitioner or physician assistant as my PCP?• What's the difference between an MD and DO?	<p>Patients often have concerns and misunderstandings about primary care that can prevent them from seeking or fully engaging with these services. Addressing these misconceptions is key to improving patient education and trust. Here are the most common ones:</p> <hr/> <p> Top Misunderstandings About Primary Care</p> <p>1. "Primary care is only for minor illnesses."</p> <p>Many believe PCPs only treat colds or minor injuries. In reality, they manage chronic conditions, provide preventive care, and coordinate specialist referrals ¹.</p> <p>2. "I don't need a PCP if I'm healthy."</p> <p>This is a major myth. Primary care is essential for preventive screenings, early detection, and health maintenance, even when you feel well ².</p> <p>3. "Primary care doctors aren't real specialists."</p> <p>Some patients think specialists offer better care. However, PCPs are trained across multiple disciplines and provide comprehensive, whole-person care ¹.</p> <p>4. "Online resources can replace a PCP."</p> <p>Self-diagnosing via the internet is risky. PCPs offer personalized advice, interpret complex data, and ensure safe, evidence-based care ².</p> <hr/> <p>Create competitive content brief Design wireframe for pillar page Add local community stories </p> <p>Message Copilot</p>
--	--	---

3. Ask yourself and AI follow-up questions

Refine your understanding by asking the AI targeted follow-up questions. Focus on user intent and audience type

The depth and nuance here help you generate more specific, search-relevant, and audience-aligned content.

My prompts:

How would the content differ for adults searching for a PCP versus parents looking for care for their child?

What questions would a Medicare-eligible patient ask about primary care?

What are the early warning signs that indicate someone should see a primary care doctor?


Expected outputs

Content themes segmented by audience type (e.g., seniors, parents, millennials)

Examples of intent: preventive care vs. care navigation vs. specialist referral

My results so far

Great question! When creating content for **adults searching for a PCP** or **parents looking for care for their child**, the messaging, tone, and focus should reflect the distinct needs and priorities of each audience. Here's how the content can be tailored:

 **For Adults Searching for a PCP**

Key Focus Areas:


- **Preventive care:** Annual physicals, screenings (cholesterol, blood pressure, etc.)
- **Chronic condition management:** Diabetes, hypertension, arthritis, etc.
- **Mental health support:** Anxiety, depression, stress management
- **Lifestyle counseling:** Nutrition, smoking cessation, weight management
- **Convenience:** Online scheduling, telehealth options, after-hours care

Tone & Style:

- Empowering and informative.
- Focused on personal health goals and autonomy.
- Encourages proactive health management.


Common Questions Addressed:

- "How do I choose the right PCP for my needs?"
- "What screenings should I get at my age?"
- "Can my PCP help with stress or sleep issues?"


 **For Parents Looking for Pediatric Care**

Create competitive content brief Design wireframe for pillar page

Medicare-eligible patients often have specific questions and concerns about their primary care provider (PCP). These questions reflect their unique health needs and desire for coordinated, accessible care. Here are the **most common** questions:

 **General Understanding of Primary Care**

- **Do I need a primary care doctor with Medicare?**
 - *Original Medicare:* No, but highly recommended for care coordination.
 - *Medicare Advantage (HMO):* Yes, usually required.
 - *Medicare Advantage (PPO):* Not required, but preferred for lower costs.
- **What does a PCP do under Medicare?**
 - Coordinates care, provides preventive services, manages chronic conditions, etc.


 **Coverage and Costs**

- **Does my PCP accept Medicare?**
- **Will Medicare cover my visits and tests?**
- **Do I need referrals to see specialists?**
 - *Original Medicare:* No referral needed.
 - *Medicare Advantage:* Referral may be required depending on the plan.
- **Are there extra costs for primary care visits?**
 - Many Medicare Advantage plans offer low or no-cost PCP visits.

Create competitive content brief Design wireframe for pillar page

Message Copilot

Here are the **early warning signs** that indicate someone should see a **primary care doctor**, based on expert guidance from Genesis Medical Associates and MyCHN ¹ ²:

 **Top Early Warning Signs to Schedule a Primary Care Visit**

1. Persistent Fatigue or Low Energy

Feeling tired occasionally is normal, but **ongoing fatigue** that lasts more than two weeks—even with rest—could signal:

- Anemia
- Thyroid disorders
- Depression or anxiety
- Chronic fatigue syndrome

2. Unexplained Weight Changes


Sudden weight loss or gain without changes in diet or activity may indicate:

- Diabetes
- Thyroid issues
- Digestive disorders
- Cancer

3. Chronic Pain or Discomfort

Pain that lasts more than two weeks or interferes with daily life—such as:

- Headaches
- Back pain

Create competitive content brief Design wireframe for pillar page Add local community stories 

4. Build Semantic Maps and Topic Clusters

Organize everything discovered so far into a pillar-cluster model that supports topical authority and search visibility

This is how you signal expertise to Google and AI search engines, and how you ensure your site architecture supports discoverability.

My prompts:

Using everything we've discussed so far, create a content cluster around the topic of Primary Care.

What is a logical interlinking structure between pages about primary care, preventive screenings, and chronic disease management?

Turn this into a topical map with high-level categories and related subpages.

Expected outputs

Recommended pillar and cluster pages

Possible content marketing ideas

My results so far

Here's a **comprehensive content cluster** around the topic of Primary Care for the target audience in Greensboro, NC. This structure is designed to support content planning across digital platforms.

Primary Care Content Cluster

◆ Pillar Page: What Is Primary Care and Why It Matters

- Definition of primary care
- Importance for long-term health
- Role of PCPs in preventive care, chronic disease management
- Link to find a Cone Health PCP

◆ Cluster Topics (Linked from Pillar Page)

1. Choosing the Right Primary Care Provider

- Differences between family medicine, internal medicine, pediatrics
- How to choose a PCP based on age, health needs, and insurance
- FAQs for Medicare patients
- Pediatric vs. adult care considerations

2. Preventive Care and Screenings

- What to expect during an annual wellness visit
- Recommended screenings by age group

Create competitive content brief

Design wireframe for pillar page

Copilot

A logical **interlinking structure** between pages about **Primary Care**, **Preventive Care**, and **Chronic Disease Management** should reflect the natural flow of a patient's health journey. This is the recommended structure that supports SEO, improves user navigation, and ensures content consistency.

Interlinking Structure Overview

1. Primary Care (Pillar Page)

Purpose: Serves as the central hub for all related content.

Links to:

- **Preventive Screenings:** "Learn how your PCP helps you stay ahead of health issues."
- **Chronic Disease Management:** "Discover how primary care supports long-term health management."
- **Choosing a PCP:** "Find the right provider for your needs."
- **Mental Health in Primary Care:** "Your PCP can help with emotional and behavioral health concerns."

2. Preventive Screenings (Cluster Page)

Purpose: Educates patients on the importance and types of screenings.

Links to:

- **Primary Care:** "Screenings are a key part of your relationship with your PCP."

Create competitive content brief

Design wireframe for pillar page

Message Copilot

Here's a **topical map** for Primary Care, organized into high-level categories and related subpages. This structure supports SEO, content planning, and patient education for Cone Health or any healthcare organization.

Topical Map: Primary Care

1. Primary Care Overview

- What Is Primary Care?
- Why Primary Care Matters for Long-Term Health
- Role of a Primary Care Provider (PCP)
- How to Choose the Right PCP

2. Preventive Care & Screenings

- Annual Wellness Visits
- Recommended Screenings by Age
- Immunizations for Adults and Children
- Lifestyle Counseling (Nutrition, Exercise, Smoking Cessation)
- Seasonal Health Tips (Flu, Allergies, Heat Safety)

3. Chronic Disease Management

- Managing Diabetes, Hypertension, Asthma, Heart Disease
- Medication Management
- Chronic Care Management Programs

5. Identify User Personas and Tailor Content

Segment your cluster content by audience type to ensure relevance and clarity

Different users have different needs. Tailoring content increases engagement, click-throughs, and SGE citation potential.

My prompts:

What types of users search for information about primary care? Segment by intent, age, and health needs.

How would I rewrite my content for a parent looking for a child’s primary care provider?

Expected outputs
Persona outlines
Modified cluster headlines with audience alignment

My results so far

Here's a segmented breakdown of the **types of users who search for primary care**, organized by **intent**, **age**, and **health needs**. This structure can help you develop content strategies more effectively:

User Segments for Primary Care Content

◆ By Intent

1. Preventive Care Seekers

- Looking for annual checkups, screenings, and immunizations.
- Interested in maintaining long-term health.
- Often proactive and health-conscious.

2. Symptom-Based Searchers

- Experiencing new or persistent symptoms (e.g., fatigue, pain, diarrhea).
- Seeking guidance on whether to see a PCP or specialist.
- May be unsure of what primary care covers.

3. Chronic Condition Managers

- Living with diabetes, hypertension, asthma, etc.
- Searching for support, medication management, and care coordination.
- Often older adults or those with multiple health concerns.

4. Parents Seeking Pediatric Care

- Looking for well-child visits, vaccinations, and developmental guidance.
- Concerned about child-friendly environments and provider communication.

Create competitive content brief

Design wireframe for pillar

Message Copilot

To rewrite your content for a **parent looking for a child's primary care**, use this focus, and structure to address their unique concerns and priorities. Here's the messaging:

Content Rewrite Strategy for Parents

◆ Tone & Voice

- Use a **reassuring, empathetic, and family-friendly tone**.
- Emphasize trust, safety, and partnership in care.
- Speak directly to the parent (e.g., "Your child's health is your top priority").

◆ Key Messaging Themes

✓ Child-Focused Expertise

- Highlight pediatric or family medicine specialization.
- Mention experience with childhood illnesses, growth tracking, and developmental milestones.

Comfort & Environment

- Describe a welcoming, child-friendly office setting.
- Include details like play areas, gentle staff, and age-appropriate communication.

Convenience for Families




- Flexible scheduling around school hours.
- Same-day sick visits and telehealth options.

Communication & Trust

Create competitive content brief

Design wireframe for pillar

Message Copilot

After reviewing the **top-ranking pages** for "primary care in Greensboro, NC" from Healthgrades, WebMD, and ThreeBestRated   , here's what they **do well**—and what's **missing** from their coverage:

✓ What These Pages Do Well

- **Provider Listings:** Detailed profiles with ratings, reviews, experience, and locations.
- **Search Filters:** Options to sort by distance, ratings, availability, and insurance.
- **Patient Reviews:** Rich feedback from real patients, often highlighting bedside manner and communication.
- **Appointment Access:** Many offer online booking or virtual visit options.
- **Medicare-Friendly Options:** Some listings highlight providers who specialize in care for Medicare patients.

✗ What's Missing from Their Coverage

◆ Educational Content

- No clear explanation of **what primary care is** or why it's important.
- No guidance on **when to see a PCP** or how they help with preventive care and chronic conditions.
- No content addressing **common patient questions or misconceptions**.

◆ Audience-Specific Messaging

- No tailored content for:
 - **Parents seeking pediatric care**
 - **Seniors or Medicare-eligible patients**
 - **New residents or first-time PCP seekers**

6. Identify Content Gaps from Competitor

Compare your cluster against the top-ranking SERPs and SGE/Bing/Perplexity citations to find missing content

You want your content to stand out and cover what others miss — that's how you earn citations in AI search summaries.

My prompts:

Review the top-ranking pages for 'primary care in Greensboro nc' What's missing from their coverage?

What topics are often overlooked in content about primary care but are still relevant to patients?

How would you differentiate my pillar content from existing results?

Expected outputs

Recommendations for new pages or sections

Questions not being answered by the competition

Less obvious differentiators and gaps

My results so far

After reviewing the **top-ranking pages** for “primary care in Greensboro” and ThreeBestRated¹ ² ³, here’s what they **do well**—and what’s

✔ What These Pages Do Well

- **Provider Listings:** Detailed profiles with ratings, reviews, experience.
- **Search Filters:** Options to sort by distance, ratings, availability, etc.
- **Patient Reviews:** Rich feedback from real patients, often highlighting communication.
- **Appointment Access:** Many offer online booking or virtual visit options.
- **Medicare-Friendly Options:** Some listings highlight providers who accept Medicare.

✖ What’s Missing from Their Coverage

◆ Educational Content

- No clear explanation of **what primary care** is or why it’s important.
- No guidance on **when to see a PCP** or how they help with prevention.
- No content addressing **common patient questions or misconceptions**.

◆ Audience-Specific Messaging

- No tailored content for:
 - **Parents seeking pediatric care**
 - **Seniors or Medicare-eligible patients**
 - **New residents or first-time PCP seekers**

To differentiate your **primary care pillar content** from existing top-ranking pages, here’s a strategic breakdown based on what those pages typically lack and

🔍 Differentiation Strategy for Your Pillar Content

✔ 1. Educational Depth

Existing Pages Lack:

- Clear definitions of primary care
- Explanations of its role in long-term health

Your Advantage:

- Provide a comprehensive overview of primary care, including prevention, management, and care coordination.
- Use visuals, infographics, and plain-language summaries to improve understanding.

👤 2. Audience Segmentation

Existing Pages Lack:

- Tailored content for different user types (e.g., parents, seniors, new residents).

Your Advantage:

- Create dedicated sections or subpages for:
 - **Parents seeking pediatric care**
 - **Medicare-eligible seniors**
 - **Adults managing chronic conditions**

Create competitive content brief

Design wireframe for pillar page

Here are several **topics often overlooked in primary care content** but highly relevant to patients, based on recent research and expert insights¹ ² ³:

🔍 Overlooked but Relevant Topics in Primary Care Content

💡 1. Health Literacy & Teach-Back Method

- Many patients struggle to understand medical terminology or instructions.
- The **teach-back method** (asking patients to repeat information in their own words) improves comprehension and safety.
- Content rarely explains how providers ensure patients truly understand their care plans².

📱 2. Digital Health Tools & Telehealth Education

- Patients want to know how to use **telehealth**, patient portals, and mobile apps for managing appointments, medications, and chronic conditions.
- Education on **digital literacy** and how to navigate online health platforms is often missing¹.

👴 3. Aging & Accessibility

- Seniors face unique challenges with mobility, technology, and medication management.
- Content often overlooks **fall prevention**, **hearing loss**, and **vision care** as part of primary care.
- Accessibility issues like transportation, wheelchair access, and home care options are rarely addressed³.

Create competitive content brief

Design wireframe for pillar page

Add local community stories



Primary Care Pillar Page

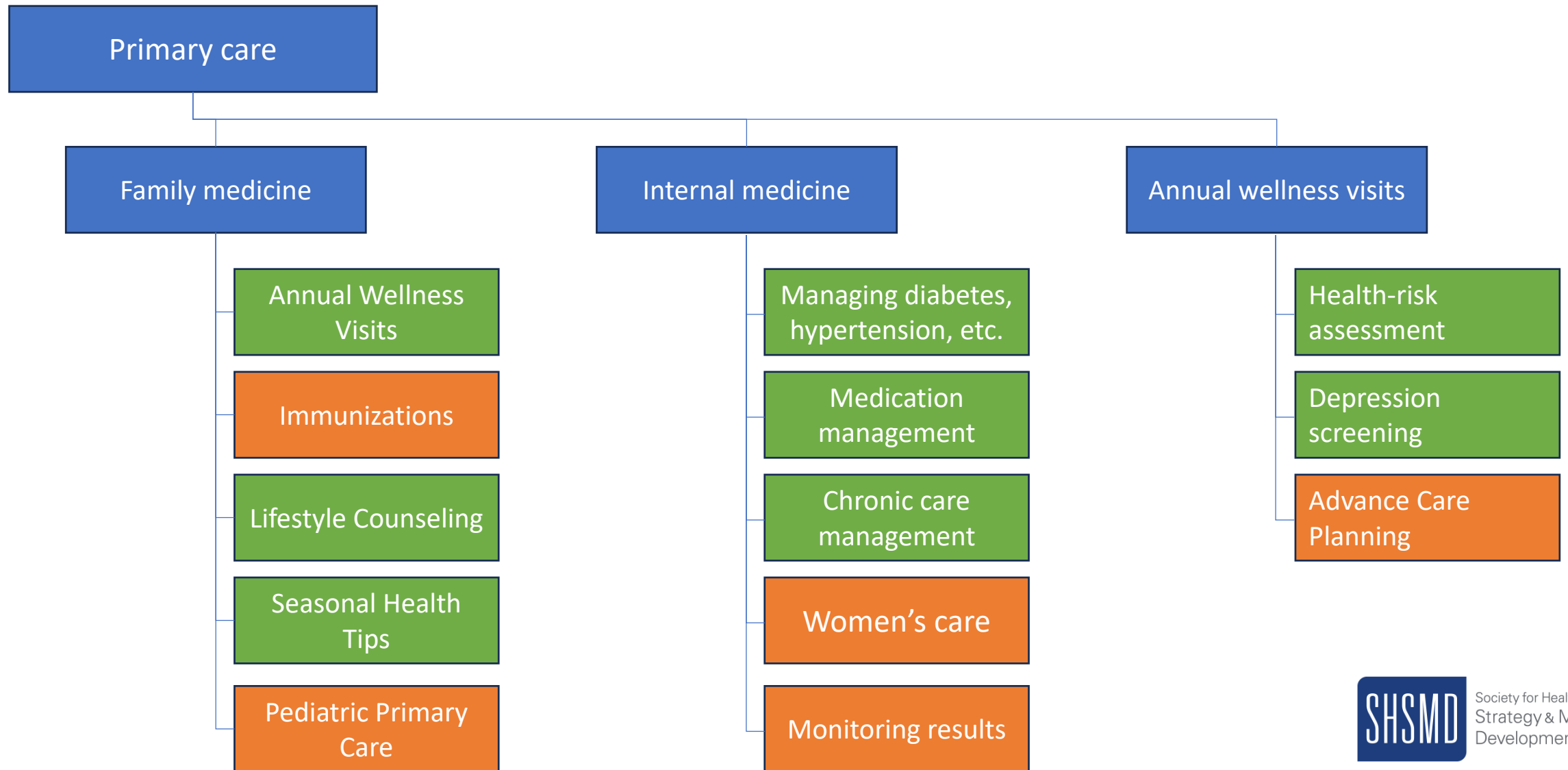
Primary Care Services at Cone Health

- Differentiators of Cone Health's primary care
- Importance for long-term health
- Role of PCPs in preventive care, chronic disease management, and care coordination
- Definition of primary care

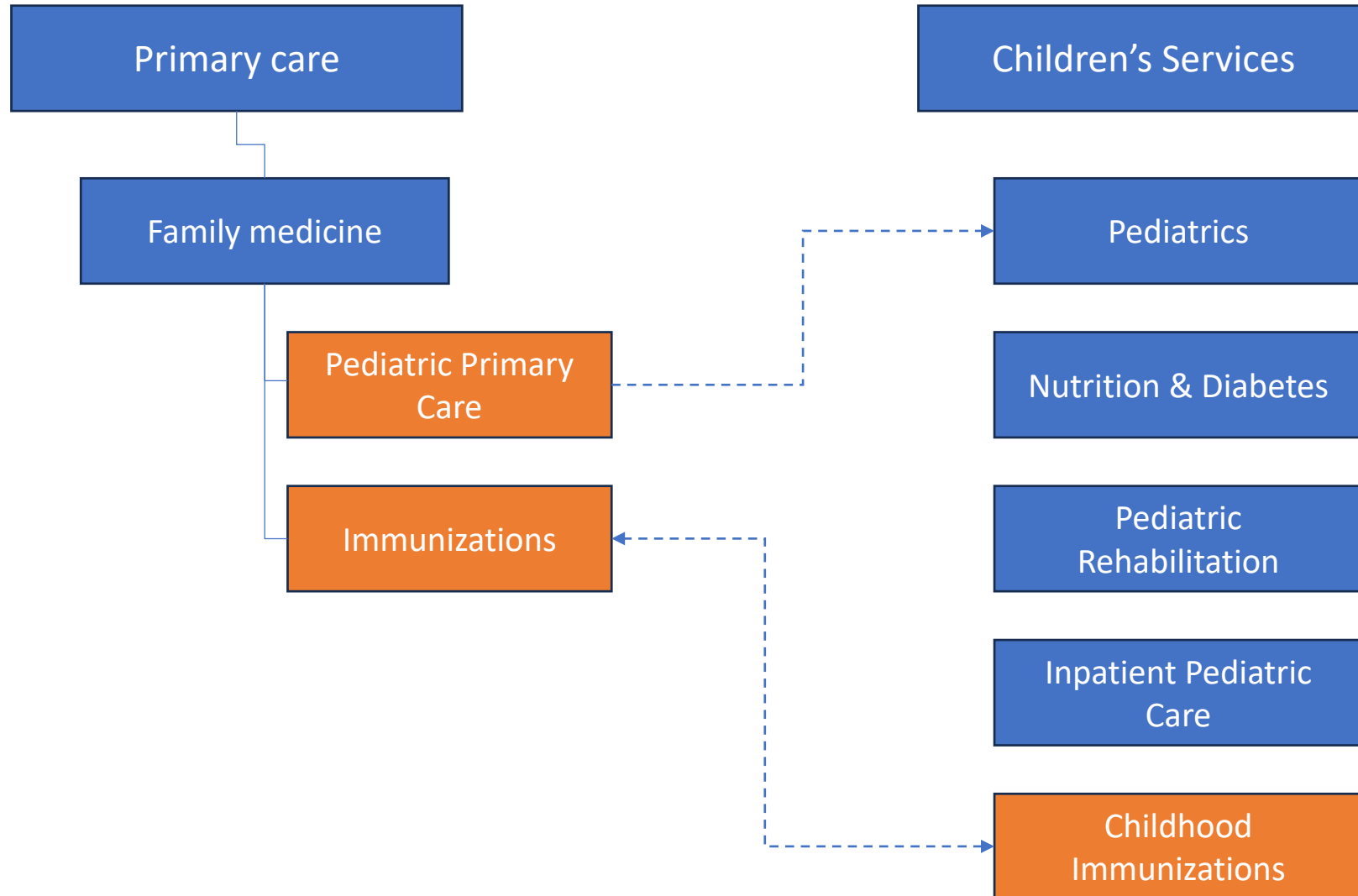
Links to pages related to

- **Preventive Screenings:** "Learn how your PCP helps you stay ahead of illness with routine screenings."
- **Chronic Disease Management:** "Discover how primary care supports long-term health conditions."
- **Choosing a PCP:** "Find the right provider for your needs."
- **Mental Health in Primary Care:** "Your PCP can help with emotional well-being too."

The beginning of content clusters



Determining priority internal links



An Example of Service Pages Built for Personas

Primary care for children

Relevant services and topics

- Well-child visits and developmental milestones
- Vaccinations and school physicals
- Pediatric behavioral health and nutrition guidance

Key messaging themes

- Child-Focused Expertise
- Highlight pediatric or family medicine specialization.
- Mention experience with childhood illnesses, growth tracking, and developmental milestones.

Actual target audience: Parents of children

- Use a reassuring, empathetic, and family-friendly tone.
- Emphasize trust, safety, and partnership in care.
- Speak directly to the parent (e.g., “Your child’s health is your top priority—and ours too.”)

Gaps related to this service

- No tailored content for parents seeking pediatric care
- No content addressing common parent questions or misconceptions

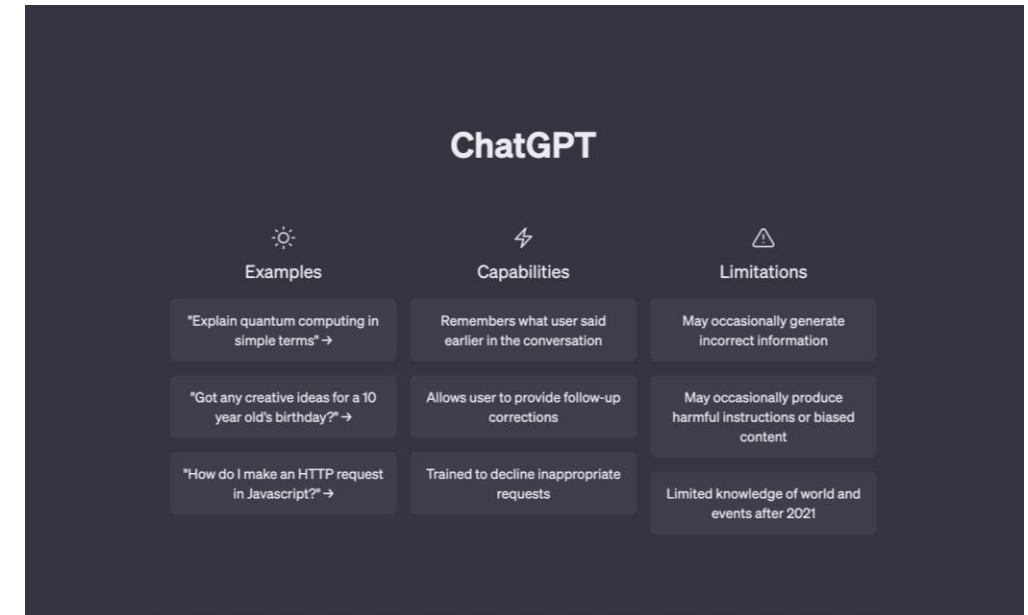
Refining Quality: Prompt Engineering for Marketing Efficiency

AI makes bad practices *very* tempting

The result: generic, low-quality blogs and service pages that serve no one

Both users and the Evaluator ignore low-value content

- Generic, mass-produced AI content flooding search results
- Lack of local relevance and specifics, resulting in disconnectedness
- AI isn't the problem—lack of discernment or strategy is
- Winning recipe: the ideation and research powers of AI + original content, local expertise, and user-centric storytelling
- Companies and industries are rushing to replace talent with machines, and that is already backfiring





Prompt chaining method

Prompt chaining breaks down a complex task into smaller prompts in a sequence, building off each step that came before

ROWER

- Research
- Outline
- Write
- Edit
- Refine

Step 1 - Research

Prompt:

Act as a healthcare content strategist.
Research the topic of regular primary care appointments.

What are the most common questions people ask, related subtopics, benefits they search for, and how do the top-ranking pages structure this content?

Output:

Search intent: Informational; users want to understand why primary care visits matter and what happens during them

Common user questions:

- “Why is it important to see your doctor regularly?”
- “What’s the difference between urgent care and primary care?”
- “How often should I see my primary care physician?”

Top subtopics:

- Preventive screenings
- Chronic disease management
- Building a patient-provider relationship
- Cost savings from early detection

Top content formats: Listicle-style or Q&A-based blogs with friendly, educational tone

ROWER: Step 2 – Outline

Prompt:

Based on your research, create an outline for a blog article titled 'Why Regular Primary Care Visits Matter More Than You Think.'

Include H1, H2, H3s, and an FAQ section. Use a tone that is friendly and educational.

Output:

Why Regular Primary Care Visits Matter More Than You Think

What Is Primary Care and Why Does It Matter?

- Definition of primary care
- The role of a primary care provider (PCP)

The Key Benefits of Regular Primary Care Visits

- Preventive care and screenings
- Chronic disease management
- Early detection of health issues
- Personalized health guidance

How Often Should You See Your Primary Care Doctor?

- General guidelines by age and risk factors
- Annual checkups vs. sick visits

What Happens During a Primary Care Visit?

- Typical services provided
- Questions to ask your doctor

ROWER: Step 3 – Write

Prompt:

Write the full article for the outline above, using a warm, informative tone.

Keep paragraphs short, use simple language, and include transitions between sections.

Include citations or call out areas where factual verification may be needed.

Output:

Why Regular Primary Care Visits Matter More Than You Think

Seeing your primary care doctor regularly isn't just for when you're sick. These check-ins help you stay healthy, catch problems early, and manage ongoing conditions before they become serious.

What Is Primary Care and Why Does It Matter?

Your primary care provider (PCP) is your go-to doctor for most health needs. They know your medical history and act as your first stop for any concern—from preventive care to managing chronic conditions.

Preventive Care and Screenings

Annual physicals, blood pressure checks, vaccinations, and lab tests can identify risk factors early. Preventive care often catches conditions like high cholesterol or diabetes before they cause harm...

ROWER: Step 4 – Edit

Prompt:

Edit the following article for clarity, scannability, and SEO.

Add transition sentences, ensure each section is under 150 words, use active voice, and check for keyword optimization. Keep the tone warm and supportive."

Output:

- Shortened long sentences
- Added internal linking suggestions:
 - "Learn more about preventive health screenings"
- Simplified language: "Your doctor may spot early warning signs of conditions like heart disease or diabetes—even before you notice symptoms."
- Made H2s more engaging:
 - "How Your Doctor Helps You Stay Ahead of Health Issues" instead of "Early Detection"

ROWER: Step 5 – Refine

Prompt:

Generate a page title, meta description, and Schema markup for the blog post 'How AI is transforming patient engagement.' Use SEO best practices.

Output:

Title: Why Regular Primary Care Visits Matter

Meta Description: Learn why seeing your primary care doctor regularly is key to preventing illness, saving money, and staying healthy long term.

Keywords: regular primary care, benefits of checkups, preventive health

Schema:

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "Do I need to see a doctor if I feel fine?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Yes, routine checkups can detect health issues early—even if you're not showing symptoms."
    }
  }]
}
```

Red Flags: Avoiding Risks of AI Usage

Quality scoring

Pitfalls of generative AI

Issue	What to look out for	Solutions
Hallucinations <i>aka mistakes</i>	Makes something up entirely like inventing services, people, data, even quotes.	<ul style="list-style-type: none">• Double check claims against your knowledge• Refer to a real source or stakeholder

Quality scoring

Pitfalls of generative AI

Issue	What to look out for	Solutions
Vagueness or generic output	Provides a lot of fluff, buzzwords, surface level advice, and nothing of value.	Guide the AI: <ul style="list-style-type: none">• “Speak to [specific audience] about [specific task/goal].”

Quality scoring

Pitfalls of generative AI

Issue	What to look out for	Solutions
Overconfidence	Delivers incorrect information in a confident manner.	<ul style="list-style-type: none">• Push back on bold claims• Fact check

Quality scoring

Pitfalls of generative AI

Issue	What to look out for	Solutions
Outdated info	Refers to tools, facts, or events that are not aligned with current information.	Guide the AI: <ul style="list-style-type: none">• “What is the most recent information you have?”• “Only show information from [month/year/etc.] forward.”• Ask it to compare new vs. current information

Quality scoring

Pitfalls of generative AI

Issue	What to look out for	Solutions
Missing the point	Delivers a technically correct response but answers the wrong question. Or it misses the nuance of the prompt.	Clarify with RGC restrictions: <ul style="list-style-type: none">• “Focus on [goal/role/format].• Break complicated questions into smaller steps. Remember, it’s a conversation!

Ethical considerations

AI is not sentient

- Everything it generates comes from someone else's hard work
- That is why it is crucial to have your own understanding, opinion, and take on the topics you use to research AI
- Never upload consumer data to AI models
 - Approach BAA-signed platforms with caution

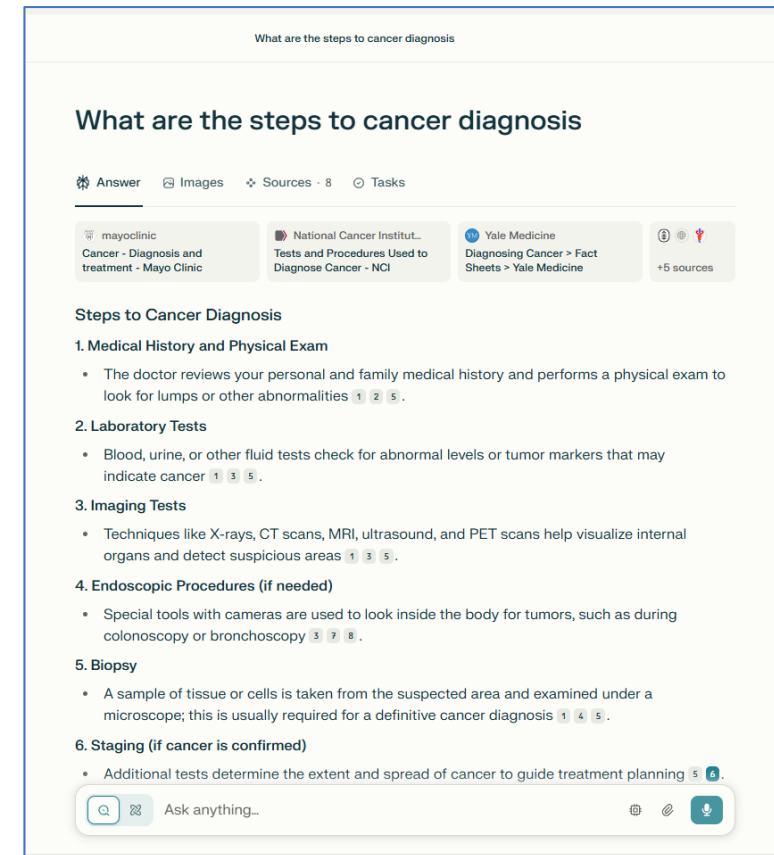
Bringing It All Together

Use AI to enhance and research

The result: stronger, higher-ranking content

Always make sure you are not sharing high risk data or PHI with free, public platforms

- Treat AI like an assistant or support specialist
 - Ask its opinion
 - Conduct research
 - Dig deeper with follow-up questions
 - Expedite internal process and non-public facing content
 - Trust it with basic or low risk tasks
 - Draft rough content based on notes
- Just like an assistant or support specialist, review and refine their work!



The screenshot shows an AI interface with the query "What are the steps to cancer diagnosis" at the top. Below the query, there are tabs for "Answer", "Images", "Sources - 8", and "Tasks". The "Answer" tab is selected, displaying a structured response. At the top of the answer, there are three source cards: "mayoclinic Cancer - Diagnosis and treatment - Mayo Clinic", "National Cancer Institut... Tests and Procedures Used to Diagnose Cancer - NCI", and "Yale Medicine Diagnosing Cancer > Fact Sheets > Yale Medicine". Below these cards, the response is titled "Steps to Cancer Diagnosis" and lists six numbered steps: 1. Medical History and Physical Exam, 2. Laboratory Tests, 3. Imaging Tests, 4. Endoscopic Procedures (if needed), 5. Biopsy, and 6. Staging (if cancer is confirmed). Each step includes a brief description and a list of references (e.g., 1, 2, 5 for step 1). At the bottom of the interface, there is a search bar with the placeholder text "Ask anything..." and a microphone icon.

What are the steps to cancer diagnosis

What are the steps to cancer diagnosis

Answer Images Sources - 8 Tasks

mayoclinic Cancer - Diagnosis and treatment - Mayo Clinic

National Cancer Institut... Tests and Procedures Used to Diagnose Cancer - NCI

Yale Medicine Diagnosing Cancer > Fact Sheets > Yale Medicine

+5 sources

Steps to Cancer Diagnosis

1. Medical History and Physical Exam

- The doctor reviews your personal and family medical history and performs a physical exam to look for lumps or other abnormalities 1 2 5.

2. Laboratory Tests

- Blood, urine, or other fluid tests check for abnormal levels or tumor markers that may indicate cancer 1 3 5.

3. Imaging Tests

- Techniques like X-rays, CT scans, MRI, ultrasound, and PET scans help visualize internal organs and detect suspicious areas 1 3 5.

4. Endoscopic Procedures (if needed)

- Special tools with cameras are used to look inside the body for tumors, such as during colonoscopy or bronchoscopy 3 7 8.

5. Biopsy

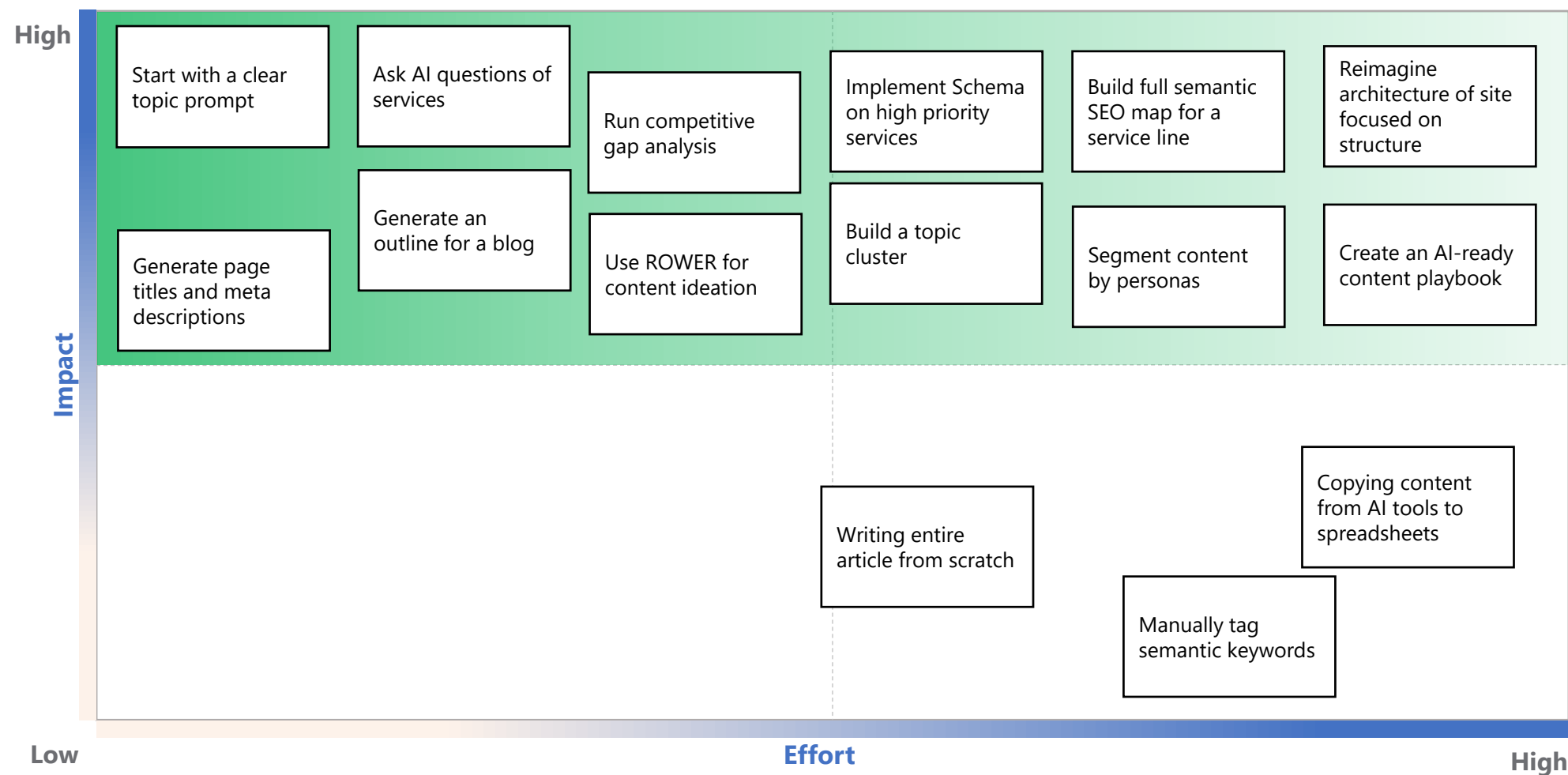
- A sample of tissue or cells is taken from the suspected area and examined under a microscope; this is usually required for a definitive cancer diagnosis 1 4 5.

6. Staging (if cancer is confirmed)

- Additional tests determine the extent and spread of cancer to guide treatment planning 5 6.

Ask anything...

What are your easiest next steps?



Three Key Take-Aways

1. Treat the consumer hierarchy of needs as a template for digital experience creation
2. Use AI as a tool in your toolbelt to conduct effective research, not as the solution
3. Continue learning, continue being curious. Expect ongoing disruption to tools, data, and process



Questions?

Please be sure to complete the session evaluation on the mobile app!



Michael Leonard

Principal Product Manager at Geonetric

Driven by user-centered innovation, data-informed decisions, and privacy-first solutions, he collaborates across disciplines to shape impactful digital experiences.

His work spans UX, content strategy, marketing, analytics, and market research that aligns with client goals.

He builds future-ready solutions that integrate strategy, compliance, and performance, delivering measurable results for hospitals, health systems, and HIPAA-covered entities.





Matthew McKinney, MBA

Director, Digital Engagement at Cone Health

Leads with a focus on digital connection, cross-functional collaboration, and strategies that elevate the human experience in healthcare.

- Co-leads Cone Health's Office of Experience, aligning digital insights with human experience goals
- Oversees web, social, CRM, and digital marketing initiatives across the system
- Builds cross-departmental partnerships to improve access and engagement
- Drives national recognition for Cone Health through digital innovation and consumer-centered design

Bibliography/References

- <https://www.semrush.com/news/251916-user-strategies-and-insights-from-real-chatgpt-conversations/>
- <https://www.webfx.com/blog/ai/chatgpt-usage-statistics/>
- <https://www.semrush.com/news/251916-user-strategies-and-insights-from-real-chatgpt-conversations/>
- <https://www.salesforce.com/news/stories/generative-ai-statistics/>
- <https://www.chatbot.com/blog/chatbot-statistics/>
- <https://www.pewresearch.org/short-reads/2025/07/22/google-users-are-less-likely-to-click-on-links-when-an-ai-summary-appears-in-the-results/>
- Some icons provided by icons8.com