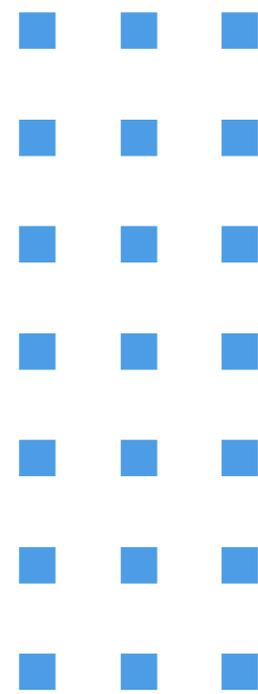# When AI Goes Negative in Healthcare: The 4 Safety Signals
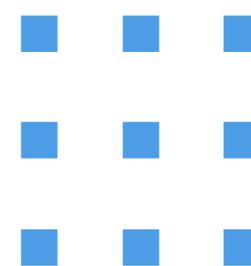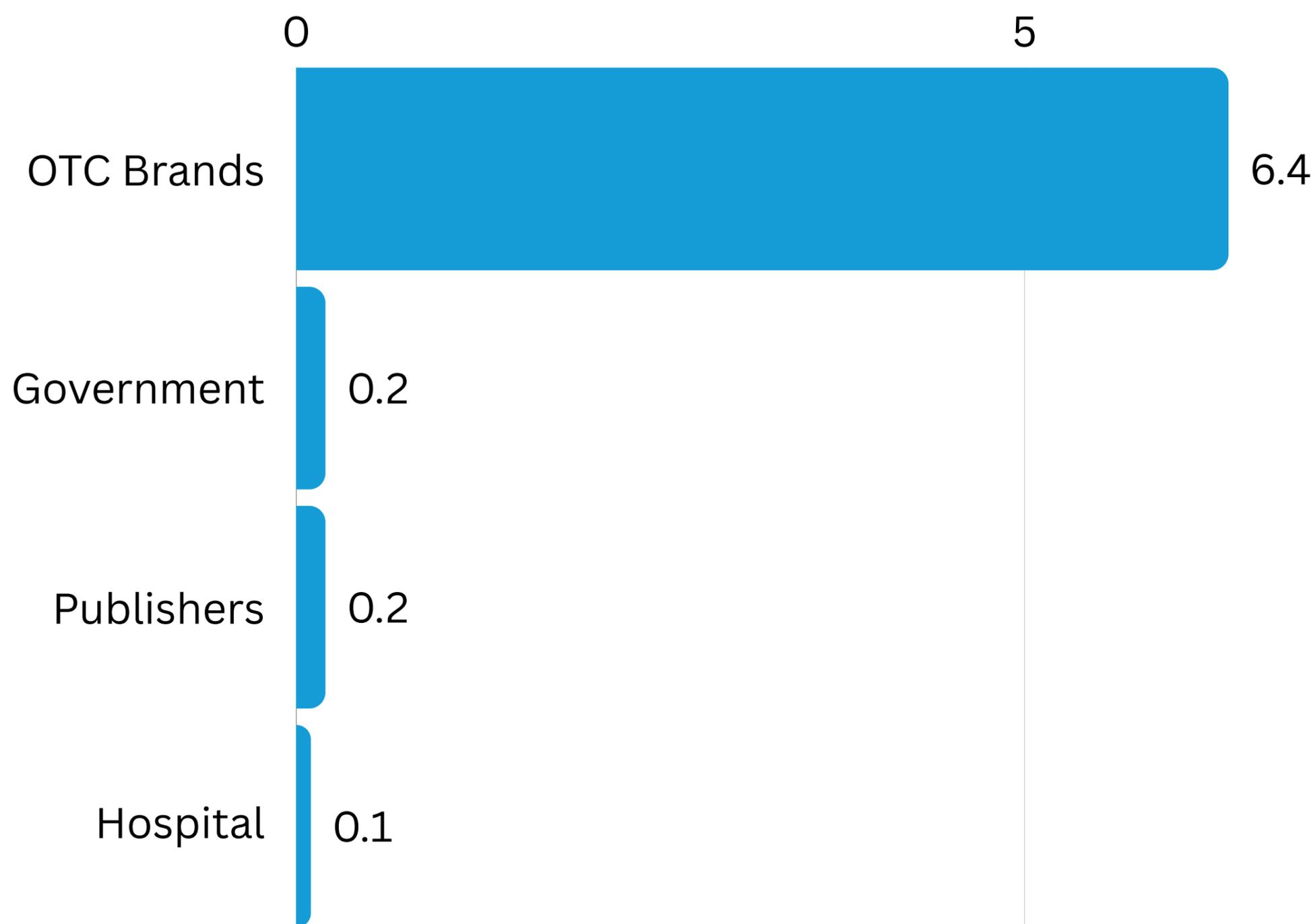
Brand Sentiment in YMYL Search: Insights from Google AI Overviews and ChatGPT

OTC Brands Are 58x More Likely to Go Negative Than Hospital Systems.

	0	5

OTC Brands — 6.4
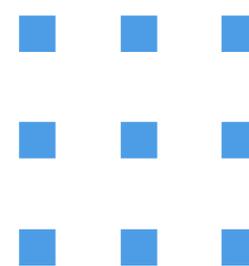
Government — 0.2

Publishers — 0.2

Hospital — 0.1

AI treats healthcare institutions as trusted authorities. Consumer product brands don't get the same protection — especially around safety queries.
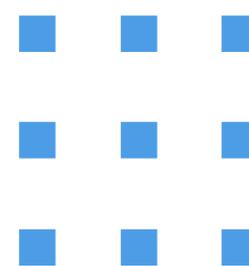
What Types of Queries Trigger Negative Brand Sentiment?

Percentage of Negative Brand Mentions

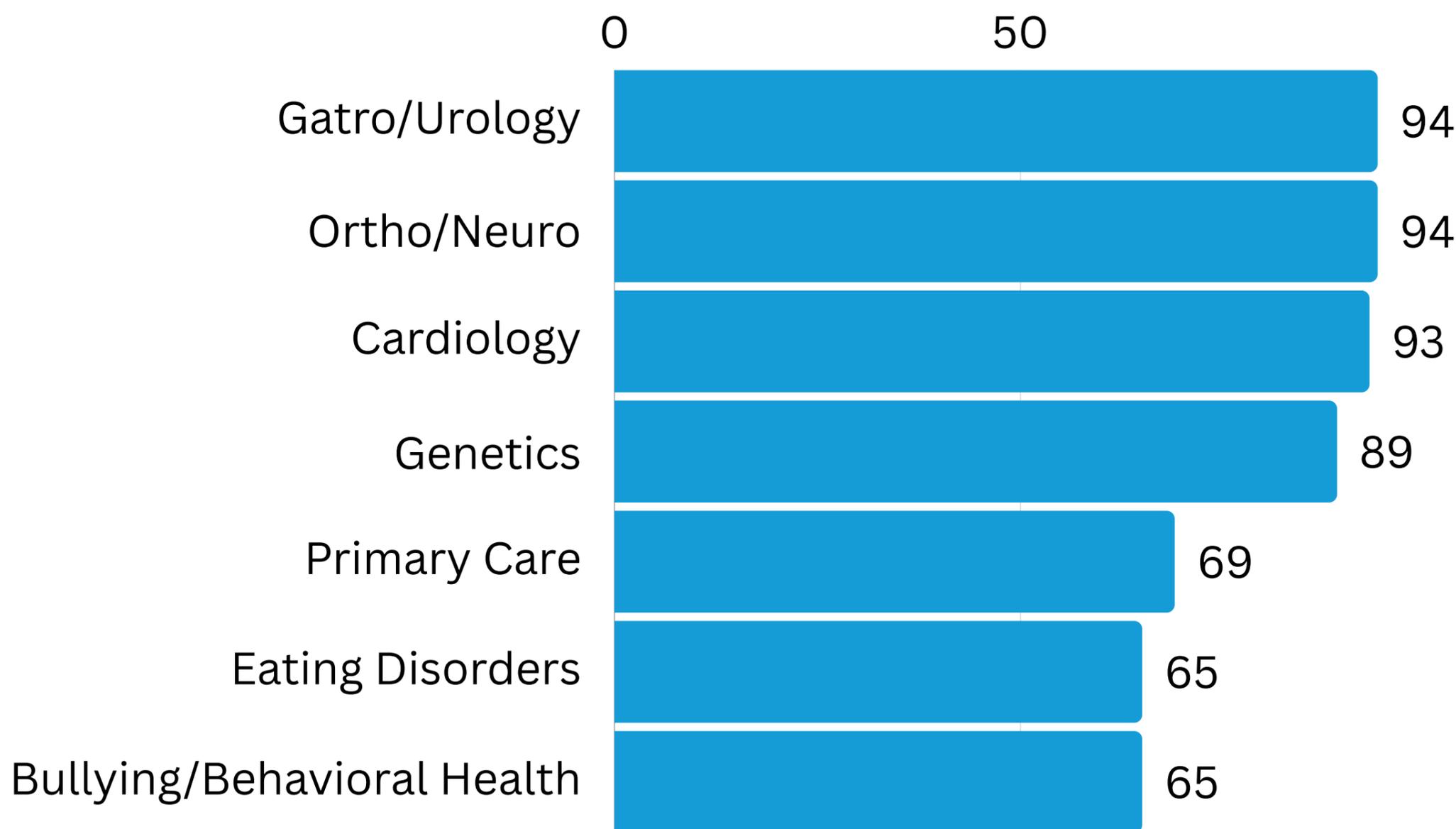| Query Type	Percentage
Drug Interactions/Dosing	14
Pregnancy Safety	13
Quick-Fix/dubious claims	7
Long Term Risks	3
Substance Effects	2
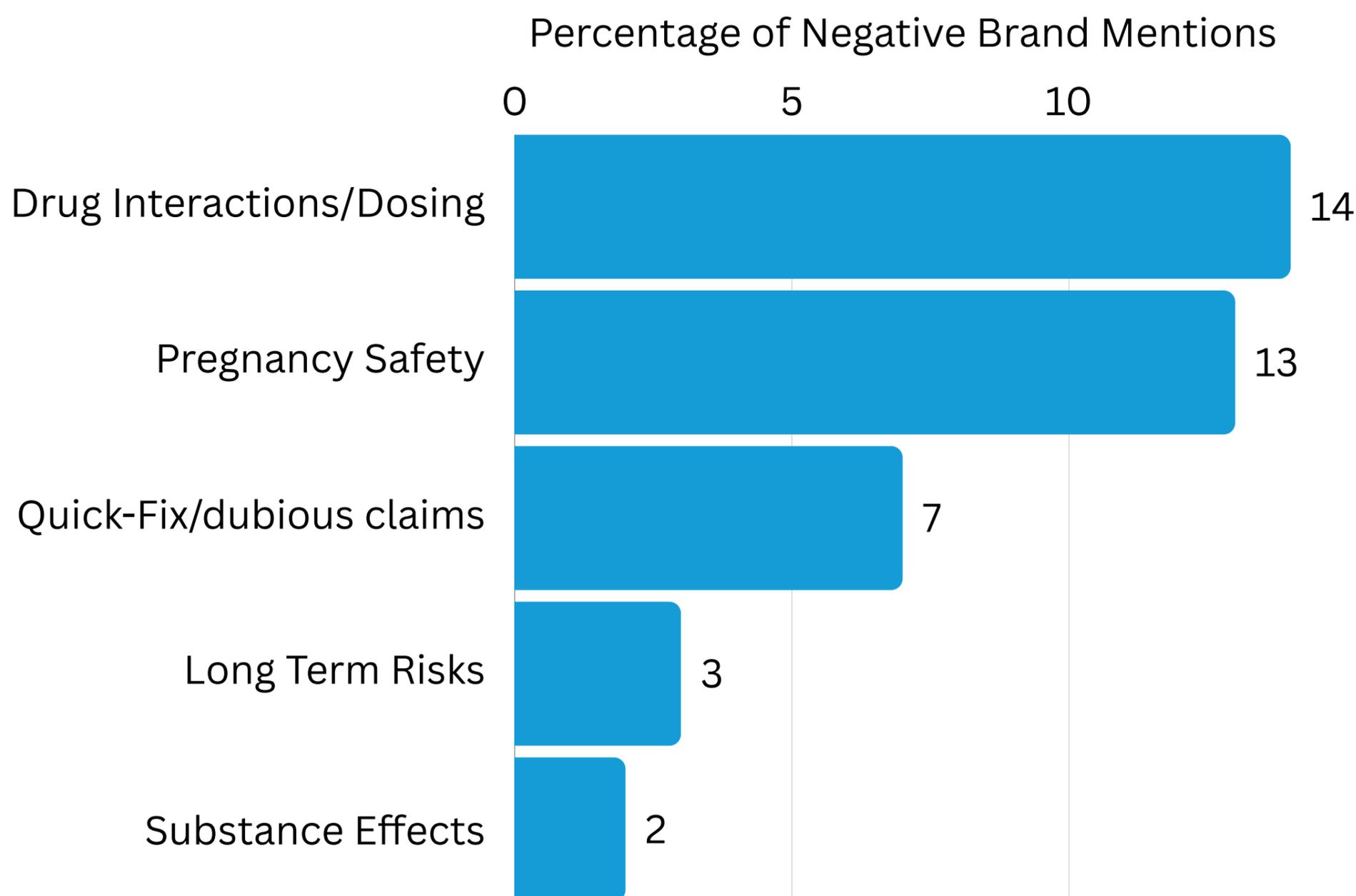
Nearly all identifiable negative sentiment traces back to safety-related queries — AI surfacing institutional warnings about specific products.

BRIGHTEDGE

Where Google Won't Even Use AI to Answer

Percentage of Keywords with an AIO

Category	Value
Gatro/Urology	94
Ortho/Neuro	94
Cardiology	93
Genetics	89
Primary Care	69
Eating Disorders	65
Bullying/Behavioral Health	65

The more emotionally sensitive the health topic, the more Google leaves it to traditional organic results. For behavioral health, traditional SEO still carries the weight.

BRIGHTEDGE
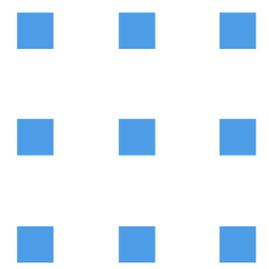
What Marketers need to know

✓ **OTC and pharma brands carry the most risk.** 58x more likely to receive negative sentiment than hospital systems. If AI is going to go negative in healthcare, it's going negative on a product — not an institution.

✓ **Safety queries are the trigger.** Pregnancy, drug interactions, long-term risk, and dubious health claims account for the majority of identifiable negative sentiment. Know which of your products sit in these query spaces.

✓ **Google won't even use AI for the most sensitive topics.** Eating disorders, bullying, and abuse queries see AIO rates 30 points below clinical specialties. For behavioral health, organic SEO still dominates.
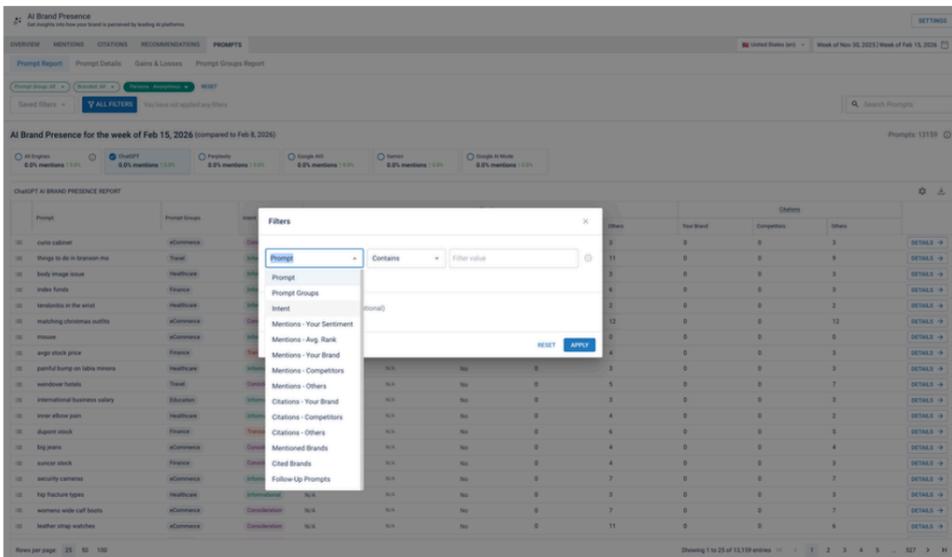
✓ **Own the safety narrative before AI writes it for you.** When AI goes negative on your brand, it's citing someone else's warning. Publish transparent safety content so AI uses your language — not a third party's characterization.

BRIGHTEDGE

BrightEdge has you covered across the entire Google Landscape

Segment prompts by intent to identify sentiment issues.


Streamline your analysis by using effective filters to explore various segments of the customer journey. One click can help identify areas where prompts may lead to negative sentiment.

Drill into any prompt to analyze sentiment
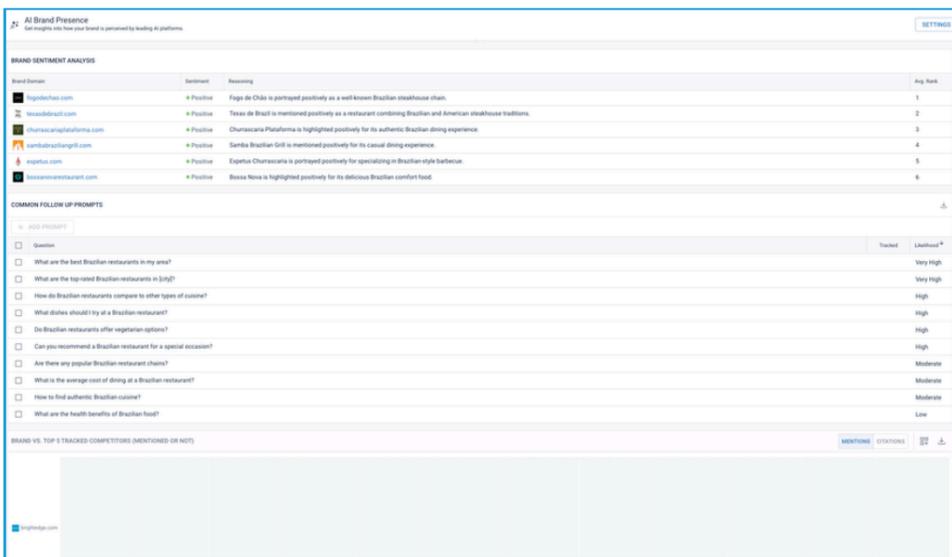
AI Catalyst empowers you to uncover which brand attributes are driving positive or negative mentions within a prompt. It assists you in identifying the essential characteristics that the AI is reacting to.

Track how brands are getting metioned over time
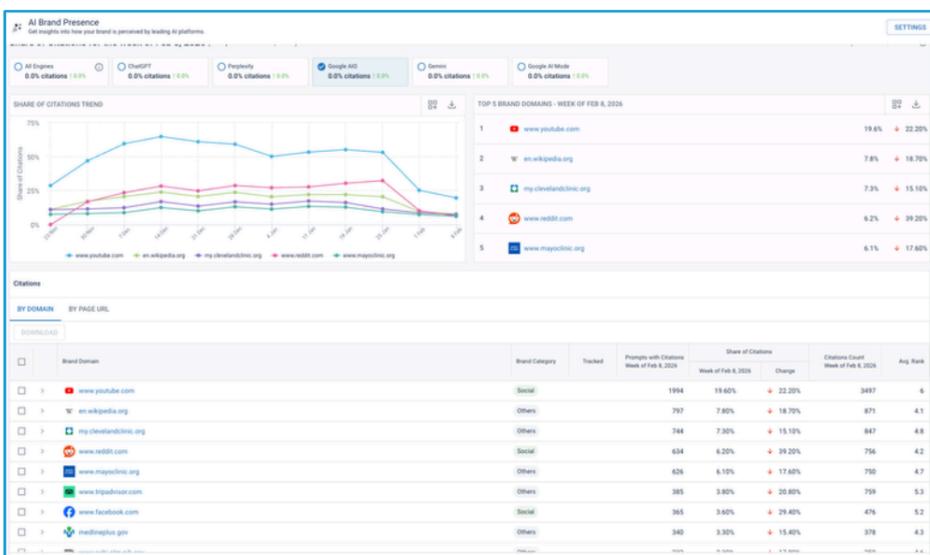
AI Catalyst simplifies the task of monitoring brand mentions by segmenting data, providing an intuitive trend overview, and including filters to examine both positive and negative feedback.