



Generative Engine **Optimization** (GEO)

**AI is rewriting the rules of
medical evidence discovery.**

Inizio Medical can ensure your science is seen, understood, and trusted – by the AI tools shaping today's clinical decisions.

Our GEO service is powered by proprietary research and diagnostics that enhance how your evidence is perceived, prioritized, and surfaced by AI – helping you refine the inputs to control the outputs.

AI is changing how HCPs find data, but is your content being found?

AI-driven platforms (e.g., ChatGPT, OpenEvidence, Gemini) are transforming how HCPs find and interpret data – but pharma content can sometimes be harder to find or less visible in AI-generated results due to:

RECENCY BIAS

New data (press releases, congress abstracts) overshadow validated studies.

INDEXABILITY BIAS

Open-access and well-structured content outperforms paywalled or untagged data.

AUTHORITY BIAS

Regulatory, guideline, and top-tier journals outrank brand or mid-tier sources.

STRUCTURAL ISSUES

AI prioritizes schema-labelled and metadata-rich pages (headings, PLS, etc.).

From diagnosis to discovery:

Optimizing how AI sees your science



AI VISIBILITY DIAGNOSTIC

We start with an assessment of how your product or data appears in AI-driven searches. The diagnostic highlights what's visible, what's missing, and where your content can perform better.



DEEP-DIVE ANALYSIS

We isolate the key AI biases that may be holding your content back – from data sources and publication timing to metadata and indexing. By uncovering the “why,” we help you drive the “how” in the next stage.



SCIENTIFIC COMMUNICATIONS ENABLEMENT

We turn insights into action by creating AI-friendly content, refining metadata and regulatory materials, and enabling continuous improvement through ongoing monitoring.

What sets us apart?

A METHODOLOGY BUILT FOR ACTION

We move beyond traditional GEO approaches, using auditing, benchmarking, and qualitative insight to guide precise optimization decisions.

GROUNDING IN SCIENTIFIC EXPERTISE

Driven by Inizio Medical's deep scientific and clinical experience, applying data-informed strategy to scientific storytelling.

PROVEN DIAGNOSTIC APPROACH

Our data science-driven methodology isolates the factors that most influence how AI ranks and surfaces your content.

WHERE SCIENCE MEETS SEARCH

We unite scientific integrity with technical discoverability - helping accuracy, accessibility, and authority align.

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