

Webinar Title: Reaching New Patients with Traditional & AI Search

Date & Time: Wednesday, April 15, 2026, 1pm ET

Moderator: Hello, and welcome to today's webinar, Reaching New Patients With Traditional & AI Search. This topical webinar is paid for by TherapySites. TherapySites integrates professional website design, hosting, and content that is HIPAA compliant. The all-inclusive solutions come bundled with tools that make it simple for practitioners to manage their websites. Some important points before we get started.

Mario Rios has a working relationship with TherapySites. As such, he has both a financial and an intellectual interest in the webinar content. The purpose of this presentation is to provide a balanced view on how to reach new patients with traditional and AI search. APA does not endorse any products or services. The content was created by TherapySites and does not reflect the views of APA or its editorial staff. Email advertising@apa.org to learn more.

Next, this program does not offer CE. However, we will email everyone watching live today a certificate of attendance. Certificates will only be issued to those who watch for a minimum of 45 minutes. A recording of this presentation will be emailed to everyone in two weeks' time. The recording will include the presentation slides.

During our time together, you will be on mute. You can communicate with us using the Q&A box located on your webinar screen. The Q&A is enabled for attendee interaction with submitted questions. Attendees can view all submitted questions and upvote those they find important. This helps the presenter identify questions that many attendees want answered. A link to the presentation slides will be posted in the chat box of your webinar screen. If you miss them, don't worry. We will email them to you with the recording.

Now, let me introduce our presenter, Mario Rios, digital marketing expert at TherapySites. With a decade of expertise, Mario Rios has dedicated his career to empowering mental health professionals who reach their goals in their private practices. Mario's expertise lies in streamlining administrative tasks, crafting multi-state digital marketing strategies, and taking therapy practices to the next level. Welcome, Mario.

Mario Rios: Thank you very much. It's very exciting to be here. It's always an honor and a privilege to be able to present for the APA. I believe this is my sixth or seventh year running and being able to do so, so I always have a very good time doing that. This is my 13th year in the digital marketing realm. The past 10 of those 13 have been strictly in the mental health field. This is our forte, and this is a perfect time of year as technology is booming.

All of us tech nerds are very excited about the current wave that technology and marketing is headed with, most notably in relation to the advancement of AI. That's going to be a large chunk of today's presentation, is going over some of the dos and don'ts of AI, how to use AI as a tool in marketing realm, task, and day-to-day management realm.

I would say since 2023, I've been super passionate about getting as much knowledge as possible, knowing the advancements of AI is coming forward. Then towards the beginning of 2024, with the inclusion of Google partnering with Gemini for their AI services, ChatGPT becoming a prominent force in the AI field, and many other, which I'll go over here shortly. It's super exciting times, but it can also be scary times for a lot of practitioners because, as we all know, technology, as it comes and goes, there's a lot of elements that you guys aren't generally made aware of, and you're ultimately on your own to do your own research and use these means of marketing and communication on your own. It's not an easy thing to do.

As we progress with technology, there's going to be a lot of benefits to operating your practice and some risks. What we want to do is go over some of the risk-free options of using AI as more of a tool and using the internet as a resource to help grow your practice. Traditionally, when I'm doing a presentation on AI, I usually like to preface this by ultimately saying, when it comes to AI and some of the hesitation with it is, just keep in mind, AI is not intended to diagnose or treat patients or conditions or services. It's here as a tool.

Now, we all know a lot of people are going to self-help, just like they do with WebMD or Google. I have a headache on my left side of my head, and you get all these various different degrees of answers and responses. AI is here to provide some guidance and some information and help lead someone in the right direction. It's not a replacement for practitioners or medical services or treatments. It's literally just a guide that people can use, just like they use a search engine or Google.

Think of it as an assistive tool to be used. Most notably when it comes to your practice for marketing purposes, day-to-day management, brainstorming ideas. It's essentially there to provide you guidance and assistance to help take some of that work off of your shoulders. Another key note to remember is AI, it generates responses based on probability, not based on judgment. There's no judgment involved.

I get a lot of questions on, "Is AI going to take over? Is it going to replace mental health? Is it going to replace the services that they are seeking here?" That's not what it's there for.

There are tools that help you in specific degrees of coming up with diagnoses and getting more information and providing you with more research on said topics, but it's not there as a replacement.

We're going to discuss the AI search. It's called AI search, and we're going to be discussing some of the other AI tools that you can use on a day-to-day basis that are going to be virtually risk-free. The first section of this is going to be how patients find you online. How patients are finding mental health services, the difference between a traditional and an AI search, and why AI search is becoming more and more popular.

Let's go back here. Sorry about that. All right. The current search landscape. Now, when we're talking about a search and using the internet as a resource, this is assuming there's no insurance recommendation. This is assuming that there's no referrals, or it's essentially a potential patient or client going to the internet looking for services using search engines, AI services, so to speak. For years, Google has been

at the very top the way patients find their local mental health professionals. As today, AI power tools are growing, such as ChatGPT. It's changing how patients search.

As of the end of last year, December 2025, there are currently 95.4 billion users or searches on a monthly basis, and ChatGPT is about 5.2 billion. Now, the year prior, I think there was over 1 billion searches through ChatGPT in the year 2024. That just tells you in one year, it grew over 4 billion searches. Now, it's nowhere near what you got with Google, but the projection is by the year 2030, it's going to be about a 50/50 split. Instead of it being one dominant force of people are using search engines, it's going to ultimately head to a landscape where more people are using services like ChatGPT as opposed to doing a traditional search.

A traditional search: This is our bread and butter, or I should say your guys' bread and butter when it comes to using the internet as a resource, when you're using the tools online to help build your patient and client load. A traditional search is going to be done through what they call a search engine. Most notably, those are going to be Google, Bing, Yahoo, and DuckDuckGo are going to be some of the primary search engines that are people using. They're going to these search engines to get a resource. They're typing in phrases like "psychologist in Tucson, Arizona, therapist near me, counselor near me, chiropractor near me, dentist near me." Essentially, it's localizing a search based on what you're searching for.

After you conduct your search, you hit "enter," the search engine gives them a list with links to websites. To break it down to you, on the very top of the screen is going to be your paid advertising. Those are the companies that are paying for that ad space. It'll traditionally say ad near it, or it'll let you know that they're partnered with Google to have that space. Underneath that is your local listings. This is going to be the map area. This is going to be the section where it's very important to be verified by Google, to have your business listed through Google, as it will show up in that middle section, that map section. Underneath that is going to be your organic search results.

Now, all the search engines have their own individual algorithm that they use to help identify which websites to recommend, which practitioners to recommend. It's called an online presence. Ultimately, there's a lot that goes into establishing your online presence, but a lot of this is going to be taken from your website. It's going to be taken from reviews. It's going to be taken from your directories and backlinks. How many affiliates are you associated with? How many mentions of you or your practice are there on the internet? It's taking all that into account when it's recommending those websites.

Traditionally, you can have up to 5,000 to 100,000 different results based on one simple search, like psychologists in Tucson, Arizona. Traditionally speaking, most people aren't going to go past that first or second page. Your ultimate goal here is to find a placement on that first or second page because that's going to garner 75% to 80% of all clicks. That's what we're looking for here. We're looking for someone to get to your website using the search engines as a method.

Now, what AI search is, it's very similar in structure. However, it's going to be far more detailed. This is someone not using Google, but they're using a service like ChatGPT, Gemini, Copilot. Let's see, you have Perplexity, you have Claude. Much

like a search engine, there's many different options to choose from. There's not just one Google. There's not just one ChatGPT. There's going to be many options that you can utilize, and this works in a very similar structure.

Now, it's just going to be a little bit more detailed in how it produces a result. A user can now type in a complete sentence, like, "Who is the best psychologist in Tucson, Arizona, that's open on Thursdays past six o'clock, has a dog named Lucky, and takes Aetna Insurance." Now, that AI search is going to do all that work for you. You're not going to get listed 15 different websites to look through. There's not going to be 4 different sections to browse through. There's not going to be 2,000 results to look at.

Traditionally, they're going to provide you 3 or 4 different options, but now you can drill down. Now, they provide you 4 different options. Out of these practitioners, how many of them are within a 20-mile radius? How many of them are on Psychology Today? Whatever the case may be. The AI platform considers any websites that they relate to the user's query. Where are the AIs getting this, and why it's so advantageous presently? Google can just use Google. Bing can just use Bing. It doesn't get resources from outside of their own walls.

With AI, it scours the entire internet. It's taking your online presence from Google, taking your online presence from Bing. It's taking information from your website. It's crawling your website. It's utilizing all these different tools at the same time, providing completely different results than Google, and having factual evidence to back it up. When it generates a summary, it's going to generate and let you know specifically why it recommended those particular practitioners based on what you were searching for.

When you think about it gives you more of a personalized result instead of it just being, "Well, this person paid the most to be here," or "This practice has the best Google reviews. This is why we're recommending it." It's essentially utilizing the entire internet to give you a scope of why they recommended the way that they did.

Why is AI searching becoming more popular? A lot of that's what I just went over, but with traditional searches, patients have to look through a list of thousands of practices and visit each website to determine what's going to be the best fit for them. AI is doing that for you. It's doing the research. It's collecting the data. It's providing you with the best results that it can come up with. AI searches, much of the research has been done for the patient, so they only have to look through a handful of practices. Usually, it's between three and four recommendations. It'll even give you the practice information if it's on your website, physical address, ways to contact you, so on and so forth.

Though more patients are turning to AI, Google's still the most popular search platform, which is why you want to optimize your practice's website to appear in both traditional and AI search results. In this section, I always like to say, you can't have one without the other. It's just like love and marriage.

In order to be optimized through AI, you also have to be optimized through the search engines because, once again, AI is getting a lot of this information from all the search engines, not just one search engine in particular, but your online

presence is going to have a lot of influence on how AI is producing results. It's going to be a lot more factual, and it's going to be a lot more informative because the way that search engines optimize your website and the way that AI optimizes your websites through what they call a web crawl, for search engines, that would traditionally be every 60 to 90 days, they send a bot to your website. It's called a B-O-T.

What that bot does, it scans your website looking for new information. That's how they grow their database. That's why you can ask Google just about anything, and it will try to present you with the results. Same thing with AI. The only way that they can provide these results is with the information that's being provided on public servers, websites, publications, blogs, social media, that sort of thing. In the grand scheme of things, the way for you to enhance your online presence is to really focus on the way that the general public perceives your practice and the information that you're providing to the general public.

Now that we know that optimizing your online presence is going to be important, one of the easiest solutions is it starts with the engine of your online presence, which would be your website. This will go hand in hand with your overall online presence, but at the end of the day, having that individual resource. It's separate from a psychology today. That is a directory listing. It's separate than WebMD or CareShare or Zocdoc, those types of things, those are all directory services. They're not highlighting you individually.

Your website is your dedicated way for you to highlight your practice. It's a virtual commercial for you and your practice alone. There are ways to help optimize that presence to get you attracted on a more consistent basis through both the search engines and the AI services. In this section, we're going to go over a couple of the tips that you should utilize for your website if growth mode is still a part of your practice. We're going to go over building out your website, refreshing your content regularly, why that's important, writing content like a human, and using skimmable formats.

Build out your website. Demonstrate to Google and AI that you're a credible mental health practitioner by doing the following. First and foremost, creating individual service and service pages for your specialties. You have to start thinking to this degree and concept. Google is not a mind reader, and unfortunately, they can't tell the future. When someone's doing a search, and they're looking for a specific service, if that service is not listed in detail on your website, Google has no idea you're providing that service.

Now, AI is set up very, very similarly. The way that AI is getting this information is through websites. Now, AI will crawl your website instead of every 60 to 90 days, it's every 30 to 60 days. Every 30 to 60 days, they're sending bots to get new information across all websites on US servers. The information that they're collecting is straight from your website.

The easiest way to get identified through the AI services is by providing information based on the services that are most important to you in your practice, your areas of specialties, your bread and butter services, the services that matter the most to you. What does your ideal patient look like? What are the treatments that you want to be

able to provide? The more information that we can provide to these platforms, the easier it is for them to recommend you and identify you as a credible resource.

Now, you're probably thinking, "Mario, nobody's going to go to my website. My patients don't want to go to my website to read a novel. They don't care about that. They just want to know if they take my insurance. They just want to know how much I cost. They want to know where I operate." Those are all true statements, but at the end of the day, we're not providing this content for a patient or a client. We're providing this content to help get you found and identified so that patient can find you.

They're going to get the information that they need from your website, mostly from your homepage, your landing page, the most important page on your website. What we want to do is highlight those services on your home and landing page. That's going to be very, very important. We still need to be able to provide both the search engines and the AI engines this information so that they can grow their database. Think of it like you're scratching their back, they're scratching your back. You're providing them more information that they can provide for their database. In return, they're going to start recommending you when someone is searching for that specific service.

Blog post about mental health conditions you treat. Now, this is very important because this is one of the easiest ways to provide information to your website without cluttering it up with a ton of information. You're not wrong. People aren't going to go to your website to read a novel. It's just not going to happen. This is year 2026. We don't do anymore. We want instant gratification. We just want to get to your website, contact you if we need to, that sort of thing.

If you guys have had a website for a long time, you probably remember back in the early to mid-2000s, blogging was huge. The easiest way to get on Google is you just got to have a consistent blog, provide some information. Then that went away for a long time, over the past 10 years or so.

With that introduction of AI, most notably early part 2023, and really hammering in the subject of 2024 and into 2025, the information and blogging is starting to make a comeback because a lot of people realize that, "Hey, if a patient isn't going to go to my website to read it, they're probably not going to go read my blogs." The people that are going to read are the bots, are the engines that we need them to read it so that they know and understand this is who we are, this is what my practice is all about, and this is who I aim to treat.

Also, adding other resources, like educational videos, patient education is super big. YouTube videos is a real nice touch to add to your website to be able to provide more information, as people are more apt to watch a video than they are to read a ton of content that's listed on a website. It's going to be super imperative, but patient education tools, live interactive patient education tools, are also another way to go. Links and resources. As always, we want to be able to help make you a credible entity. Some of the easiest ways to do that are with backlinks.

Most of you are part of Psychology Today or CareShare, doctor.com, patient.com, WebMD, so on and so forth. There's a lot of affiliations and accreditations that you

guys are a part of. Don't be afraid to share that. We want to be able to have a backlink from your website to those resources and vice versa. That's going to instill another level of credibility for your practice. Not only when a potential new customer gets to your website, they're going to have this for validation, but it's also validating everything through both AI and search engines.

Refreshing your content regularly. Google and AI value recent information, and the keyword there is recent. Adding new content to your website on a regular basis, shoot for a new blog post or educational resource every month. Easier said than done. Let me promise that. Revisit existing content at least once a quarter to see if it needs updated.

What this entire slide is all about is, I touched on a little bit earlier, if Google is going to be crawling your website every 60 to 90 days, the AI bots are going to be crawling it every 30 to 60 days. The more consistently that you can provide new information to them, the more likely that they're going to be recommending your practice.

Now, how this works is when you get crawled by the bots, it sounds blunt, they don't really care about the information that they've already scanned. They already have that in their database. That's not what they're looking for. All they're looking for is brand new information. Information related to your practice, information related to the services that you treat, and information for people that may potentially be interested in getting to your website based on what they're searching for. The more frequently we can provide new information to your website, the more likelihood that they're going to continue to recommend your practice when people are doing relatively local searches.

Now, the value of your content is going to be important as well. I get a lot of questions like, "Well, can I just go in there and change a couple sentences around?" That counts, right? Technically, yes, you add a new content to the website, but if it doesn't make sense, if it's not a credible entity that they're going to put up against another website, it's not doing you any good. We have to be able to provide tangible information and information that's going to make sense and information that's going to help keep you credible.

It's always a good idea to revisit any content that you have on your website. Once a quarter might be a little excessive, but at least once or twice a year, I highly encourage just going through each page of your website. Make sure it makes sense to you because if it doesn't make sense to you, it's, by golly gosh, not going to make sense to a potential patient that's interested in potentially utilizing you as a practitioner. It's going to be very important that the website is fundamentally set up to provide adequate information that's going to be relevant to you and your cause, but also enough of that information to appease the search engines.

Writing like a human. Making your website easy to read can increase your chances of Google and AI understanding your content and pulling it to appear in search results. Write like you would talk in a conversation. Avoid medical jargon unless you explain it, and then use short and simple sentences. Now, a lot of people would say, "Well, can I just use ChatGPT to add information to my website?" I would say yes, absolutely, you can. It will help you to a degree because you are providing new information to the website, but if you're providing the same information that ChatGPT

is going to recommend to the next practitioner that's asking the same questions, it's not necessarily helping you over the long haul.

What I always recommend is when we're using a service like ChatGPT or Copilot, use it as a guide, as a tool, not as the end-all, be-all. It's not your decision maker. It's not your final proof. What we want to do is you to get a general concept. You use AI as a general concept. "Hey, this is what we recommend this paragraph sounding like," but now we need to make it in your terms. You guys are the experts. You are the practitioners, went to school for all this stuff. This is what the AI services and the search engines are looking for. They're looking for credible resources so they can be able to present a viable option.

If Google's not recommending the right business or establishment, for example, if you're searching for Italian food and Google starts giving you a bunch of Mexican food restaurants, it's not doing its job, so you're not going to continue to use Google. Google's job is to present you with the solutions that are going to make the most sense for that searcher. Same thing with AI. Specifically with AI, it's so new in development that it wants to prove to the general public that it is a tool that you can utilize that's going to help you. We can't just use AI-written material for your website. It has to be material that's written not only by a human but for a human.

Skimmable formatting. Another way to make your content easy to read and understand is to break it into digestible pieces. Bullet points are great for your clients. Headings, very great, prominent, builds and understands what people are going to be reading about. Short paragraphs, two to four sentences. Breaking out the paragraphs into readable formats is going to be super fun, and that's probably been the trend for the past 15, 20 years, where most people know a few-sentence paragraph, break it up. The way our brains are wired now, it's just easier for us to comprehend and read through at a quicker skim than having a huge paragraph.

Bullet points are very, very good for your clients. I traditionally recommend having bullet points at the top of your website. When someone gets to your website for the very first time, they can address the bullet points and then continue to scroll down and read from that point forward, if there garners interest. I don't recommend just using bullet points, as it's not a great solution for the search engines or AI.

Top of the screen, bullet points, and then identify or describe those bullet points at the very bottom of the website. At the end of the day, as long as we're getting the information out there, where it is on the website isn't going to be super important. We might as well start thinking of who's finding your website first. Bullet points at the top. Everything underneath that is going to be for your own benefit in terms of being able to provide more information, more content.

With the website and using your website as a tool, it's probably fundamentally one of the easiest ways to help grow and establish your online practice, but there's a lot of maintenance and upkeep that goes into it. Long gone are the days of a set it and forget it type website. Back in the early 2000s to mid-2000s even, not every practitioner on the planet had a website.

I did a webinar, I think, for the ACA last year, I believe it was. We went over a stat where, going back to 2015, I believe it was, less than half of small businesses had

an actual website established for their business, not just mental health, but across the board. Going into the year 2026, it's over 90% either have a website or a social media presence to help identify and help grow their practice. That goes to tell you how important it is to use your website as a tool, to really hone in on the tools that are being provided, but it's a lot of maintenance and upkeep. There's a lot that goes into it now.

Search engines are continually looking for new information. They're continuing to utilize resources. There's new technologies coming out that's relying on your website. Unfortunately, as we progress on with technology, it's going to be harder and harder to individualize yourself, especially in the mental health field, where you're not just going up against other practitioners, you're going up against Headway, Alma, Grow Therapy, BetterHelp.

There's probably 40 that I can rattle off the top of my head. Those are also taking up a large chunk of the real estate. It's a lot harder for solo practitioners or small group practices to stand out when they have all these means to give them a disadvantage. It's not as easy as it was previously. You're going to have to rely more on establishing your online presence and ensuring that you're utilizing the tools at your disposal.

The most perfect analogy that I can use, and this usually gets my point across, is your website is very similar to having a gym membership. You finally got that gumption to get in shape, like you've always been weaning to the last few years. It just got put on the back burner, very similar to your website. I'm meaning to get to that, I'll get to it, I'll get to it, but you got the gym membership. You paid for the membership. Step one, done.

I'll tell you what, it's going to be a lot harder to utilize those fitness goals if you aren't actually going into the gym. You got the membership, kudos to you, but you're not going to the actual gym to use the tools at your disposal. You need to actually go in there and hop on the Olympic goal. You need to pick up the weights. You need to utilize those tools to help you get to those fitness levels. You'll notice those people that are in the gym five days a week, it's a lot easier for them to get to their goals. The people that go once a month, a little bit harder.

The website's very similar. The more you utilize the tools at your disposal, the easier it is for you to get identified, the easier it is for you to have that placement, the easier it is for not only AI but the search engines to recommend you and your practice. That's the way to grow. It's getting harder and harder to do because there's a lot more work that's involved. You have organic search engine optimization, you have paid advertising, you have social media presence, listings and reputation.

There's a lot that goes into creating an established online presence. We have to really focus on what can we do as a small business to help ourselves establish, to be more in tune with the way technology's going. There's going to be an ample amount of tools and resources at your guys' disposal that are there as a new Smith machine or a treadmill. Start thinking about it in that kind of sense.

Get the initiative, brush off the elliptical, get back on there, and really start looking at some of the tools that you guys have. There are many tools out there that will take

that work off of your shoulders because there's only so many hours in the day. You and I both know that is the truth. At the end of the day, anything that we can do to help offset some of that work, it's going to always be in your favor.

Section 3: Using AI for website and content creation. This is one of those realms that I was talking about, where how can we use AI to help us? How can we use AI to help grow my practice? What are some of the other tools besides AI search that I can utilize that can help me get to the goals that I need to get to? AI can be just as useful to you as a mental health practitioner as it is for your patients. Here are some potential AI uses for your website.

Coming up with potential topics to cover your blogs. Now, not just blogging, but emails, responding to emails. You can use AI to come up with topics and conversations for you, to come up with ways to respond or draft emails. It can be used as a tool to brainstorm. If you are having a hard time articulating a thought or having a hard time coming up with subject matter to provide a solution just for a general question, AI is perfect for those types of situations. It's not perfect to come up with its own diagnoses. It's not intended to insert patient information and use it as a resource to help somebody. That's not what it's there for.

Now, there are HIPAA-compliant AI services out there. I know I have a couple of them written down. There's a service called BastionGPT that can be used in the medical field, both mental health and traditional medical. Suki, that's another service that is a HIPAA-compliant platform where you can get it a little bit more detailed in your day-to-day ops and what you do and who you're trying to treat and look for some more suggestions or ways or methods that may be a bit more relatable to that individual patient.

Then Liminal, I believe, is the third one that is pretty commonly used. There are HIPAA-compliant AI platforms. If you guys remember when EHR systems first became relevant, let's say early 2000s, they were a HIPAA-compliant way for you to electronically take records and not have to write everything pen to paper or lock file cabinets, so on and so forth. There was a lot of hesitation then to use an electronic means. We're in that same realm now when it comes to using AI to help with your practice, but there are safe alternatives.

Even using an EHR, electronic health record, as an example, there's electronic health records out there now that will have AI assistance to help you with intaking and notes and things along those lines. AI is there as a serviceable tool to utilize, but some of the most important things that we're always going to encourage is the actual wording should always come from you. You're the expert in the field. Use it as a tool. Use it as more of a brainstorming idea to help you conjure what you need in order to get your point across, but it's great for first drafts, for generalizations, that sort of thing.

Clearly, there are going to be some limitations with AI. AI platforms can pull information from any website on the internet, including ones that aren't credible, where you have to know and expect that that's going to happen. Hopefully, you've all, watching today, have had a chance to utilize or at least check out services like ChatGPT, Gemini, Perplexity. They're all free services. I highly encourage you to

check them out as a resource because this is how many, many of your patients are going to be searching from this point forward.

As you'll notice and as you continue in and playing with some of these services, you're going to realize that not all the information that you're getting is going to be from a sustained source. As they always say, anybody can put anything on the internet, and then that service holds true. AI's job is to figure out credibility. It's to figure out, in theory, what are these credible resources, and that's what's going to help garner their interest in your website, is that they can verify you as a credible resource.

A study out of Columbia concluded that more than 60% of AI responses provide incorrect information in their response. Doesn't mean the entire thing is wrong, but it could just mean a certain section of what they're presenting to you may not hold true. It may be something from 2010, as we're sitting here in the year 2026.

You can't always take everything that you're getting from AI as a credible resource, and that holds true with Google as well. Google's designed to give you the most beneficial results based on more factual-type situations because the way that they're doing is they've already verified your business, they've already verified your online presence, but that doesn't mean everything that you're putting on your website is a factual entity.

Since you can't trust that everything that they produce is factual, you should use your mental health expertise to write your own content. That's what I was touching about previously, is get a general gauge of the information that you need, get a general resource or a general idea of the thought-provoking method that brought this to you. Then ultimately, it's up to you to be able to use what you can out of that information, and then provide a tangible resource for your website.

You can feed your copy into an AI platform to help you with editing, but proofread any refinements it makes before you publish any content to your website. This is probably the most important section of this entire presentation, is use AI as a source, but I'm going to highly implore you not to just copy and paste everything you read from ChatGPT into your website and expect it to be factual and true. The responsibility is going to fall on your shoulders.

It doesn't fall on ChatGPT's shoulders. It doesn't fall on your website designer's shoulders or your website builder's shoulders. It only falls on you. Everything that goes on your website that's represented by you and your practice has to be verified by you first. That is the most important resource on here. It's the most influential thing that you can do for your website to ensure that the information that you're providing makes sense to you.

It'll make sense to another peer that's on your website looking at the information, or someone going through supervision hours, or whatever the case may be. They may be browsing your information. It needs to make sense to everybody. It has to be super factual, and it has to be something that you believe in, but it also has to come from you.

You're going to be talking to these people about issues. You're going to be talking to them about their life. You're going to be talking to them about why they reached out to you. That style, that approach has to translate through your website. Like I mentioned earlier, this is a virtual commercial for you and your practice. At the end of the day, this should be a direct correlation from you, from how your website represents you to how they're going to see you on a day-to-day basis.

Drafting emails, brainstorming blogs, topics for your website, it's good for day-to-day management and suggestions. You can literally use ChatGPT to help you manage your day-to-day. You can type into ChatGPT what your traditional day-to-day looks like and how they can potentially save you some time, and it will help you shave off hours of what you can be doing as an alternative to what you're currently doing. You can use ChatGPT for logo creation. You need to update your bio, your headshot.

You need to update that information because you haven't touched it in four years, and you finally listened to that Mario guy on that webinar, and now you got the gumption to want to go into your website and update some things. You can use ChatGPT for that. You can put an older picture of you, throw it into ChatGPT, "Hey, create me a professional headshot for my website, and they will fancy up the picture, the image. They'll make it crystal clear. They do all that work for you.

Same thing with logo creation. You just need a basic logo for your website because you think it'd be a little bit more impactful when someone gets there, a little bit more professional. By all means, let ChatGPT know what you want. They'll create it for you. It's free. You don't have to pay anything for it.

AI is an assistive tool. It's there to help your day-to-day management, and it's there to help assist you with day-to-day ops. You can use it to help create a spreadsheet on your calendar and who you have to see virtually that week, versus who you have to see in person or who's going to be scheduled via a phone call. You can help tie everything together using ChatGPT as a tool. It's such a huge tool to utilize. There's services like Perplexity, which is like an app-based service, and Copilot, which is Microsoft's version of ChatGPT, that are equally as intuitive that you can utilize for your practice. You're not just restricted to use ChatGPT. There are many different options out there for you as well.

All right. As we start to wind things down here, I want to leave a little bit of time for questions. I know we got a ton of questions coming in through the chat here. I'm going to do my best to get through as many of them as we can. Some of the key takeaways for using AI as a resource for your practice is patients find mental health professionals in two ways. Your traditional search done through Google or what I call the old school way, it's not going anywhere.

I don't want to make this sound like people are going to completely stop using Google as a resource because that'll probably never happen. It's just becoming more and more popular for people to start using AI searches to get information, to seek results, to see what ChatGPT feels like is going to be the best solution for you in terms of which practitioners to utilize.

How to appear in traditional and AI searches. Building out your website, updating content regularly, write like a human, make it easy to read. These are all great tools

and suggestions to use when, let's just say, this is your first website. For your practice, you're just starting off, kick-starting your practice. Kudos to you. It's not an easy thing to do. Maybe you've been practicing for a very long time and just never had the need for a website. Things start shifting now, where referrals aren't coming in like they used to, and we need to focus a little bit more on establishing your online presence.

Now we need to start developing that website. The website's going to be one of your main priorities. It's going to be the easiest way for you to get identified as a mental health practice. Getting verified through search engines and getting verified through AI is going to be a top priority. That should be step one. Then you can start enhancing or building on that in the future, looking at social media options and being able to provide viable resources for the general public.

AI is a useful tool for content refinement, but proofread the copy, the edits, and go through everything, fine-tooth comb before publishing any content on the website as your own. As a reminder, put as much of this into your own words as you can. Don't just copy and paste directly from ChatGPT, even if it looks good to you. We want this to be a representation of you and your practice. Speak through your website the way that you would speak to the person that's finding your website.

It's going to be very important in order to continue to establish yourself online and to continue to grow, is you need to keep up with this information. You need to keep up with this, once again, gym membership. You can't just go to the gym membership for a month and think everything's going to be unicorns and horseshoes after that, and the weight's just going to start falling off. You've got to continue to work. You don't go to the gym for three months, you're setting yourself back. Now you've got to work twice as hard to get back to where you were before.

Same thing holds true, online presence. There are ways to get you to where you need to be, but if you don't manage and maintain those areas, you're going to slowly and slowly continue that descent, as those new practitioners coming into the workforce that grew up with this technology, they know and understand how important your website is, how important your online presence is. They're going to continue to grow.

Even though you've been doing this for 10 to 30 years, you are, by far, the best practitioner for that service in that area, but according to Google, you haven't touched your website in a year. Your copyrights from 2024 hasn't been any new content in there. Who are they going to recommend? They're going to recommend that website that's continually being updated, they're going to recommend that website that's providing new information, that looks up to date with the current technologies.

We have to start getting it out of that old school mindset of, "Well, my practice will sell itself." In some cases, it will, depending on your location and a lot of varying different factors, but if you want to make your life a lot easier, you're really going to want to focus on identifying and establishing yourself online.

Now, as I always joke around every time I do a webinar, it sounds like a lot, and it is a lot. There's a lot that goes into establishing yourself online, and there's a lot that

goes into maintaining this, but I can promise you, just like everything else in this world, you don't have to do it alone. I can change my own oil in my truck, and I used to do it in my early 20s, but I'm an old man now, so that's not part of the gig anymore. Now I can go to Jiffy Lube and have them do it for me in 15, 20 minutes and be on my way.

There are solutions out there. I implore you, if you are looking for options or you're in a situation where you need to redefine how you're getting found online and you want to brush the dust off of your current website, feel free to scan the QR code. We can go over options. We can look at your current website and ultimately get you back on track.

There's a little bit of a promotion here for being APA members. We always love to take care of our APA members the best we can, but there's more that's not displayed on this slide that we can go over here in the future. I'll give it another 10 or 15 seconds. If you guys want to go ahead and scan that QR code, just go ahead and let me know, and then I will follow up with you accordingly.

That is my direct line there as well, 630-427-6941. Not just to review your website or whatever the case may be, any general questions at all. Something that you wanted me to go into a little bit more details with during the webinar, I'll be more than happy to. It's an honor and a privilege to be able to provide information. I'm a tech nerd at the heart, so I get paid to talk about this all day, every day, and there's no better job on the planet. Feel free to do that as well.

All right. What I'm going to do now here is we have a little bit of time for some questions, some Q&A. I'm going to do my best to rifle through as many of these as I can. I'll try to get to all of them if possible. I know I always say that, and I get to five, and then that's usually it. What I'm going to do here is-- Let's see here. All right. Pardon my reading here. What are the HIPAA-compliant ways to use AI? I went over that a little bit on a slide or two back.

There are some HIPAA-compliant ways to help you with your diagnoses and things along those lines. BastionGPT is probably the most commonly used one in the mental health field, but that's a full medical. Chiropractors can use it, dentists, podiatrists, so on and so forth. It's a great tool to utilize. It's a fully HIPAA-compliant resource, so you can safely input a particular patient in there, that sort of thing. I'm always going to encourage not to put any patient information in regular ChatGPT or an AI service that is not 100% HIPAA-compliant.

Obviously, abide by all the APA regulations that you guys go through and the bylaws and all that fun stuff, because at the end of the day, that's the last thing you want is to be in hot water for any non-HIPAA-compliant ways of using AI. My best recommendation is if you want to look at AI on a HIPAA-compliant means, check out BastionGPT, Suki is another one. Just try to keep everything that's going to be more individualized off of services like ChatGPT, Gemini, Claude, that sort of thing.

All right. Let's take a look here. What are the most common AI platforms? The most common for mental health, specifically, ChatGPT and Gemini are probably going to be the most commonly used for mental health. In medical field, not just like mental health, but when people are looking for resources because they have a headache or

they got in a fight with their girlfriend or whatever the case may be, a lot of it's going to be ChatGPT-oriented, Gemini, and probably Copilot. Copilot's a good one to use, too. I would say those are probably the three most commonly used when it comes to mental health-related services.

Does AI search reduce the value of using traditional SEO? No. AI and SEO go hand in hand. You can't have one without the other. You won't be recommended by AI resources if you aren't well-accredited and optimized through search engines. It doesn't mean it's an impossible thing to do. You could still technically get recommended by ChatGPT if you don't have a strong, established Google profile, but it's very unlikely. They're using that as quite a credible source. It's going to be a lot easier for you to get identified through AI if you're well-equipped with the search engines.

Are there any don'ts that we need to be aware of? Yes. Some of them are going to be the most common don'ts you can think of. You don't use AI for patient information, for diagnoses, for problem-solving in those regards. That's a big no-no. You don't ever want to use AI for that. You want to use the AI tools that are helping with your day-to-day ops, that are helping you with formatting your website, that sort of thing. You want to completely stay away from using AI as a diagnostic tool. That's not what it's there for. It's not there to replace you as a practitioner.

How does this affect current ways of marketing, such as Psychology Today, website, blogs, paid ads? The same concept. It's all super very important. Think of it like a web or a cog. It all is a full circle. You need to be well-established in all these areas: Psychology Today, blogging, websites. It all helps each other out. It's ultimately one of the resources that you can have to establish your online presence.

Will AI essentially be able to suggest needing help by a human therapist and then create ways to market with those AI domain? Yes. That's the main point. Ultimately, the main goal here is somebody is on their computer, they're using ChatGPT or Gemini or Claude or whatever the case may be, and they're saying, "Hey, ChatGPT, find me a reputable psychologist in Chicago, Illinois, that deals with XYZ." What ChatGPT does is drills down. It's going to find you three or four tangible or relatable options.

It's going to present those options and why it recommended those four solutions, and it's going to ask you if you want it to continue to drill down. It's going to say, "Is there anything else that can help make this decision?" Then what that's going to do, it's going to generate those four options are websites. It is you. It is your practice that AI is recommending. Super impactful. If there's only four options to choose from and you're one of those four options, you have a 25% chance of getting selected, as opposed to Google, where there's 5,227 options. That's including Headway and Alma and Rula and all these other resources.

With ChatGPT or Gemini or any of these, literally, it's saying, "These are the four best options for what you're looking for. Would you like me to continue to drill down?" It can bring it down to, "This is the best option for you based on what you wanted from me." It's such an impactful tool and it's going to continue to grow and it's going to continue to evolve. It's going to get to the point where there's probably going to be

paid advertising through AI, where you can get guaranteed placement on AI, just as there is for Google. For now, it's all free stuff. It's all just utilizing the tools.

How can we use blogging to improve our website? Touched on that already. The more blogging, the better, at least once a quarter. Chef's kiss. What are keywords to search for looking for a new position? What are keywords to-- When you're focusing on keywords, think of your services, your bread and butter services, the services that pertain to your practice. You have to think like a searcher. You have to start thinking of, "What would I want somebody to type into Google to find my practice? What would I want for somebody to type into GPT to find me?" Those should be the keywords that you're focusing on.

In your field, keywords should signify your services, the services that matter the most to your practice. Those will go hand in hand. That's going to be your most profitable opportunity anyway. Those are the people that you want to find your website. They're going to be far more inclined to reach out to you because you know that they were searching for that service. Ultimately, the people that we want to be able to bring into the website, it's not just about large numbers. Who cares if 50,000 people find your website if you didn't get a phone call? It's all about making sure that we're bringing 50 people to your website, but you got 30 phone calls. Far more impactful.

All right. I know there's a bunch more questions in here. It's usually hard stuff like that. I do have to wrap it up here because we are hitting on time. Like I said, if you have anything else, any other questions that you want some more clarity on or more information, please don't hesitate to reach out. Thank you so very much for your time. I always have a blast doing this. It has been a pleasure.

Moderator: Thank you so much for joining us, Mario. Thank you to all our listeners for your participation. We'd also like to thank TherapySites for making this webinar possible. A recording of this presentation will be emailed to everyone in two weeks' time. The recording will include the presentation slides. As soon as the webinar has ended, a short survey will appear on your screen. Please take the survey and give us your feedback. We thank you for your attention and hope you have a great day.