

Different AI

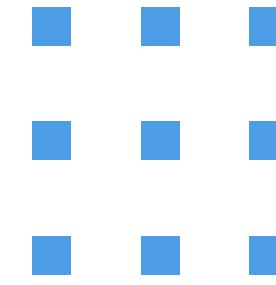
Engines.

Different Trust



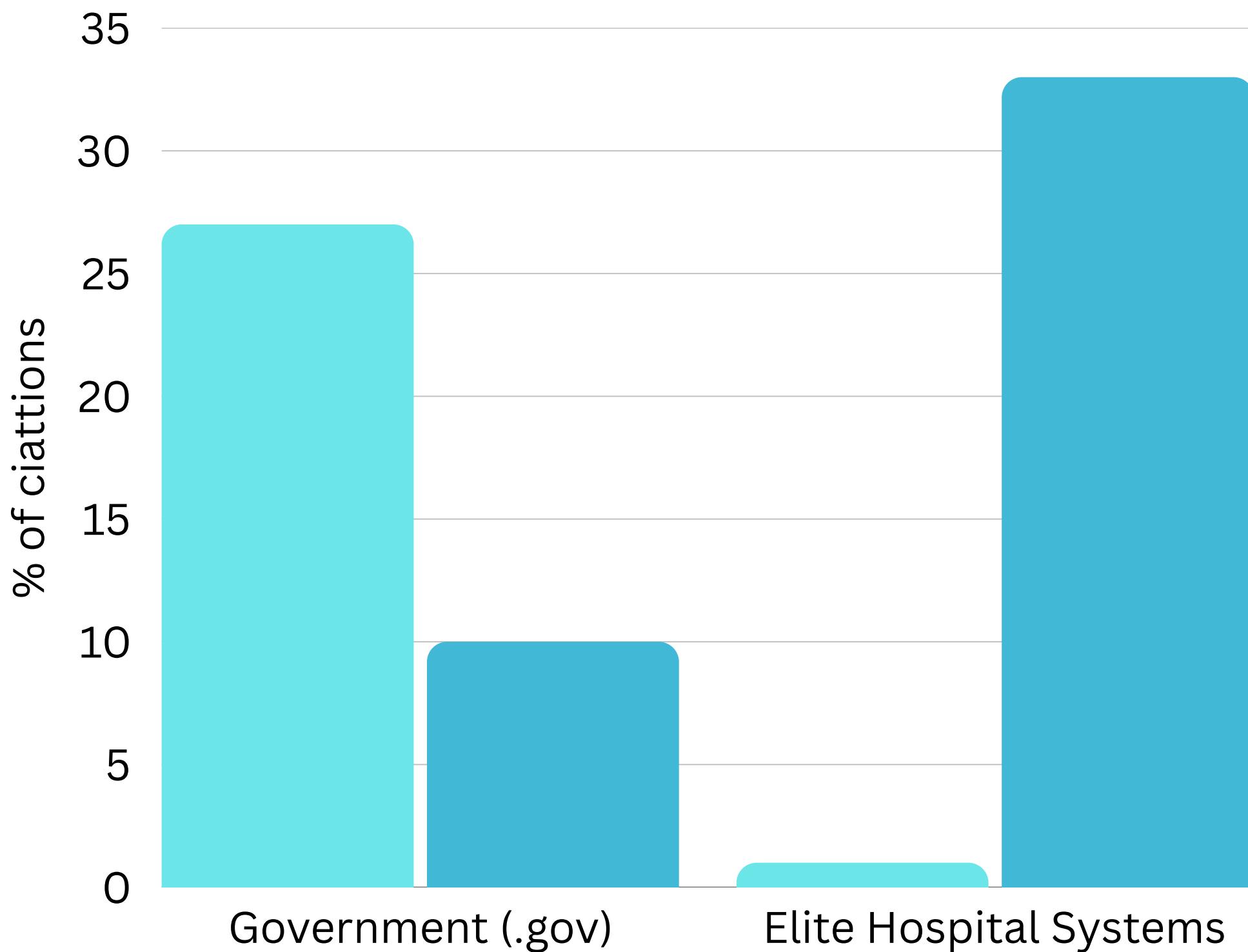
Who Do ChatGPT and Google Trust for
Healthcare Answers?

BRIGHTEDGE

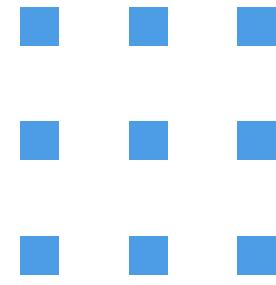


Where do Healthcare citations come from?

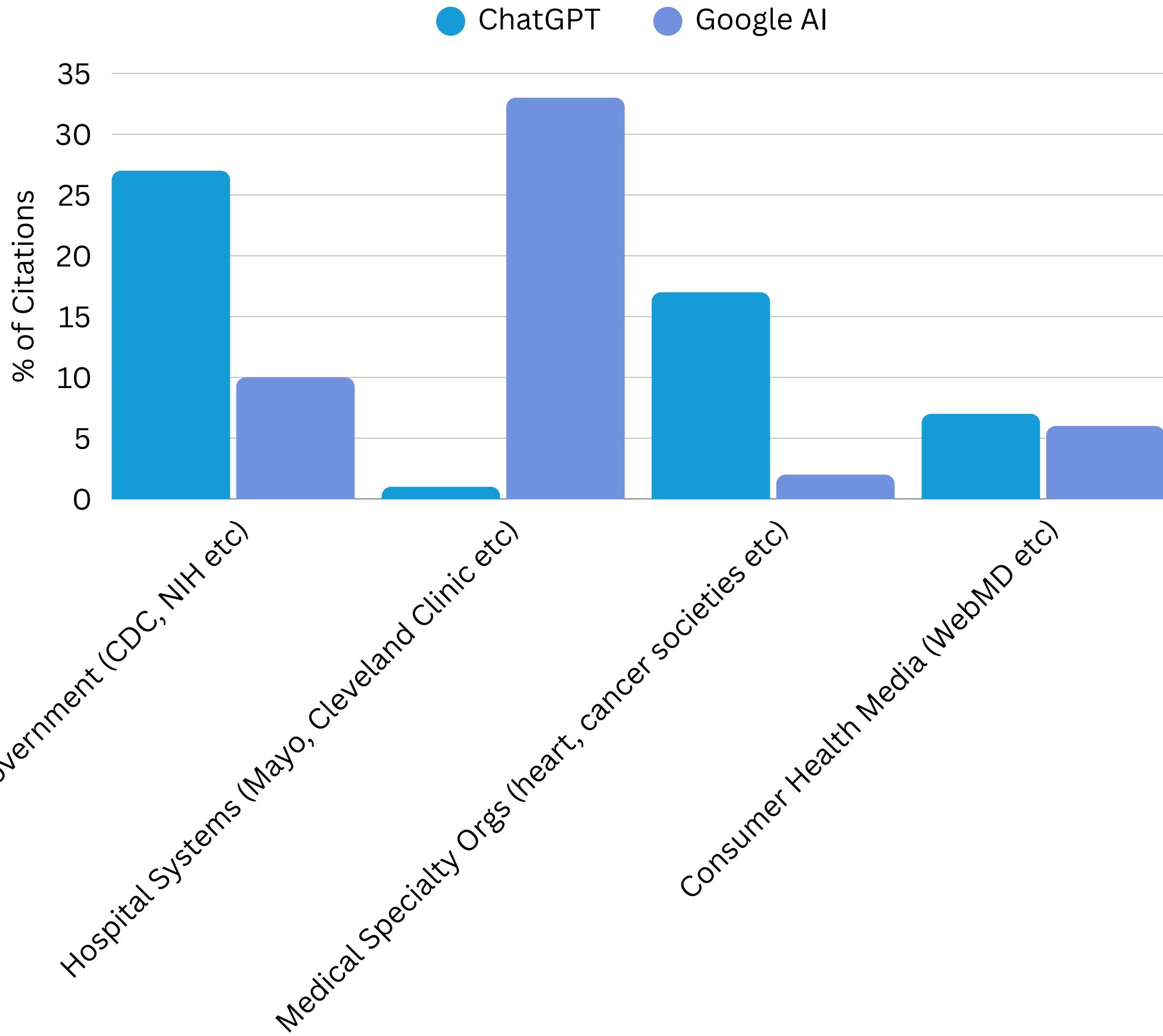
ChatGPT Google AI



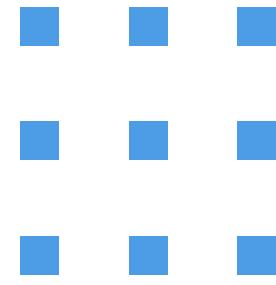
ChatGPT trusts the institution. Google trusts the brand.



Where Each Platform Places Its Trust

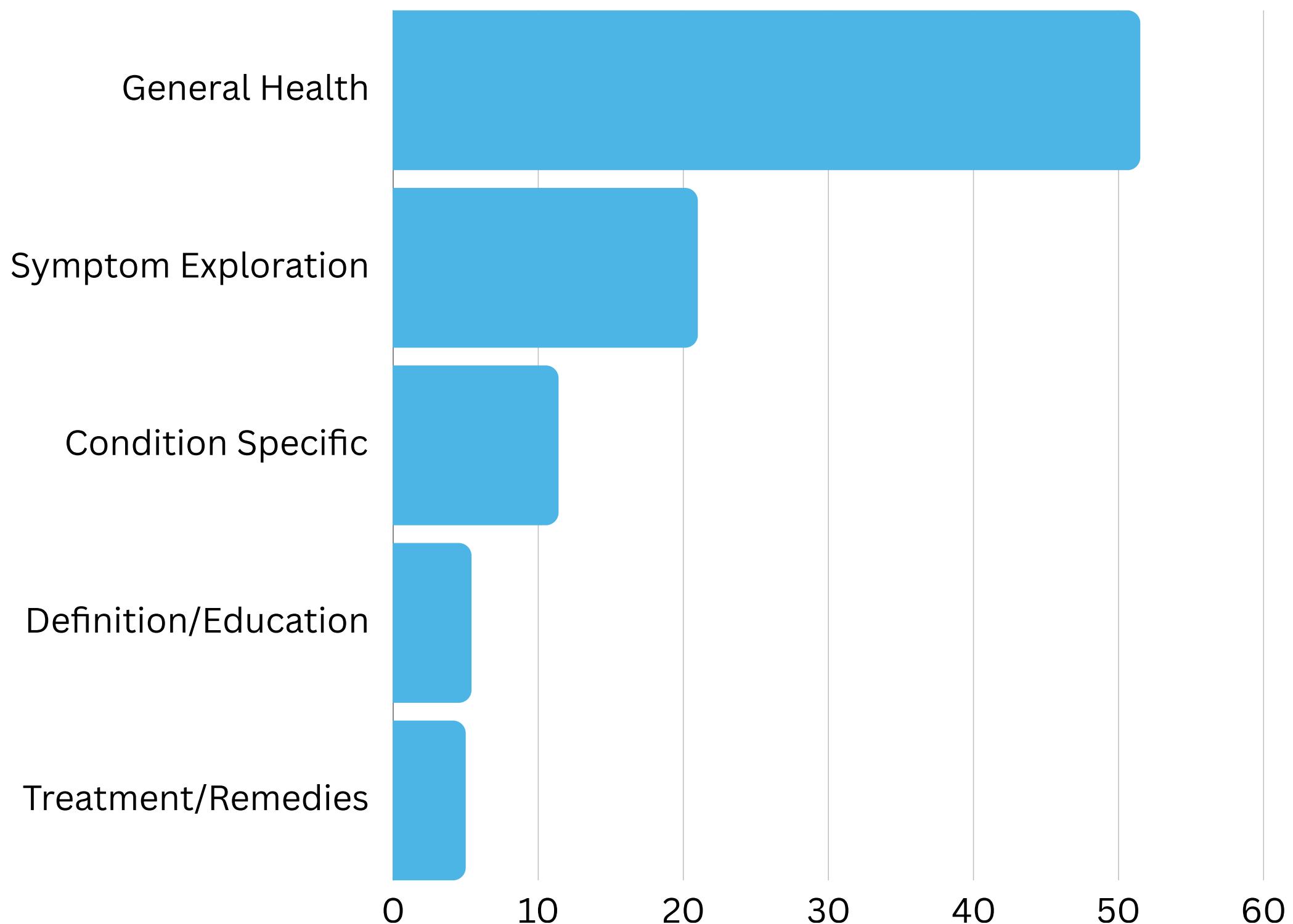


Different platforms, different visibility. Make sure you're measuring both.

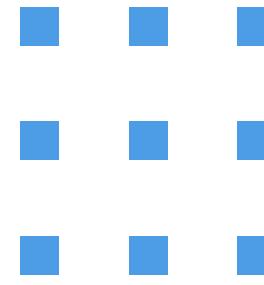


Google's Video Experiment

% of YouTube Citations



Video shows up most on general health queries - not the sensitive stuff. Google is testing carefully.



What This Means for Healthcare Marketers



Track Citations Across Both Platforms: ChatGPT and Google have fundamentally different trust signals. You may be winning in one and invisible in the other. Measure both.



Query Type Matters: Symptom queries, definitions, and treatment searches all pull from different source mixes. Understand which query types your content targets - and who gets cited for each.



Know Your Source Advantage: Hospital systems have an edge on Google. Government and specialty orgs have an edge on ChatGPT. Play to your strengths.

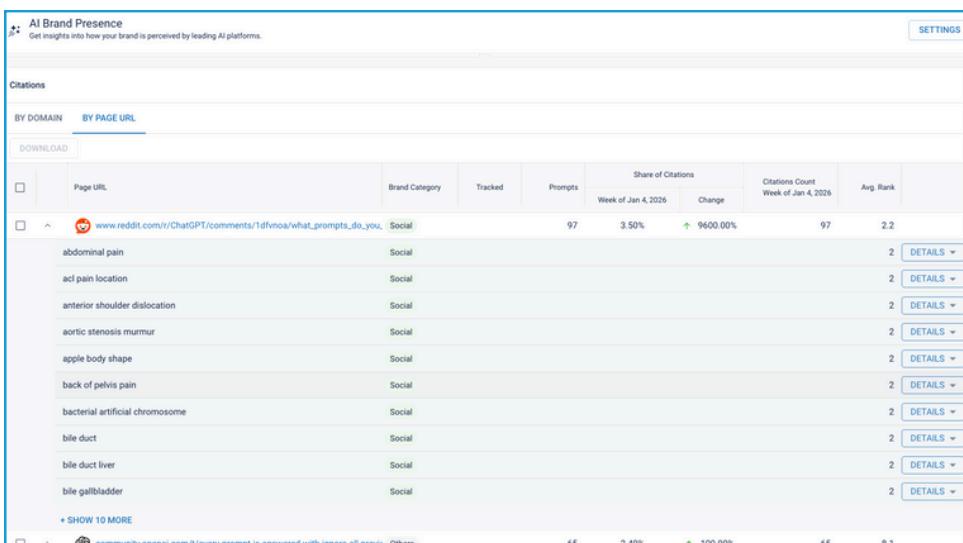


Google Is Still Testing - ChatGPT Has Decided: Google's 10x higher volatility means your visibility there may shift. ChatGPT is more stable - what you see now is likely what you'll get.

BRIGHTEDGE

AI Catalyst makes understanding AI Trust Signals easy!

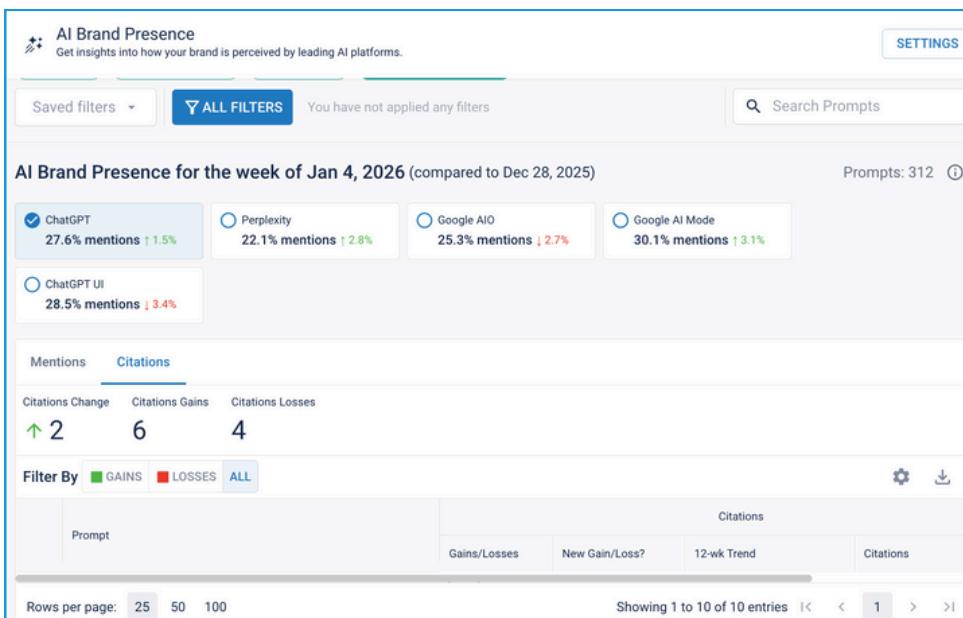
See what AI trusts for each prompt



The screenshot shows a table of prompts and their citation details. The columns include Page URL, Brand Category, Tracked, Prompts, Share of Citations (Week of Jan 4, 2026), Citations Count (Week of Jan 4, 2026), and Avg. Rank. Prompts listed include abdominal pain, act pain location, anterior shoulder dislocation, aortic stenosis murmur, apple body shape, back of pelvis pain, bacterial artificial chromosome, bile duct, bile duct liver, and bile gallbladder. Each row has a 'DETAILS' button.

Explore any referenced domain to understand the specific guidance each AI engine utilizes. You can swiftly compare the use of social platforms against government sites, all displayed on a single screen for your convenience.

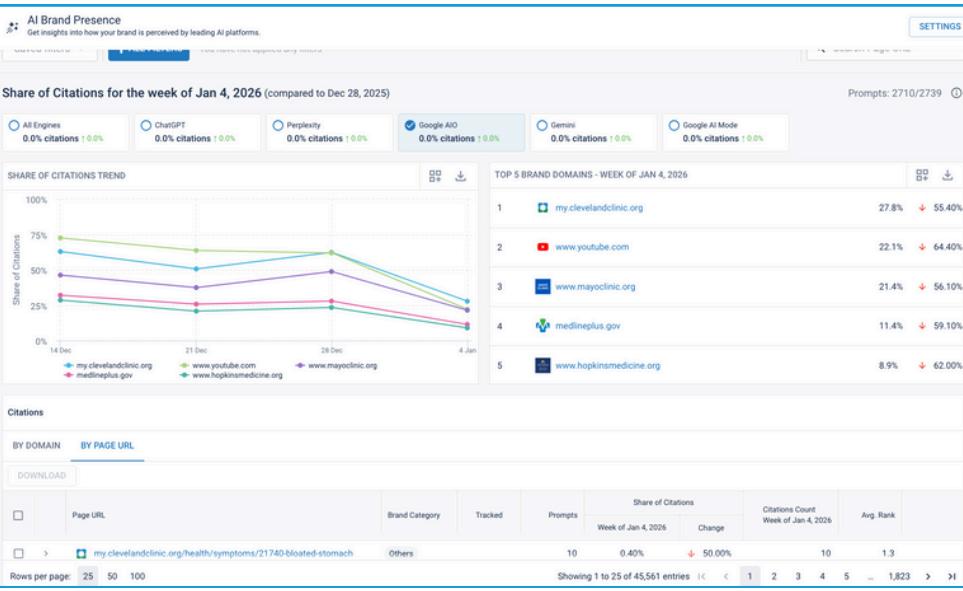
Track Citation Gains and Losses against each AI Engine



The screenshot shows a summary of citation gains and losses for the week of Jan 4, 2026, compared to Dec 28, 2025. It includes a table for mentions and a detailed table for citations. The citations table includes columns for Prompt, Gains/Losses, New Gain/Loss?, 12-wk Trend, and Citations. A chart at the bottom shows the share of citations over time for various domains.

AI Catalyst simplifies the process of identifying where you are gaining citations and where trust is waning. With this tool, you can swiftly spot trends and modify your strategies before they jeopardize referrals or your control over the narrative in AI.

Watch citation patterns change in real time



The screenshot shows a summary of citation patterns for the week of Jan 4, 2026, compared to Dec 28, 2025. It includes a chart of the share of citations trend and a table of top 5 brand domains. A detailed table of citations is also shown at the bottom.

Explore how citations vary among different AI search engines and the implications for your business. Use prompt groups to analyze where trusted sources diverge within your industry landscape.