



AI-Ready Practice Service Proposal

Prepared for
Carolina Wound | SCwound.com

Prepared by Jeff Igoe, CEO
Conscious Health Connections
March 2026

The Challenge: AI Is Changing How Patients Find Care

The way patients search for healthcare providers has fundamentally changed. AI-powered search tools — Google AI Overviews, ChatGPT, Perplexity — now answer patient questions directly, often without sending them to any website at all.

- **83% of healthcare searches** now end without a click to any website
- **61% drop in organic click-through rates** when AI Overviews appear
- **68% drop in paid ad performance** when AI summaries push ads below the fold
- Practices not optimized for AI citation are **bypassed entirely**

The practices that are thriving are the ones whose digital presence is built to be *cited and recommended by AI* — not just ranked by Google.

At the center of this shift is **E-E-A-T: Experience, Expertise, Authoritativeness, and Trustworthiness** — the framework Google and AI platforms use to evaluate whether your content deserves to be cited. For healthcare practices, this means demonstrating real clinical credentials, publishing expert-level content, and building the trust signals that AI engines rely on when recommending providers to patients.

What Happens If You Do Nothing

This is not a hypothetical. Practices that delay AI optimization face compounding consequences:

- **Invisible to the fastest-growing search channel.** AI-powered search is growing 30%+ year-over-year. Every month you're not optimized, patients are being routed to competitors who are.
- **Paid ads become less effective.** As AI answers push ads further down the page, your cost per lead increases while your return decreases.
- **Catching up gets harder and more expensive.** Early movers build content authority that is difficult to displace. Practices that optimize now will be the ones AI engines trust and cite for years to come.
- **Referral networks are shifting.** PCPs and patients increasingly validate providers through AI search before making referral decisions. If AI doesn't recommend you, that referral may never come.

The cost of waiting isn't zero — it's the patients you're already losing without knowing it.

The Opportunity for Carolina Wound

Carolina Wound is in an ideal position. As a new practice with a fresh website (SCwound.com), you have the rare advantage of building your entire digital presence correctly from Day 1.

By moving now, Carolina Wound can establish itself as the AI-recommended wound care provider across the state before competitors catch up. **Early movers are seeing 15–40% increases in patient inquiries within 90 days.**

What We Do: AI-Ready Practice Program

Conscious Health Connections builds and maintains your complete digital presence to ensure your practice is cited, recommended, and visible across every platform patients use to find care.

Phase 1: Foundation Build (Upfront)

- **Full AI Visibility Audit** — Run your top services through ChatGPT, Google AI Overviews, and Perplexity to establish your baseline
- **Website Optimization for AI Citation** — Restructure content, add schema markup, and optimize page architecture
- **E-E-A-T Foundation** — Build clinician credential pages, trust signals, and expert identity signals
- **Conversion Optimization** — Ensure lead capture and consultation booking paths perform at their best
- **Competitor Mapping** — Identify your top 3–5 competitors in AI search and establish tracking benchmarks

Phase 2: Ongoing Protection & Growth (Monthly)

- **Expert Blog Content** — AI-optimized articles targeting the queries your patients are asking
- **AI Visibility Report** — Where you appear across AI platforms, competitor comparisons, and trend analysis
- **Continuous Site Optimization** — Schema updates, content refreshes, and performance tuning as platforms evolve

- **Real-Time Algorithm Response** — Proactive changes when Google or AI platforms push updates
- **Quarterly Strategy Call** — 30-minute review of performance and strategy adjustments

Investment Options

Choose the level of protection that fits your practice. All plans include an initial AI visibility audit.

	Visibility Monitor	Essentials	Full Protection
Upfront Build	None	\$2,500	\$2,500
Monthly Retainer	\$350/mo	\$750/mo	\$1,500/mo
Best For	Know where you stand	Growing practices	Maximum visibility
WHAT'S INCLUDED			
AI Visibility Audit	✓	✓	✓
Website Build & Opt.	—	✓	✓
E-E-A-T & Schema	—	✓	✓
Conversion Optimization	—	✓	✓
Competitor Tracking	✓	✓	✓
AI Visibility Report	Quarterly	Quarterly	Monthly
Blog Posts	—	2/month	4/month (weekly)
Site Maintenance	—	Monthly	Ongoing
Algorithm Updates	Alerts only	Quarterly	Real-time
Strategy Calls	—	Quarterly	Quarterly
Priority Support	Email (72hr)	Email (48hr)	Email+Phone (24hr)

RECOMMENDED: Full Protection (\$1,500/mo) delivers the highest ROI through weekly content, monthly reporting, and real-time optimization.

NOT READY TO COMMIT? The Visibility Monitor (\$350/mo) gives you eyes on your AI presence — no website build required. See where you stand and upgrade when you're ready.

What You Receive Each Month (Full Protection)

Week 1

- Publish blog post #1 (AI-optimized, E-E-A-T structured) + site performance check

Week 2

- Publish blog post #2 + schema and structured data updates

Week 3

- Publish blog post #3 + competitor monitoring update

Week 4

- Publish blog post #4 + AI Visibility Report delivered
- Quarterly strategy call (months 3, 6, 9, 12)

Expected Return on Investment

Metric	Expected Impact
AI Citations	0 → 5–10 active citations within 6 months
Website Traffic	20–40% increase from AI-referred visits
Patient Inquiries	15–40% increase within first 90 days
Competitor Position	Top 2 in AI visibility for SC wound care
Cost Per Acquisition	Projected 30–50% reduction vs. paid ads

For a wound care practice, even **2–3 additional patients per month** typically covers the full monthly investment — making this effectively self-funding within the first quarter.

Why Conscious Health Connections

- **Healthcare-exclusive focus.** We only work with medical practices. We understand HIPAA, patient acquisition, and the healthcare buyer journey.
- **AI-first methodology.** We’ve rebuilt our entire approach around AI search visibility — because that’s where patients are going.
- **Transparent reporting.** Clear, visual reports — no vanity metrics, no jargon, just results.
- **Hands-off for you.** You run your practice. We handle digital strategy, content, optimization, and monitoring.
- **Results-driven partnership.** We keep you because the results speak for themselves.

Get Started: Your Free AI Visibility Snapshot

The first step is a **free 15-minute AI Visibility Snapshot** — a live session where we run your top services through today's AI platforms and show you exactly where you stand. No commitment, no pitch — just the data.

After your Snapshot, you'll have a clear picture of your current AI visibility, where your competitors are beating you, and exactly what it takes to fix it. From there:

1. **Choose Your Plan** — Visibility Monitor (\$350/mo), Essentials (\$750/mo), or Full Protection (\$1,500/mo).
2. **Foundation Build Begins** — Audit and optimization starts within 5 business days. Completed in 2–3 weeks.
3. **Monthly Program Launches** — Content, monitoring, and optimization begin immediately after.

Schedule your free AI Visibility Snapshot today.

Jeff Igoe, CEO | Conscious Health Connections

jeff.igoe@chealthconnections.com | chealthconnections.com

This proposal is valid for 30 days from the date of issue.