



AI in the Pharmacy

How to Stay Visible, Build Trust, and Engage Patients Online





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Meet our presenters

INTRODUCTION

What we'll cover

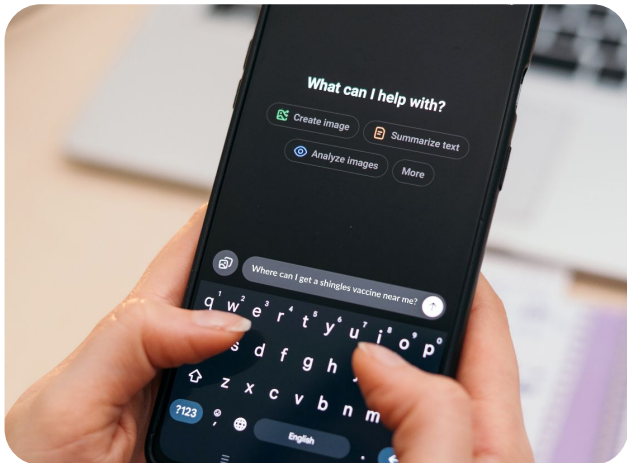
- ✓ Increase online visibility with AI search.
- ✓ Optimize SEO, speed, and accessibility.
- ✓ Enhance your website experience.
- ✓ Protect patient trust with responsible AI.





The new patient journey online

Patients are no longer following a linear path



91% of consumers say
tech adoption **increases**
pharmacy loyalty

Source: [Prescriptive](#)



Today a patient might:

1. Ask ChatGPT, "Where can I get a shingles vaccine near me?"
2. Read Google's AI Overview.
3. Compare Google Business Profiles.
4. Read recent reviews.
5. Visit two pharmacy websites.
6. Decide based on who makes it easiest to take the next step.



What this means:

Patients are evaluating:

- Can you answer my question?
- Do you look trustworthy?
- Can I accomplish what I need online?
- Is this pharmacy easier than the chain down the street?

Patients are searching more places...



Search engines

- Google
- Bing



Local platforms

- Google Maps
- Apple Maps
- Local Listings



AI tools

- ChatGPT
- Gemini
- Perplexity
- Claude, etc.



Your own digital channels

- Website
- Patient portal/ App
- Social media

Examples of AI tools:



ChatGPT



Gemini



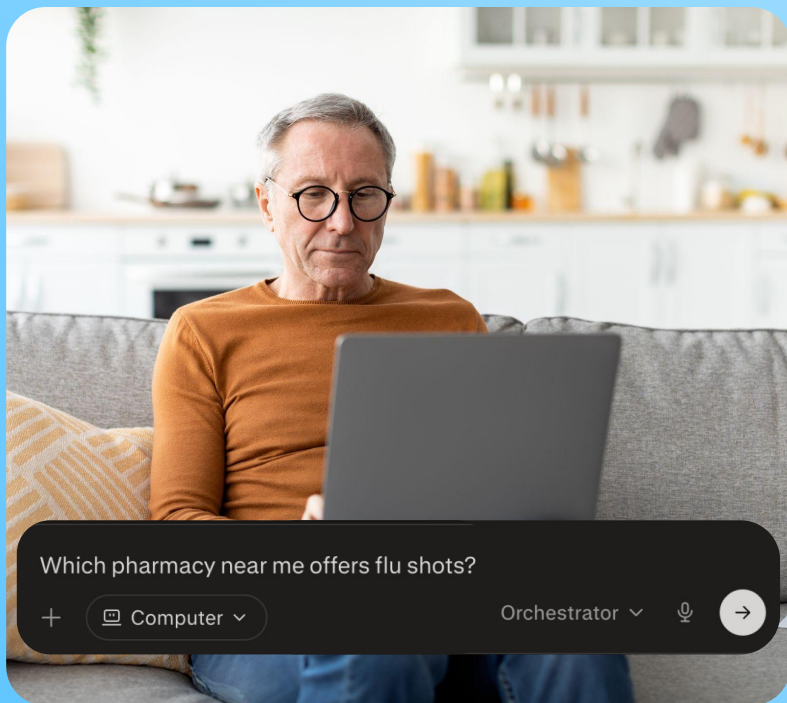
Perplexity



Claude

Your pharmacy needs to be **accurate, visible and trustworthy across all of them.**

AI is changing how patients find you online...



Instead of searching...

"Pharmacies near me"



Now patients are searching things like...

- *"Which pharmacy near me offers flu shots?"*
- *"Do any local pharmacies deliver?"*
- *"How are the reviews for Lamar Springs Pharmacy?"*

& AI tries to answer immediately.



Boosting visibility online

SEO VS AEO

You need both.

What is **SEO**? (Search Engine Optimization)

- ✓ Helps pages rank
- ✓ Optimizes keywords
- ✓ Measures clicks
- ✓ Competes for position

What is **AEO**? (Answer Engine Optimization)

- ✓ Helps answers appear
- ✓ Optimizes questions
- ✓ Measures citations
- ✓ Competes to become the answer

SEO & AEO: Where AI fits in

AI enhances SEO by:

- Identifying what patients are searching for
- Finding content and keyword opportunities
- Improving website content and structure
- Spotting gaps and opportunities to optimize

AI enhances AEO by:

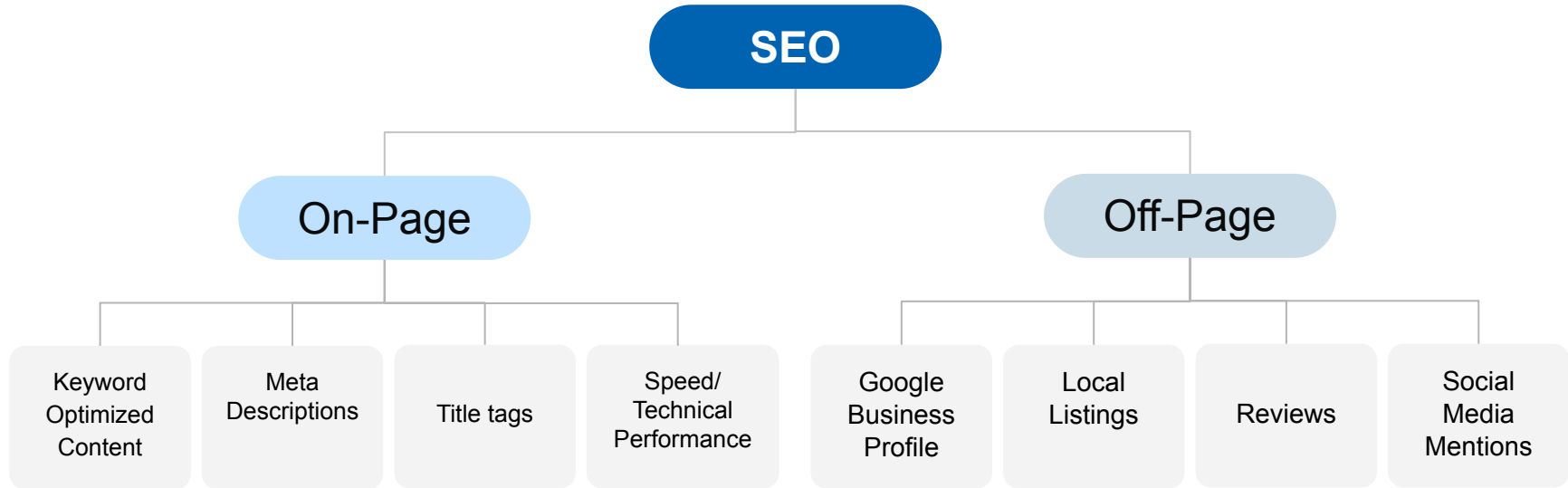
- Identifying common patient questions
- Helping create clear, conversational answers
- Structuring content so AI can understand and reference it
- Finding opportunities to build authority and trust

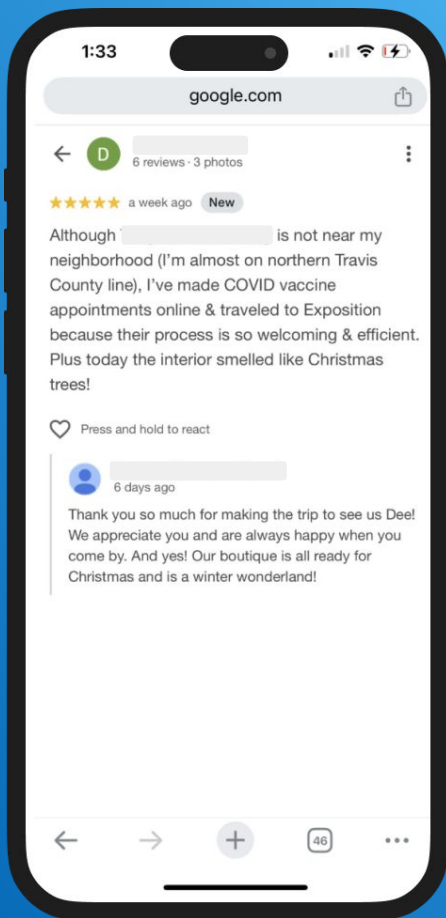
Key Takeaway:

SEO helps your position online. AEO helps you show up in answers online. AI can help you do both—but human oversight still matters.

Search Engine Optimization (SEO)

On-Page vs. Off-Page





Build trust across search & AI



Google Business Profile: Keep your pharmacy's Google Business Profile accurate and complete so patients (and AI-powered search) can easily find key information.



Local listings: Keep your pharmacy's name, address, phone, website, and hours consistent across directories, maps, healthcare sites, and platforms like Reddit.



Reviews: Encourage patients to leave reviews, respond professionally, and monitor what people are saying about your pharmacy on Google, Reddit, and other platforms.



Reviews can help shape how your pharmacy is perceived by both patients and AI search tools.

Optimize your website pages

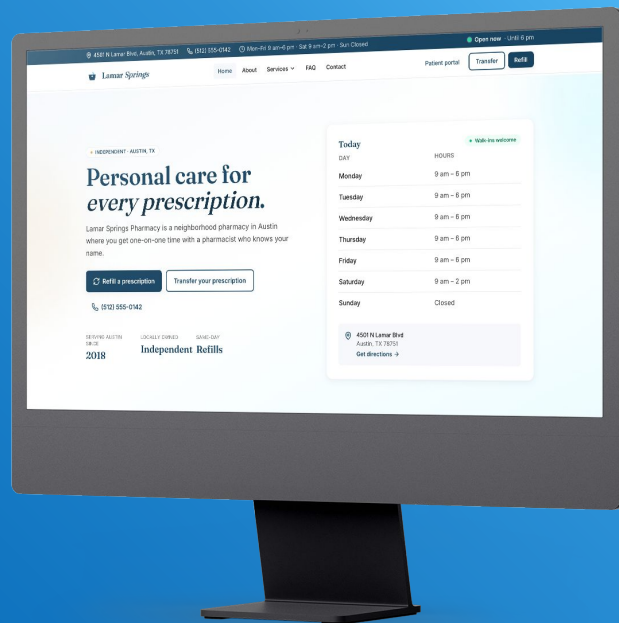
Your website is your **primary source of truth**.

Search engines—and increasingly AI—look to your website to understand:

- What services you offer
- Who you serve
- Where you're located
- How patients can take action

91% of decision **makers believe tech improves profitability**, 40% admit they don't use it fully

Source: [Prescriptive](#)

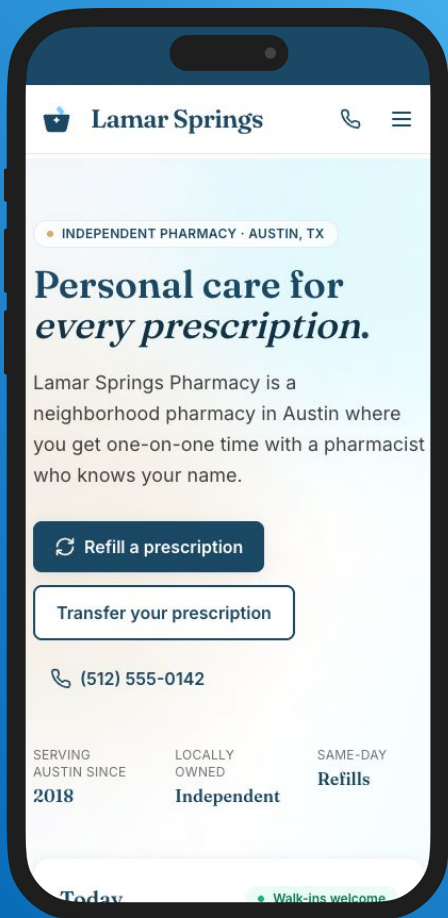


Ask yourself:

Could a new patient understand my pharmacy in under 30 seconds?



Website best practices



Ensure your site is mobile friendly

Your website needs to work as well on a phone as it does on a desktop.



Focus on:

- Responsive design that adapts to different screen sizes
- Large, easy-to-tap buttons and links
- Readable text without zooming
- Click-to-call phone numbers
- Simple navigation and menus
- Easy-to-complete forms

Quick check: Open your website on your phone and try to complete common tasks like **finding your hours, getting directions, or requesting a refill.**

Why it matters: A mobile-friendly experience makes it easier for patients to take action—and is an important part of Google's page experience signals.

Improve your site speed

Page speed affects how quickly patients can find information and interact with your website.



Aim for Google's Core Web Vitals:

- Largest Contentful Paint (LCP): ≤ 2.5 seconds
- Interaction to Next Paint (INP): ≤ 200 milliseconds
- Cumulative Layout Shift (CLS): ≤ 0.1

How to check your website:

Use [Google PageSpeed Insights](#) to test individual pages and see recommendations for improvement.

Look for: 90–100 = Good performance in the PageSpeed performance score, but don't focus on the score alone. Core Web Vitals and the actual user experience matter more.



How does your pharmacy website **actually** score?

Get a free, instant audit across 8 categories that matter to your patients — and your bottom line. Takes 60 seconds.

example-pharmacy.com

 **Grade My Site**

 Mobile

 Speed

 SEO

 Local SEO

 Accessibility

 Security

 Content

 AI Visibility

9,000+

PHARMACIES GRADED

8

SCORING CATEGORIES

60s

FULL AUDIT

Free

NO SIGNUP REQUIRED

Stay secure & compliant

Your website should protect patient information, be accessible to every patient, and clearly communicate how visitor data is handled.

Security

- Use HTTPS across your entire website
- Keep SSL/TLS certificates current
- Secure forms, portals, and third-party integrations

Accessibility

- Follow **WCAG 2.2 Level AA** best practices
- Support keyboard navigation and screen readers
- Use accessible forms, headings, colors, and images
- Check your site with WAVE or Lighthouse

Privacy & Cookies

- Publish an up-to-date privacy policy
- Clearly disclose how personal information is collected and used
- Use appropriate **cookie/consent controls** for analytics, advertising, and other tracking technologies
- Give visitors meaningful choices where consent is required

Why it matters:

Protects patient trust, improves usability, and helps reduce legal risk from ADA accessibility lawsuits.



Using AI responsibly

AI is a tool, not your website strategy

AI can make website development faster—but someone with the right expertise still needs to guide and review the process.



Watch out for:

- **Inaccurate information:** AI doesn't always get the facts right.
- **Compliance gaps:** Important accessibility, privacy, security, and healthcare considerations can be overlooked.
- **Weak SEO/AEO:** Generating content isn't the same as building a search strategy.
- **Generic messaging:** AI may not capture your pharmacy's unique value or reflect your brand.
- **Poor patient experience:** A website can look good and still be difficult to navigate or use.
- **Compliance:** Websites still need human oversight for accessibility, privacy, security, and other requirements.

Key takeaways

AI Do's

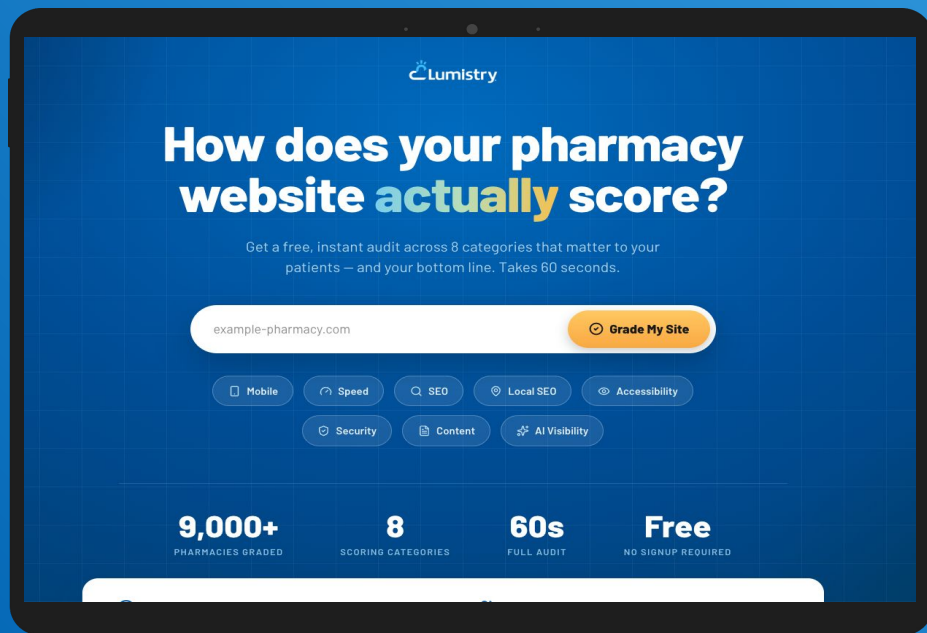
- ✓ **Do** adapt to how patients search online
- ✓ **Do** use AI to improve your online visibility
- ✓ **Do** use AI to identify gaps and opportunities
- ✓ **Do** always verify facts and citations
- ✓ **Do** use effective prompts
- ✓ **Do** learn & adopt AI tools responsibly

AI Don'ts

- ✗ **Don't** enter PHI or sensitive patient info
- ✗ **Don't** just copy-paste AI output
- ✗ **Don't** let AI replace human connection
- ✗ **Don't** replace actual data with AI predictions
- ✗ **Don't** assume AI is always accurate
- ✗ **Don't** ignore the shift & hesitate to evolve

FREE TOOL

Lumistry Website Grader





Questions?

OUR SOLUTIONS

Ready to make the most of your marketing efforts?



lumistry.com/webinar-demo

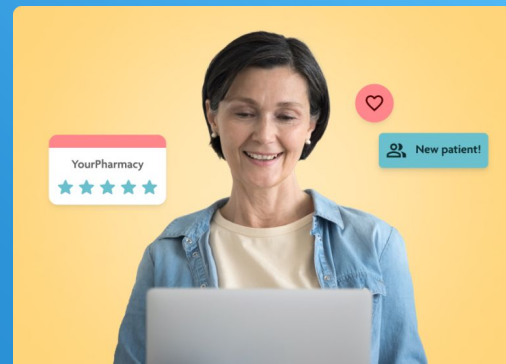


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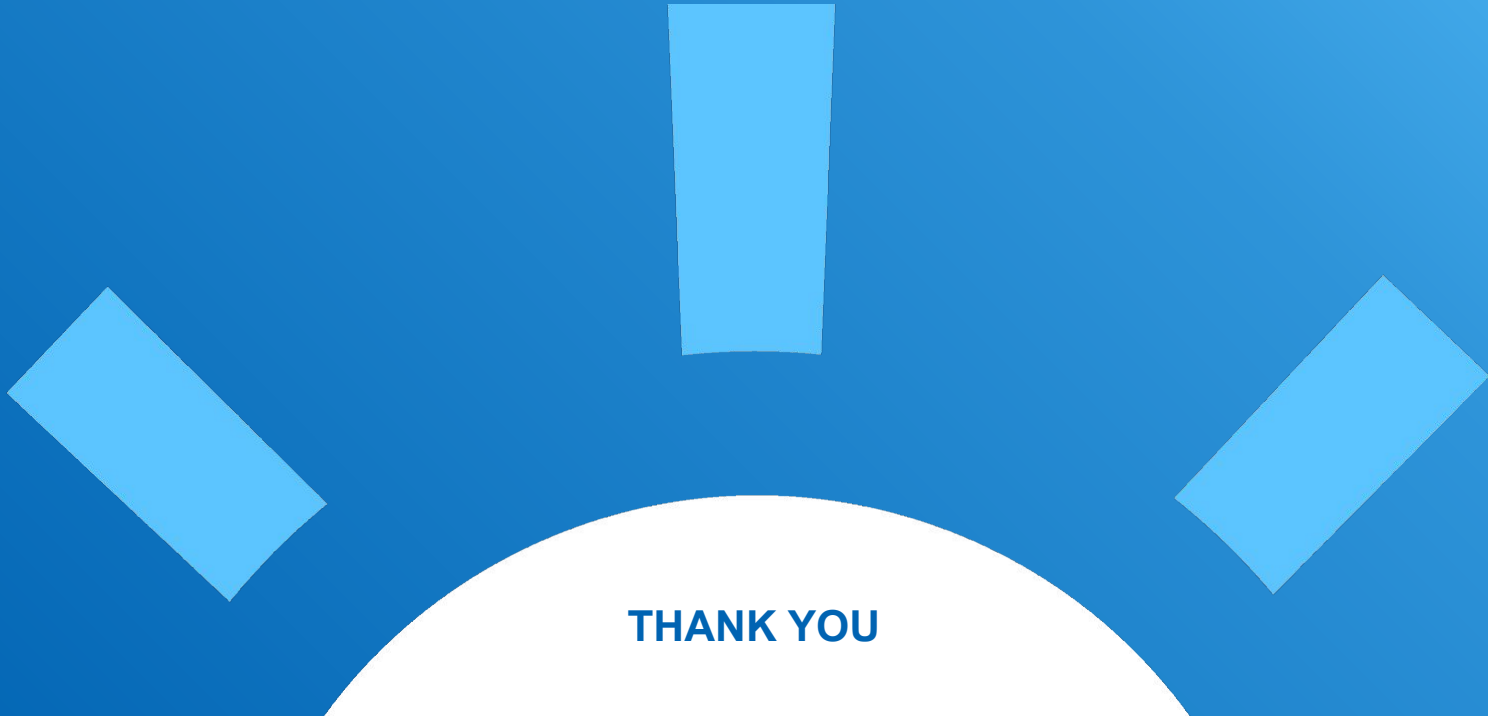
Marketing Services

Engage with patients, boost your digital presence, and enhance your pharmacy brand with a targeted social strategy.



Branded Websites

Generate business effortlessly online with a website presence that highlights the services your patients need (and your business relies on!).

A stylized graphic of a sun or smiley face. It features a white semi-circle at the bottom, from which three light blue rectangular rays extend upwards. The central ray is vertical, while the two side rays are angled outwards. The entire graphic is set against a solid blue background.

THANK YOU