

Anzolo Medical Adds AI Search Optimization to Its Services for Medical Practices

As patients ask AI assistants which provider to see, the agency now works to make practices visible and accurately described in those recommendations.

NEW YORK, NY, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- [Anzolo Medical](#), a digital marketing agency that works exclusively with medical practices, has added [AI search optimization](#) to its service line — work aimed at how practices appear when patients ask AI assistants for guidance rather than typing a query into a search engine.



A physician in a private practice, the kind of provider patients now research through AI assistants.

The behaviour it responds to is already common. A patient considering a procedure asks an AI assistant what the treatment involves, what recovery looks like, and who performs it well in their city. The assistant answers in a paragraph, often naming a handful of providers, and the patient starts from that shortlist. There is no page of ten blue links to be third on. A practice is either in the answer or it is not.

“

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*Andrew Zolotovskovs,
Founder, Anzolo Medical*

Anzolo Medical's AI optimization work — which the agency has run as LLM seeding — targets both halves of that problem. The first is presence: making sure the practice, its procedures and its locations are represented in the sources these systems draw on. The second, and the one practices tend to overlook, is accuracy. An AI assistant that

describes a practice with outdated services, a former location or procedures it does not perform is arguably worse for the practice than not appearing at all, because the error reaches the patient with the assistant's authority behind it.

The service joins the agency's existing work for practices: medical website design and

development, search engine optimization, PPC advertising, reputation management, marketing automation, email and social media marketing, and analytics and reporting. Anzolo Medical works only in healthcare, with particular depth in medical aesthetics and plastic surgery — a focus the company argues matters more as AI systems weigh subject expertise in what they surface.

"Patients used to search and then choose. Now a lot of them ask and get handed a shortlist," said Andrew Zolotovskovs, founder of Anzolo Medical. "If your practice is not on it — or it is on it with the wrong information — that is happening quietly, and most practices have no idea it is happening at all."

The agency recommends practices start by finding out what AI assistants currently say about them, since the answer is frequently out of date and almost never something the practice has reviewed.

Anzolo Medical works with plastic surgery, medical aesthetics, dental and other healthcare practices across the United States.

About Anzolo Medical

Anzolo Medical is a digital marketing agency for medical practices, specializing in medical aesthetics and plastic surgery. Its services include website design, SEO, AI search optimization, PPC advertising, reputation management, marketing automation, email and social media marketing, and analytics. Anzolo Medical also operates AnzoloMed.com, a free directory of plastic and cosmetic surgeons.

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