



Fresh Perspective | Scalable Growth

THE AI VISIBILITY PRIMER

Your future admissions *are asking AI first.*

Patients no longer start at Google. They ask an AI assistant — ChatGPT, Claude, Perplexity, Google AI Overviews — which composes an answer from sources you may not even know exist. The behavioral health programs that find out how they show up first will own the next decade of admissions.

40%

INBOUND LEAD GROWTH

Early adopters working with Scalable Growth's AI visibility framework have seen up to 40% growth in inbound leads from AI-assisted channels.

WHAT'S CHANGED

Search is fragmenting.

Patients no longer start at Google. They ask an AI engine, which composes an answer from sources you may not know exist.

Rankings are not visibility.

You can rank #1 on Google for 'IOP near me' and still be invisible in ChatGPT's answer for the same query. Different game, different rules.

Citations are the new clicks.

Being named in an AI answer is the new front door. Patients trust those mentions more than ads — and your competitors are buying their way in.

THE METHODOLOGY

Three phases. One outcome.

More admissions from the people already searching for you.

01 Attract

Create high-intent, condition-specific content built for citation. Generate qualified leads through performance media targeted at people actively searching for care.

02 Convert

Audit and refine UX, CTAs, and messaging. Deploy instant VOB forms, AI chat, and CRO best practices so high-intent visitors convert at optimal rates.

03 Retain

Establish lead nurture sequences and on-site personalization. Move prospects toward sales readiness and shorten the admissions cycle.

5-QUESTION SELF-ASSESSMENT

If you answered 'no' to any of these, your AI visibility has room to compound.

- Do you know which AI engines mention your facility — and which omit you entirely?
- Can you name the top 5 prompts driving admissions inquiries in your market?
- Is your highest-value content structured for AI citation, or just for Google ranking?
- When a competitor wins an AI answer you should have won, do you find out within 30 days?
- Does every piece of content you publish carry a measurable admissions outcome?

PROOF

0 to 1,382 monthly sessions. 0 to 90 admissions. 14 months.

One adolescent mental health client. One intent-first content engine. Full case study available on request.

Let's see where you stand.

Book a 30-minute AI Visibility Audit. We will pull live data for your facility, your top three competitors, and the prompts driving your market — then walk you through the gaps and the quick wins.

[BOOK YOUR AUDIT →](#)



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