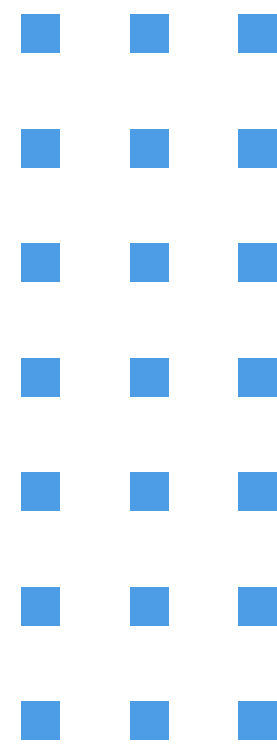
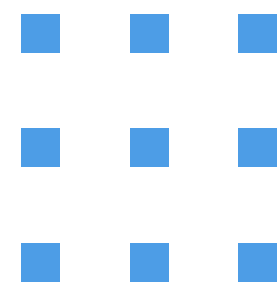


In Healthcare, people don't just research on ChatGPT, they take action



After analyzing finance, we examined healthcare. BrightEdge AI Hypercube revealed insights on transactional intent in top U.S. health brand queries using ChatGPT.

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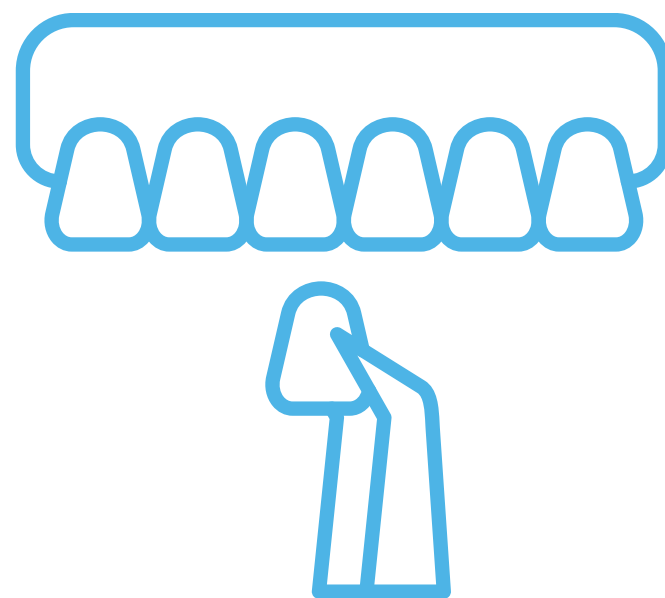


In Healthcare, ChatGPT Is Fielding Decision Prompts, Not Just Research Prompts



7K

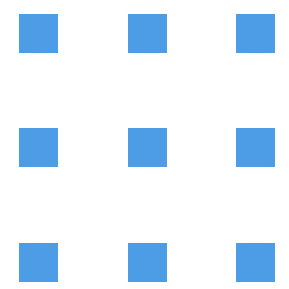
Monthly prompts on ChatGPT for "family doctor near me" alone.



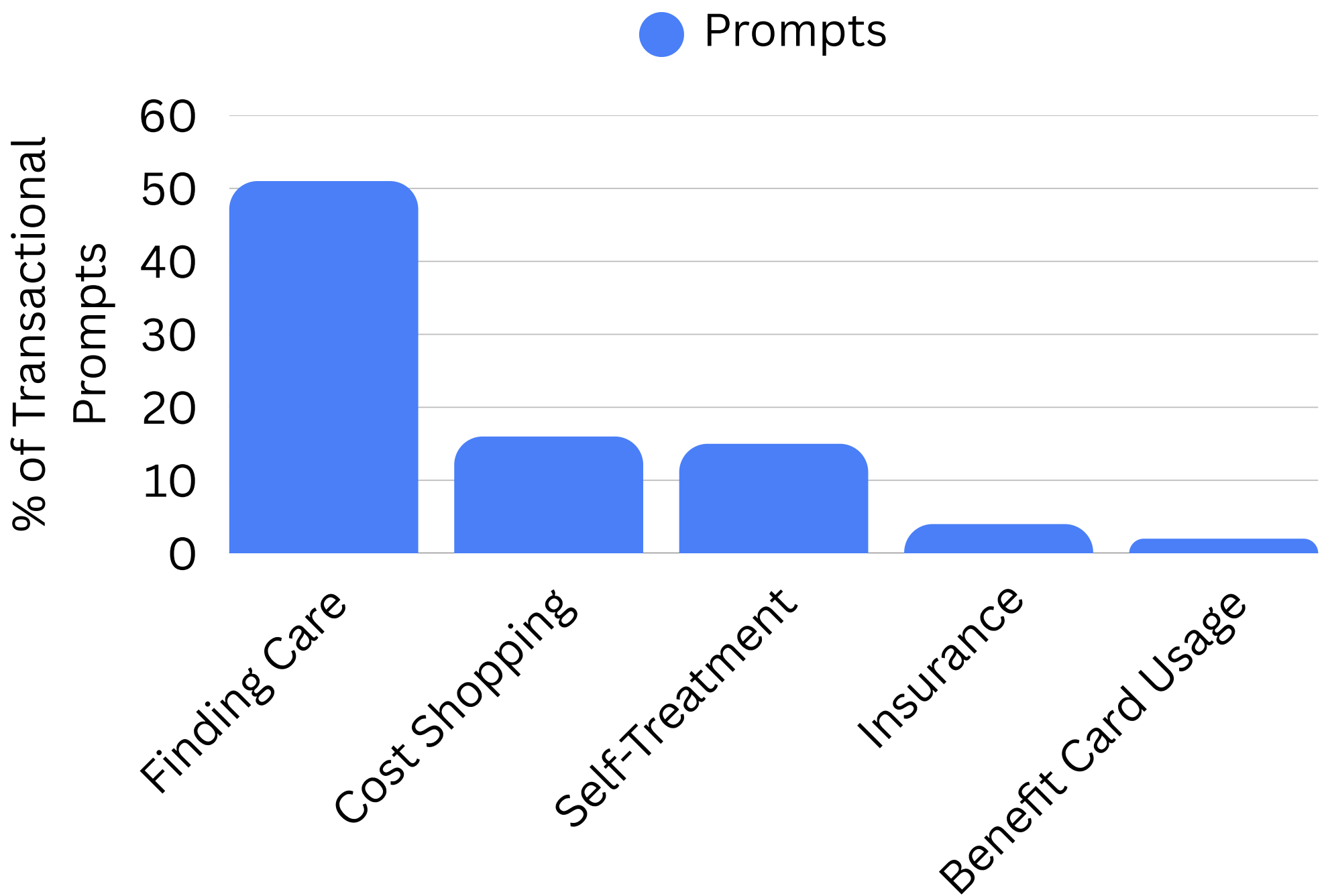
2K

Monthly prompts asking "how much do veneers cost?" People are price-shopping care.

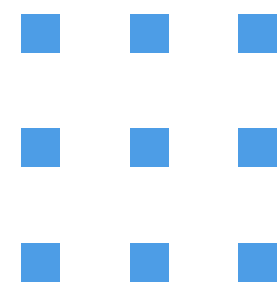
These aren't top-of-funnel queries. They're ready-to-act prompts. Does AI know which pages on your site to cite when a patient is ready to book or buy?



Where Transactional Intent Lives in ChatGPT Finance Prompts



Unlike finance, where credit card decisions dominated, healthcare transactional intent starts at the front door: people asking AI where to get care.



What Marketers need to know



Transactional intent in ChatGPT is real and it's already happening in your category. People aren't just researching conditions in ChatGPT. They're finding providers, pricing procedures, checking coverage, and self-treating. If you assumed AI search was a top-of-funnel channel, this data says otherwise.



Make sure AI agents can reach the parts of your site where action happens. ChatGPT isn't just crawling your symptom pages and condition content. When someone asks it to find a doctor, price a procedure, or figure out what their benefits card covers, it needs to surface your provider directory, scheduling pages, cost pages, and member resources, not just your educational content.



Coverage and access content drive decisions at the moment of truth. Prompts about GLP-1 coverage, OTC card usage, and in-network providers are where benefit-gated decisions get made. If your coverage and member content isn't citable by AI, those decisions are getting made without you.

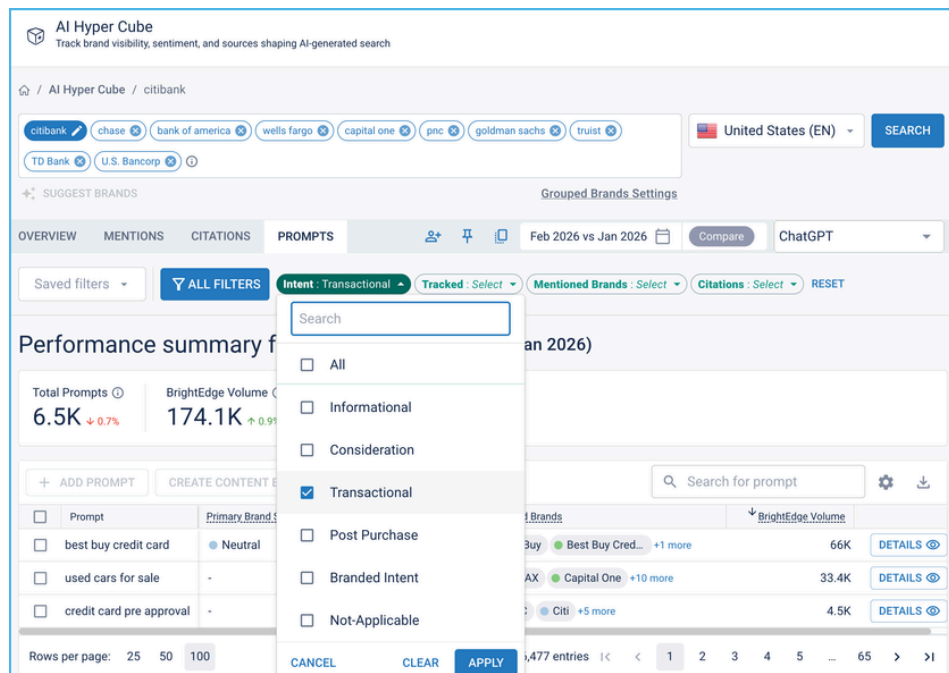


Know which actions your patients and members are trying to take before your competitors do. Analyze prompts based on their intent to see when actions are about to take place and optimize accordingly.

BRIGHTEDGE

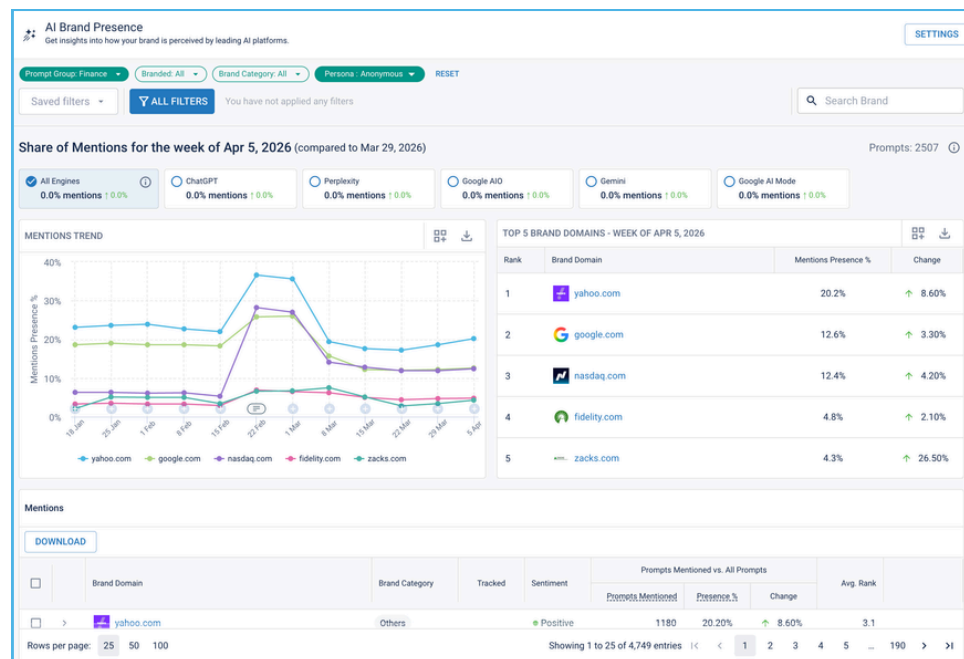
BrightEdge has you covered across the entire journey for AI!

Filter the prompts customers use by their intent



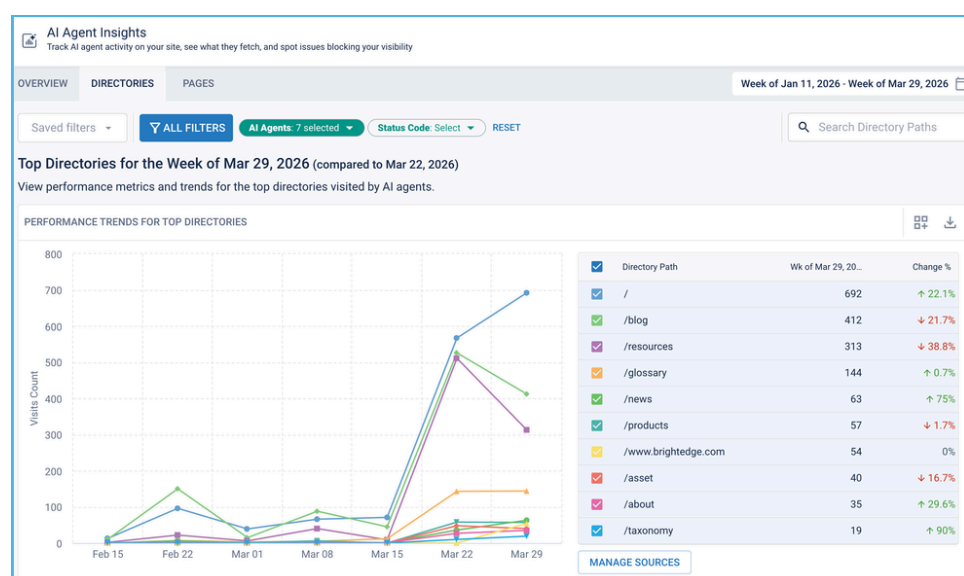
BrightEdge AI Hyper Cube simplifies the process of understanding the prompts your customers use to discover your brand and their underlying intent. Evaluate the opportunities based on both volume and competitor mentions.

Monitor your visibility on essential prompts over time.



AI Catalyst streamlines identifying transactional prompts, allowing you to design campaigns that track brand recommendations when users are ready to act. This helps you stay ahead of competitors and reduce uncertainty in your strategy development.

Track and optimize how AI Agents are visiting your site



AI Agent Insights helps identify which website sections are visible to AI. Ensure ChatGPT can access product pages to recommend offerings to customers at decision-making time.