

# From Information to Influence: The Generative Engine Optimization Playbook for Health IT Vendors

## Strategies for PR, Communications, and Marketing Professionals

### The Search Game Has Changed

AI-driven search platforms, powered by large language models (LLMs) like ChatGPT and Gemini, are turning endless lists of links into conversational responses that feel like advice, not search results—setting a new standard for which content is recognized, trusted, and surfaced.

This influences how clinicians, patients, health IT leaders, and other decision-makers understand, interpret, and act on information in real time. Content optimized for AI search can streamline vendor due diligence, accelerate purchasing cycles, and position your solutions as the industry standard. Those who optimize early gain authority and influence; those who wait risk invisibility or misinformation filling the gaps.

### The New Rules of Being Found

Adopting a Generative Engine Optimization (GEO) strategy transforms health content from static information into trusted solutions—shaping decisions, reducing misinformation, amplifying reach, and building credibility before a single click.

### Consider these key principles:

#### Structure Enables Discovery

Well-organized content is the backbone of AI visibility. Clear headings, summaries, concise takeaways, and structured metadata make it easier for AI systems to parse and index content, while also guiding human readers to the information they need quickly. By anticipating natural-language questions and delivering precise, actionable responses, health IT companies ensure their expertise is discoverable for vendor evaluations.

#### Trust, Not Keywords, Is The New Currency

AI-generated answers favor sources recognized for their authority and credibility. Aligning with E-E-A-T principles (Experience, Expertise, Authoritativeness, Trustworthiness) signals to AI systems and human audiences alike that your content is reliable and authoritative.

### Did You Know?

In the age of AI search, queries are longer (23+ words vs. 4 for traditional search) and sessions are deeper (average over 6 minutes).

### Pro Move:

Use summary boxes and FAQs to make complex information immediately digestible. AI and human audiences alike favor content that's easy to scan and understand.



### Think Beyond Owned Channels

GEO isn't limited to your website. Signals from press releases, media coverage, expert commentary, and other earned media reinforce your authority and help AI associate your content with trustworthy answers. A unified presence across these channels ensures that both AI and human audiences consistently see your company as a reliable source.

## 5 Strategies to Win at AI Search

### 1. Create Problem-Solution Content for your Site

- Start with a TL; DR or quick summaries to highlight key answers.
- Include FAQs using natural language queries.
- Offer actionable guidance for IT procurement decisions, managing technical debt, achieving interoperability mandates, or evaluating cloud migration strategy.

### 2. Build Topical Authority and Credibility

- Cover broader health IT topics like AI deployment governance, interoperability standards, cybersecurity frameworks, or the financial impact of tech modernization alongside your core expertise.
- Demonstrate consistent subject-matter authority to help AI surface your content in relevant searches.
- Regularly update content signals, such as timestamps or "last reviewed by [clinician]."

### AI favors content marked as current.

### 3. Target Health Media with Expert Commentary

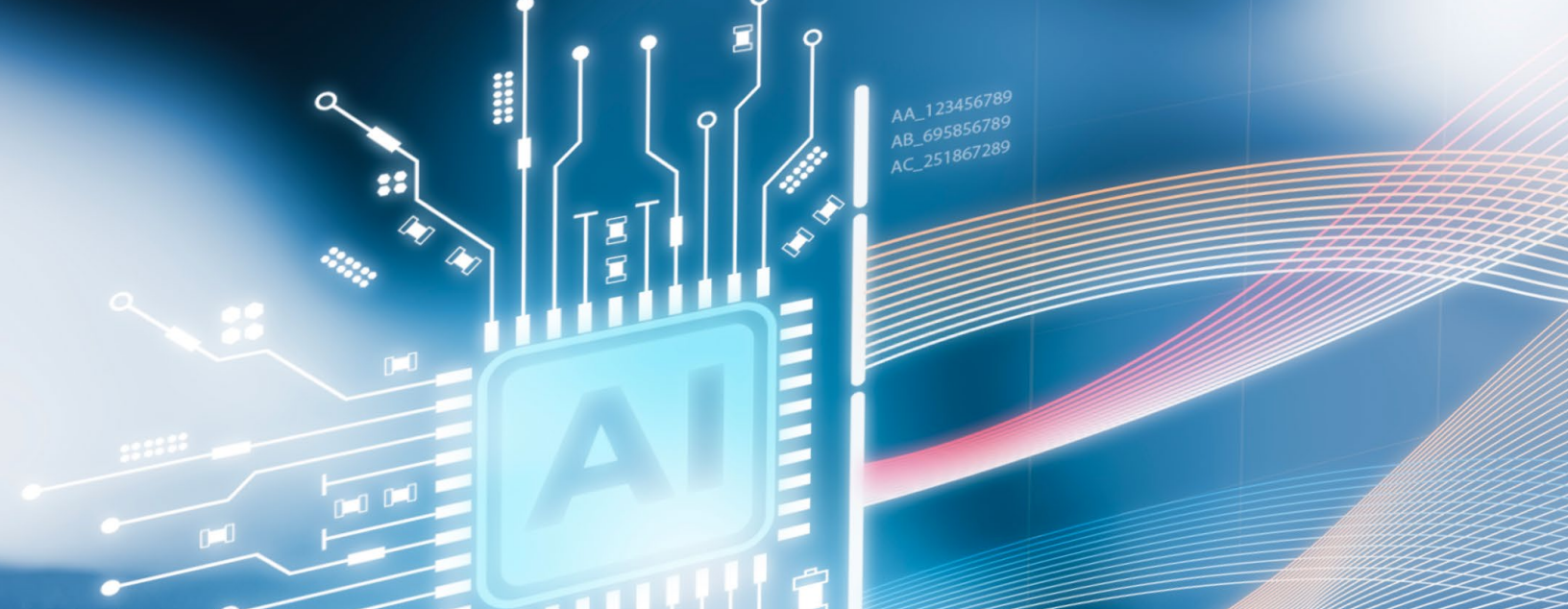
- Contribute to thought leadership pieces in respected health outlets.
- Develop a roster of subject-matter experts to provide credible quotes and commentary.
- Create and pitch bylined articles addressing pressing health challenges.

#### Pro Move:

Don't overlook proven implementation experiences. Incorporate authentic CIO testimonials, case studies, or analyst validation strengthens the "Experience" pillar of E-E-A-T. These real-world insights resonate with audiences and help AI recognize your content as grounded, credible, and trustworthy.

#### Pro Move:

Track which media mentions and earned placements are most frequently surfaced in AI search results, and use those insights to guide future outreach and amplify content that establishes your organization as a trusted authority.



## AI associates expert-led content with reliable solutions.

### 4. Use Press Releases and Newswire Content

- Refine phrasing and structure within press releases to improve clarity and discoverability.
- Include quotable insights from recognized experts.
- Time announcements to align with critical health IT cycles, such as HIMSS, VIVE, CHIME events, major regulatory deadlines, or quarterly earnings reports for maximum visibility.

## AI-driven search tools frequently use information from press releases, official statements, and newswire content as sources.

### 5. Monitor and Adapt

- Track content visibility in AI-generated search answers and monitor engagement metrics.
- Stay current with AI tool updates and evolving search behaviors.
- Experiment with content formats.
- Use analytics and tools (like SEMrush or Ahrefs) to identify gaps and opportunities.

## The Strategic Advantage

Health IT companies that adopt a strong GEO strategy aren't just securing an advantage in AI search—they're fulfilling a responsibility to ensure accurate, trustworthy information rises above misinformation. In the AI era, being the trusted answer isn't only about influence; it's about safeguarding public understanding and guiding better health IT decisions.

## Key Takeaways

- AI search is changing how health information is discovered and trusted.
- Prioritize visibility in AI-generated answers over clicks.
- Structure content for clarity: FAQs, summaries, and scannable formatting boost AI and human comprehension.
- Earned media, press releases, and expert commentary provide third-party validation AI prioritizes.
- Start building your authoritative presence now to ensure your content guides strategic decisions when budgets and deadlines matters most.