

Healthcare Success Partners with Inlets.ai to Prepare Health Systems for AI-Driven Patient Discovery

Strategic Partnership Provides Hospitals & Multi-location Health Systems with Continuous AI Visibility & Optimization as Patient Search Shifts Beyond Traditional Search

TUSTIN, Calif., Sept. 10, 2026: [Healthcare Success](#) today announced a strategic partnership with Inlets.ai empowering health systems, hospitals, multi-provider organizations, and multi-location healthcare organizations to protect market share and accurately represent their brands as patient discovery rapidly shifts to AI platforms like ChatGPT, Gemini, and Google AI. The partnership combines healthcare-specific AI monitoring technology with Healthcare Success's strategic marketing expertise to help organizations stay trusted in an age of AI-powered search.

What This Means for Healthcare Systems

Patients are increasingly turning to ChatGPT, Gemini, Google AI, and other AI platforms to research providers, treatments, and hospitals before ever visiting a healthcare website. As a result, healthcare organizations face a new challenge: understanding what AI is telling prospective patients about their physicians, locations, service lines, and brands. Through the partnership, Healthcare Success will help organizations monitor, diagnose, and improve how they're represented across AI-powered patient discovery.

"Healthcare organizations have spent the past two decades optimizing for search engines. Today, AI is becoming the first stop in the patient journey, and healthcare organizations need to understand what patients are seeing before they ever reach their website," said Stewart Gandolf, CEO of Healthcare Success. "Together with Inlets.ai, we're helping healthcare organizations understand why AI recommends one provider over another and giving them a practical roadmap to improve those recommendations."

How It Works

The partnership combines continuous AI monitoring with strategic guidance across content, schema, technical optimization, and digital marketing. Together, Healthcare Success and Inlets.ai help organizations understand why AI recommends one provider, location, or healthcare brand over another and what they can do to improve those recommendations. The result is a prioritized roadmap that helps healthcare organizations focus on the changes most likely to improve AI visibility and strengthen how they're represented across AI-powered search.

What Makes This Healthcare's Solution

Unlike general-purpose AI visibility platforms, Inlets.ai was built specifically for healthcare, enabling organizations to identify the underlying issues that influence AI recommendations. Early assessments have uncovered recurring challenges including incomplete provider profiles,

missing or inconsistent schema, slow page performance that prevents AI systems from retrieving content, and fragmented brand identities that reduce visibility across AI-powered search. Combined with Healthcare Success's two decades of healthcare marketing experience, the partnership helps organizations identify, prioritize, and resolve these issues. While initially focused on health systems, the approach also applies to pharmaceutical and other healthcare brands navigating AI-driven discovery.

“Healthcare is deeply human. When someone turns to AI tools like ChatGPT or Gemini to search for care, they aren’t looking for a product. They’re trying to find the right physician or care team for themselves or someone they love,” said Emily Clarke, CEO of Inlets.ai. “That’s why Inlets.ai was built specifically for healthcare. Patients use AI to describe symptoms, understand treatment options, find the right physician and navigate care. Healthcare organizations need AI visibility technology that understands how patients actually search for care, not tools designed around how consumers search for products and brands.”

About Inlets.ai

Inlets.ai is an AI visibility and optimization platform built specifically for healthcare. It helps providers understand and improve how their organizations, service lines, locations, and physicians are represented across AI platforms like ChatGPT and Gemini. Inlets.ai monitors AI responses, identifies inaccurate or missing information, and uncovers the sources and technical issues that may prevent AI from fully understanding a healthcare organization. Ultimately, Inlets.ai helps connect patients with appropriate care information when they turn to AI for help.

About Healthcare Success

Healthcare Success is a national healthcare marketing agency that helps health systems, hospitals, medical and dental groups, behavioral health and addiction treatment organizations, telehealth providers, medical device companies, and healthtech and SaaS firms attract and retain patients, grow revenue, and build trusted brands. Founded in 2006, the agency provides strategic consulting, branding, website development, healthcare SEO, digital advertising, public relations, and full-funnel patient acquisition programs supported by advanced analytics and an AI-enabled marketing technology stack.

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