

# Dr. John Spencer Ellis Alerts Medical Aesthetic Industry: AI Platforms Now Determine Which Providers Patients Consider

*New Research Shows 81 Percent of Patients Only Contact AI-Recommended Providers, Creating Urgent Visibility Challenge for Aesthetic Practices*

LAS VEGAS, NV, UNITED STATES, July 3, 2026 /EINPresswire.com/ -- Dr. John Spencer Ellis, founder and CEO of Reputation Return, is alerting medical aesthetic professionals to a fundamental shift in patient acquisition that threatens practices relying on traditional marketing approaches.

Recent research reveals that artificial intelligence platforms have become the primary discovery channel for aesthetic treatments, with the majority of patients now bypassing traditional search engines entirely.

Data indicates that 56 percent of patients under age 50 use AI platforms including ChatGPT, Google AI Overview, and Perplexity when searching for aesthetic providers. Unlike traditional search engines that display multiple ranked results, AI platforms provide only three to five specific provider recommendations. Practitioners not appearing in these recommendations effectively remain invisible to the majority of prospective patients.

"Medical aesthetic practices across the country are experiencing declining new patient inquiries despite maintaining strong reviews and referral networks," said Dr. Ellis, who holds two bachelor's degrees in business and health science, an MBA, and a doctoral degree, with clinical background including training as a radiological technologist and experience in medical aesthetics. "The explanation is straightforward: patients changed where they search, but most practices haven't adapted."

The research-intensive behavior of aesthetic patients amplifies this challenge. Studies show patients considering treatments ranging from \$500 to \$5,000 conduct eight to twelve research sessions before selecting a provider. When these sessions occur through AI platforms, practices



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absent from AI recommendations lose multiple opportunities to enter the patient's consideration set.

Most concerning for practitioners, 81 percent of patients who consult AI only contact providers that AI specifically recommends. There is no second page of results to browse, no additional options to discover. Practices either achieve AI visibility or remain unknown to the majority of prospective patients regardless of their clinical excellence or reputation.

The signals AI platforms evaluate differ significantly from traditional search engine optimization. Entity recognition, review velocity, content comprehensiveness, and third-party authority signals all influence whether AI recommends a practice. Practitioners with strong traditional presence often lack visibility across these AI-specific factors.

Review velocity has emerged as particularly critical. Research indicates medical aesthetic practices require 15 to 30 new reviews monthly to maintain competitive AI signals. Stagnant review profiles, even those with high ratings, signal outdated relevance to algorithms prioritizing recency.

"The practices that will dominate the aesthetic market over the next five years are those building AI visibility now," Dr. Ellis explained. "Early movers capture patients who leave reviews strengthening their signals further. Each month, the gap between AI-visible and AI-invisible practices widens."

AI-mediated healthcare searches have increased 367 percent over 18 months, indicating accelerating adoption rather than temporary trend. Practitioners delaying response face increasingly entrenched competition as early adopters establish compounding advantages.

Dr. Ellis recommends aesthetic practitioners conduct immediate AI visibility assessments by querying major AI platforms for provider recommendations in their specialty and geographic market. Practices not appearing in results face urgent need for strategic intervention spanning content development, review management, digital public relations, and technical optimization.

Through Reputation Return, Dr. Ellis provides comprehensive AI visibility services designed specifically for medical aesthetic practices, including proprietary monitoring through the Rep Radar platform.

#### About Reputation Return

Reputation Return is the most trusted name in reputation management, specializing in AI search optimization and digital visibility services for medical aesthetic and healthcare practices. For more information, visit <https://reputationreturn.com/medical-marketing-services/>.

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