

The health tech and healthcare supplier *playbook*

How to become a supplier ChatGPT and Copilot name when NHS, private and employer buyers ask



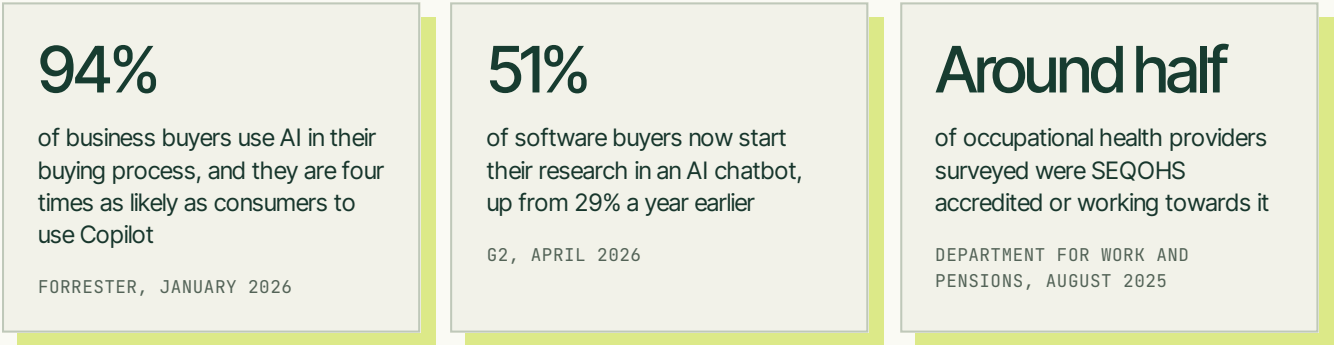
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AI assistants name healthcare suppliers they can match to a buyer's question and check against public records. For digital health, that means your DTAC position, DSP Toolkit status, Cyber Essentials, clinical safety officer and any MHRA registration on one dated public page. For occupational health, it means stated coverage, SEQOHS accreditation and named clinicians, with every listing consistent.

For founders of UK health tech and medtech firms, occupational health providers and suppliers selling to the NHS, private providers and employers.

An NHS transformation lead with a pilot to recommend now asks Copilot on her work laptop which platforms other trusts use and what to check. An HR director with forty depots asks ChatGPT which occupational health providers cover every site. Each gets three or four names. Business buyers now research this way, and health tech is software whose buyers are busy people with a shortlist to produce.

If you are not named, you are not on the list that goes to procurement, and nobody tells you the list existed. Health is also where assistants are most careful. They lean on NHS England, NICE, the regulators and public registers, and avoid naming anyone when the evidence is thin. That helps a smaller supplier, because being easy to verify matters more than budget.



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The questions that decide *who gets the call.*

Healthcare buyers describe a problem, a care setting and a constraint, rarely in the words on your homepage.

BUYER ASKS

Which virtual ward platforms do NHS trusts use, and what should I check before a pilot?

BUYER ASKS

Which suppliers are on NHS Supply Chain frameworks for patient monitoring?

BUYER ASKS

Which pre-assessment software works with our patient administration system?

BUYER ASKS

Which occupational health providers cover multi-site employers across the UK?

BUYER ASKS

Is this supplier any good? Does it meet the DSP Toolkit?

BUYER ASKS

Which remote monitoring platforms meet DTAC and the DSP Toolkit?

BUYER ASKS

Which occupational health providers are SEQOHS accredited?

TRY THIS Ask five of these in ChatGPT, Gemini, Claude, Copilot and Perplexity, each in a fresh chat. Note who is named, and who is named instead of you. Answers vary from run to run, so only count a result that repeats.

How the assistants choose

01 A match to the care setting

Pages that name the setting, the problem and the standard in the first paragraph can be matched to a buyer's question. A product tour cannot.

02 Assurance it can check

Your DTAC form version, DSPT status, Cyber Essentials level and any MHRA registration, each linked to its public record, give the assistant a second source that agrees with you.

03 Named people

A named clinical safety officer, or named occupational physicians and nurses with GMC or NMC registration, count for more than claims about transforming care.

04 Named customers

A case study naming the trust or employer, the problem, the result and the period is far stronger than a logo wall or "trusted by the NHS".

05 Independent evidence

Framework listings, trade press, independently judged awards and reviews carry more weight than anything you say about yourself.

06 One consistent name

Your name and status should match across the DSPT search, IASME, SEQOHS or the MHRA database, framework listings, Google and your website.

The sources assistants *trust in your field.*

An assistant rarely names a firm on its own website's word. It looks for the same facts in places that have checked you independently. These are the ones that matter most for health tech and healthcare suppliers.

SOURCE	WHY IT COUNTS	WHAT TO DO
Public registers: DSPT search, IASME, MHRA database, SEQOHS, CQC	They let an assistant confirm what you claim in one step.	Keep each entry current and in the same name as your website.
NHS Supply Chain and Crown Commercial Service frameworks	Procurement buyers ask which suppliers are on a framework for a given category.	Link to your listings and name the framework and lot.
Trade press: HSJ, Digital Health, Nursing Times, Pulse	Independent coverage is where assistants look for specialists in NHS markets.	Comment on NHS policy and publish anonymised data.
HR press: Personnel Today, People Management, HR Magazine	HR directors choosing occupational health read these, and comment there puts your name where assistants look for specialists.	Offer comment from your named clinicians.
Awards: HSJ Awards, HSJ Partnership Awards, Digital Health Awards	Independently judged awards count as outside evidence.	Enter the independently judged ones and write the result in text.
Reviews: G2 and Capterra for software, Google for services	In G2's April 2026 survey, 45% of software buyers called review-site citations the most confidence-inspiring signal in an AI answer.	Ask customers for specific reviews that describe the job.

Common mistakes

Keeping assurance in a PDF

Most suppliers send their evidence as a PDF after a call, where no assistant can see it. Put it on a public page in plain text.

Claiming instead of evidencing

"Clinically proven" and "trusted by the NHS" carry little weight on their own. A named trust, a dated DSPT status and a named clinical safety officer do.

Saying you are "DTAC approved"

There is no central approval or public register. Say you hold a current form on the February 2026 version, give its date and explain how buyers can request it.

Letting lines go stale

The DSPT is assessed each year and certificates expire. An out-of-date line does more harm than a missing one.

Ten questions. *Be honest.*

-
- 01 Do you have one public assurance page listing your DTAC form version, DSPT status, Cyber Essentials level, clinical safety officer and any MHRA registration, in plain text? ☐ Yes ☐ No
-
- 02 Is each line on that page dated and linked to its public record, such as the DSPT organisation search, IASME or the MHRA database? ☐ Yes ☐ No
-
- 03 Does your DTAC evidence follow the form NHS England introduced on 24 February 2026? ☐ Yes ☐ No
-
- 04 Is your assurance page linked from every product page, case study and tender answer, using the same wording? ☐ Yes ☐ No
-
- 05 Does your main product or service page open with one buyer question, naming the care setting and the standard in the first paragraph? ☐ Yes ☐ No
-
- 06 Do you have case studies that name the trust or employer, with written permission, and state the result and period? ☐ Yes ☐ No
-
- 07 Do you name your framework and lot and link to the listing? ☐ Yes ☐ No
-
- 08 Do your service pages state coverage, turnaround, accreditation such as SEQOHS and named clinicians with their registration, where you provide services rather than software? ☐ Yes ☐ No
-
- 09 Do your name and status match across the DSPT search, IASME, SEQOHS or the MHRA database, framework listings and Google? ☐ Yes ☐ No
-
- 10 Can AI crawlers read your key product detail without running JavaScript, opening a PDF or filling in a form? ☐ Yes ☐ No
-

Fewer than seven yeses means an NHS, private sector or HR buyer asking an assistant for a shortlist is probably being given other names.

What to do this month, *and next*.

This month

- 01 Build a public assurance page listing your DTAC form version, DSPT status, Cyber Essentials level, clinical safety officer and any MHRA registration, each dated and linked to its public record.
- 02 Check that your DTAC evidence follows the form NHS England introduced on 24 February 2026.
- 03 Write down 20 to 50 questions your NHS, private sector and employer buyers ask, and run them in ChatGPT, Copilot and Google's AI Mode.
- 04 Rebuild your most important product or service page around one buyer question, naming the care setting and the standard in the first paragraph.
- 05 Make your name and status match across the DSPT search, IASME, SEQOHS or the MHRA database, framework listings and Google.
- 06 Ask two customers for written permission to name them in a case study.

The next ninety days

- 01 Publish case studies that name the trust or employer, the problem, the result and the period, with wording agreed with the customer's communications team.
- 02 State the setting, sample and period for each published evaluation, in line with NICE's evidence standards framework.
- 03 Publish coverage, turnaround, named clinicians and services by need on every service page, if you provide occupational health.
- 04 Offer comment to HSJ, Digital Health or Personnel Today, and enter the independently judged awards that fit.
- 05 Ask your web team to confirm AI crawlers are not blocked and that product detail is not hidden in scripts, PDFs or forms.

How to tell it is working

- Run a fixed list of 20 to 50 buyer questions several times a month in a clean session, and count a win only when it repeats.
- Add "an AI assistant such as ChatGPT or Copilot" to the "how did you hear about us" options on your forms.
- Include Copilot alongside ChatGPT and Google's AI Overviews and AI Mode, because many business buyers have it at work.
- Expect live-search answers to reflect a new page or article within weeks, and broad questions to take several months.

Straight answers.

Is there such a thing as being "DTAC approved"?

No. DTAC is the framework NHS commissioners and providers use to assess a digital health product, and NHS England expects manufacturers to keep an up-to-date form and supporting documents for each product version. There is no central approval or public register. Say that you hold a current form on the February 2026 version, give its date and explain how to request it.

Can we name NHS trusts as customers?

Yes, with written permission, and it is one of the strongest signals you can publish. Many trusts have their own rules on supplier publicity, so agree the wording with the trust's communications team. A case study that names the trust, the problem, the result and the period it covers is far more useful than a logo wall.

If we rank well on Google, will ChatGPT name us?

Ranking helps but does not guarantee a mention. Ahrefs found only 38% of AI Overview citations came from top-ten pages in March 2026, down from 76% in July 2025, because Google now runs several related searches for one question. Covering the follow-up questions a buyer asks matters as much as ranking.

How long does it take to be recommended?

Assistants that search the web live, such as ChatGPT search, Perplexity, Copilot and Google's AI features, can reflect a new page or trade press article within weeks. Answers drawn from a model's own memory change only when it is retrained, which takes months. Being named for broad questions usually takes several months of steady publishing and coverage.



ID-Pal is not a healthcare supplier: it is an identity verification company selling into another regulated market, where AI never put it on a UK shortlist until the pages buyers ask about were rebuilt.

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UK buyer questions where AI now names ID-Pal

PROBLEM	Traffic to the pages that bring in enquiries fell by around 40 per cent after the NorthRow move, and AI never put ID-Pal on a UK shortlist.
WHAT WE DID	A Paid Discovery found the cause in a week. The fix was live in week one, then we rebuilt the pages buyers ask about.
RESULT	Named on four UK buyer questions by September 2026, up from none in May.

"They work like founders: they get on with it, and they tell you the truth."

Dan Brooksbank, Marketing Director, ID-Pal

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How does a health tech or healthcare supplier get recommended by ChatGPT?



What is E-E-A-T and why do AI assistants care about it so much?



Do awards and accreditations make ChatGPT more likely to recommend us?



Is our website technically ready for ChatGPT and AI search?



How do we find out whether ChatGPT is recommending our firm?



How does a B2B tech company get recommended when buyers ask ChatGPT?



SOURCES

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[Forrester, B2B buyers make zero-click buying number one \(January 2026\)](#)

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[Department for Work and Pensions, Understanding Occupational Health Provision 2023-24 \(August 2025\)](#)

[Ahrefs, AI Overview citations from top-ten pages \(March 2026\)](#)

[Vercel, The rise of the AI crawler \(December 2024\)](#)



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Ashley spent thirteen years at Digitas, rising from analyst to Head of Data, Analysis and Insights and building a team of nearly fifty across Europe and Asia. At Fortitude she designs the measurement behind every client report and the research we publish.

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