THE PURPOSE PILOT

(CHECKLIST FOR HEALTHCARE PRACTICES)

Claim your practice on ChatGPT

ChatGPT now lets practices claim their business profile. Gather these before you sit down, and the claim itself goes quickly. Tick each box as you go.

(01) Accounts and access

- [ ] A ChatGPT account that belongs to the practice (a work email, not a staff member's personal login)
- [ ] The person claiming is the owner, or has the owner's OK
- [ ] A live practice website
- [ ] A way to receive a verification code: your main practice phone line or your business email
- [ ] Backup option: access to your website domain's DNS settings, or the name of whoever manages them

(02) For the identity check

- [ ] Government-issued photo ID for the person claiming
- [ ] Legal business name, address, and registration or tax number, exactly as they appear on official records
- [ ] Proof that you are authorized to represent the practice

You submit these directly to Persona, OpenAI's verification partner. Nobody else needs to see them.

(03) Your profile details

- [ ] Practice name, exactly as on your website and signage
- [ ] One primary category that fits best
- [ ] A description of 300 characters or fewer: who you care for, what you offer, where you are
- [ ] Website, phone, email, address, and hours that match your website and Google Business Profile
- [ ] Your logo and two or three photos you have the rights to use (square crops work best)
- [ ] No patient names, photos, or stories unless you have written authorization

(04) After you claim

- [ ] Read your saved description back to make sure nothing was cut off
- [ ] Invite teammates or your agency in Business Hub (no shared logins)
- [ ] Claim each location separately
- [ ] Check Insights after about a month: mentions, website clicks, discovery topics
- [ ] Update the profile whenever hours, providers, or locations change

Feeling like a lot? We will help, for free.

Book a free ChatGPT business consult call. We will check whether your practice has a listing ready to claim, walk through this checklist with you, and help you write your description.

BOOK YOUR FREE CALL

thepurposepilot.com/contact-us

Start your claim at chatgpt.com/business-hub. Based on OpenAI's help center, checked November 13, 2026. Businesses in ChatGPT is in beta, so steps and eligibility may change. Claiming does not guarantee more visibility in ChatGPT's answers. The Purpose Pilot™ is not affiliated with OpenAI.