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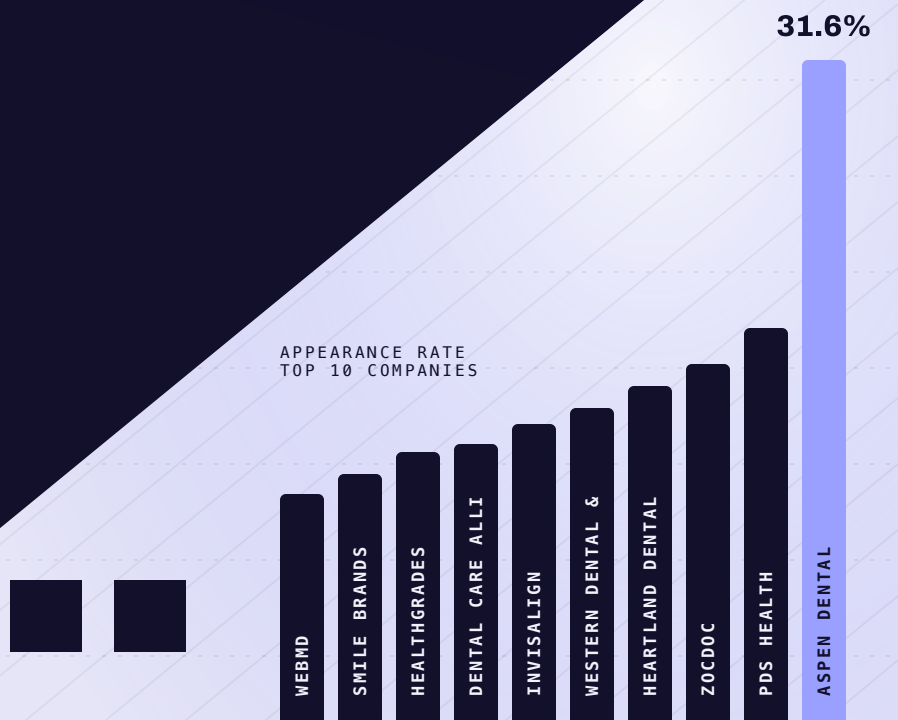
DENTAL VISIBILITY INDEX 2.0

Which dental brands AI engines name
288 AI answers · October 30, 2026

Measured :
October 30, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 49 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Aspen Dental leads. No other company is within its margin.

Aspen Dental: 91/288 (31.6%; 95% interval 26.5–37.2%). PDS Health: 54/288 (18.8%; 95% interval 14.7–23.7%).

Version 2. This version replaces the first version of this study, first published June 15, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

31.6%
of answers named Aspen Dental, the most-named (91 of 288)

19
tracked companies named at least once (of 19)

83.1%
of Google searches showed an AI Overview (49 of 59)

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KEY FINDINGS

01 What the data shows

MOST NAMED

91/288 (31.6%)

Aspen Dental appeared in 91 of 288 four-engine answers (CI 26.5–37.2%). PDS Health appeared in 54 of 288 (18.8%, CI 14.7–23.7%). The intervals do not overlap.

NAMED FIRST

60/288 (20.8%)

Aspen Dental was the first company named in 60 of 288 answers, more than any other tracked company. Its average first position was 1.5.

CHATGPT SKEW

16/72 (22.2%)

ChatGPT named ADA MouthHealthy in 16 of 72 answers. The other engines named it in 3 to 6 of 72.

OWN-SITE CITATIONS

51/283 (18%)

Aspen Dental's own domains were cited in 51 of 283 grounded answers, more than any other tracked company. Zocdoc followed at 38 of 283. 6 of 19 tracked companies had 0 of 283.

AIO TRIGGER

49/59 (83.1%)

Google AI Overviews appeared on 49 of 59 searches (CI 71.5–90.5%). On the other 10, no overview was shown.

AIO LEADER

12/49 (24.5%)

Aspen Dental was the company named most often in AI Overviews, at 12 of 49, followed by Invisalign at 9 of 49 (18.4%). In the four-engine set, Aspen Dental was named in 91 of 288 answers (31.6%).

TOP DOMAIN

45/283 (15.9%)

beckersdental.com was cited in 45 of 283 grounded four-engine answers, with 117 of 2,435 citations (4.8%). aspendental.com came second with 78 citations in 51 answers (18%).

NO TRACKED NAME

0/12 (0%)

For 'What is the best dental insurance for individuals?', none of the tracked companies was named in any of 12 four-engine answers.

THE LEADERBOARD

02 Which companies AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Aspen Dental	31.6%	91/288
2	PDS Health	18.8%	54/288
3	Zocdoc	17.0%	49/288
4	Heartland Dental	16.0%	46/288
5	Western Dental & Orthodontics	14.9%	43/288
6	Invisalign	14.2%	41/288
7	Dental Care Alliance	13.2%	38/288
8	Healthgrades	12.8%	37/288
9	Smile Brands	11.8%	34/288
10	WebMD	10.8%	31/288
11	ADA MouthHealthy	9.7%	28/288
12	Great Expressions Dental Centers	6.6%	19/288
13	Yelp	6.6%	19/288
14	InterDent	3.8%	11/288
15	1-800-DENTIST	2.8%	8/288

02 THE LEADERBOARD

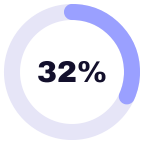
The full list

Own-domain citation is the share of 283 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,435 citations.

#	COMPANY	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Aspen Dental	91/288	31.6%	26.5–37.2%	1.5	18% (51/283)	3.3%
2	PDS Health	54/288	18.8%	14.7–23.7%	2.8	2.1% (6/283)	0.2%
3	Zocdoc	49/288	17%	13.1–21.8%	1.3	13.4% (38/283)	1.7%
4	Heartland Dental	46/288	16%	12.2–20.6%	2.2	6% (17/283)	0.7%
5	Western Dental & Orthodontics	43/288	14.9%	11.3–19.5%	3.7	3.9% (11/283)	0.5%
6	Invisalign	41/288	14.2%	10.7–18.7%	1.2	4.6% (13/283)	1.3%
7	Dental Care Alliance	38/288	13.2%	9.8–17.6%	4.5	3.9% (11/283)	0.5%
8	Healthgrades	37/288	12.8%	9.5–17.2%	1.9	4.9% (14/283)	0.6%
9	Smile Brands	34/288	11.8%	8.6–16%	3.8	4.9% (14/283)	0.6%
10	WebMD	31/288	10.8%	7.7–14.9%	2	11.7% (33/283)	1.6%
11	ADA MouthHealthy	28/288	9.7%	6.8–13.7%	1.8	12.4% (35/283)	1.4%
12	Great Expressions Dental Centers	19/288	6.6%	4.3–10.1%	5.4	0% (0/283)	0%
13	Yelp	19/288	6.6%	4.3–10.1%	2.6	0% (0/283)	0%
14	InterDent	11/288	3.8%	2.1–6.7%	5.5	1.4% (4/283)	0.2%
15	1-800-DENTIST	8/288	2.8%	1.4–5.4%	3.9	0% (0/283)	0%
16	Vitals	8/288	2.8%	1.4–5.4%	4.1	0% (0/283)	0%
17	ADA Find-a-Dentist	4/288	1.4%	0.5–3.5%	2.3	3.9% (11/283)	0.5%
18	RateMDs	2/288	0.7%	0.2–2.5%	5	0% (0/283)	0%
19	Google Business Profile	1/288	0.3%	0.1–1.9%	1	0% (0/283)	0%

PROFILES

03 The top eight, side by side

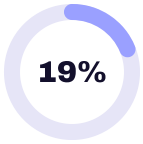


RANK 1

Aspen Dental

91/288 answers · 95% CI 26.5–37.2%

1.5	18%	3.3%
first-mention position	owned-domain citation (51/283)	citation share

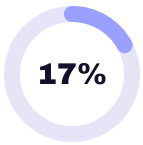


RANK 2

PDS Health

54/288 answers · 95% CI 14.7–23.7%

2.8	2.1%	0.2%
first-mention position	owned-domain citation (6/283)	citation share

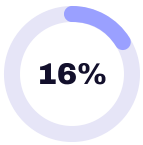


RANK 3

Zocdoc

49/288 answers · 95% CI 13.1–21.8%

1.3	13.4%	1.7%
first-mention position	owned-domain citation (38/283)	citation share

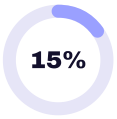


RANK 4

Heartland Dental

46/288 answers · 95% CI 12.2–20.6%

2.2	6%	0.7%
first-mention position	owned-domain citation (17/283)	citation share

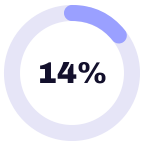


RANK 5

Western Dental & Orthodontics

43/288 answers · 95% CI 11.3–19.5%

3.7	3.9%	0.5%
first-mention position	owned-domain citation (11/283)	citation share

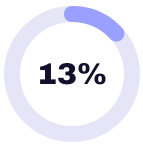


RANK 6

Invisalign

41/288 answers · 95% CI 10.7–18.7%

1.2	4.6%	1.3%
first-mention position	owned-domain citation (13/283)	citation share

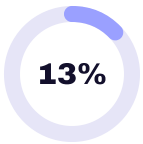


RANK 7

Dental Care Alliance

38/288 answers · 95% CI 9.8–17.6%

4.5	3.9%	0.5%
first-mention position	owned-domain citation (11/283)	citation share



RANK 8

Healthgrades

37/288 answers · 95% CI 9.5–17.2%

1.9	4.9%	0.6%
first-mention position	owned-domain citation (14/283)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named ADA MouthHealthy in 16 of 72 answers. The other engines named it in 3 to 6 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Aspen Dental	**37.5%**
PDS Health	**25%**
Heartland Dental	**25%**
ADA MouthHealthy	**22.2%**
Zocdoc	**20.8%**
Smile Brands	**20.8%**

Claude

72 ASKED | 72 RETURNED | 67 GROUNDED

Aspen Dental	**20.8%**
Western Dental & Orthod...	**18.1%**
PDS Health	**16.7%**
Heartland Dental	**16.7%**
Invisalign	**16.7%**
Zocdoc	**13.9%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Aspen Dental	**43.1%**
PDS Health	**25%**
Zocdoc	**20.8%**
Western Dental & Orthod...	**20.8%**
Heartland Dental	**18.1%**
Healthgrades	**16.7%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Aspen Dental	**25%**
Zocdoc	**12.5%**
Invisalign	**12.5%**
PDS Health	**8.3%**
Western Dental & Orthod...	**8.3%**
Dental Care Alliance	**8.3%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 59 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 49 = 337 answers.



TRIGGER RATE

Google AI Overviews appeared on 49 of 59 searches (83.1%, CI 71.5–90.5%). The other 10 searches showed no overview. Within the 49 overviews, Aspen Dental was named in 12 (24.5%), Invisalign was named in 9 (18.4%), Zocdoc was named in 6 (12.2%), Dental Care Alliance was named in 5 (10.2%). google.com was the most-cited source, with 19 citations and an appearance in 9 of 49 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Aspen Dental	30.6%	=
2	PDS Health	17.2%	=
3	Zocdoc	16.3%	=
4	Heartland Dental	14.8%	=
5	Invisalign	14.8%	▲ 1
6	Western Dental & Orthodontics	13.9%	▼ 1
7	Dental Care Alliance	12.8%	=
8	Healthgrades	11.9%	=
9	Smile Brands	11.0%	=
10	WebMD	9.2%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Zocdoc 91.7%

Healthgrades	75%
Yelp	66.7%

AI Overview shown on 1 of 3 searches

Q02 · 12 ANSWERS

Zocdoc 100%

Healthgrades	91.7%
1-800-DENTIST	50%

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

Heartland Dental 100%

TIED WITH ASPEN DENTAL, PDS HEALTH

Aspen Dental	100%
PDS Health	100%

AI Overview shown on 0 of 0 searches

Q04 · 12 ANSWERS

Aspen Dental 100%

Heartland Dental	8.3%
WebMD	8.3%

AI Overview shown on 2 of 2 searches

Q05 · 12 ANSWERS

Aspen Dental 33.3%

AI Overview shown on 0 of 3 searches

Q06 · 12 ANSWERS

Invisalign 100%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,435 citations in total. beckersdental.com was cited most often, with 117 citations (4.8%) across 45 answers. Next came aspendental.com (78), en.wikipedia.org (42), zocdoc.com (39), aae.org (36), mouthhealthy.org (35).

FOUR AI ENGINES · SHARE OF 283 GROUNDED ANSWERS

aspendental.com	**18%**
beckersdental.com	**15.9%**
zocdoc.com	**13.4%**
mouthhealthy.org	**12.4%**
en.wikipedia.org	**10.6%**
webmd.com	**10.2%**
medixdental.com	**7.8%**
aae.org	**7.4%**
newmouth.com	**7.4%**
deltadental.com	**7.4%**

GOOGLE AI OVERVIEWS · SHARE OF 49 OVERVIEWS

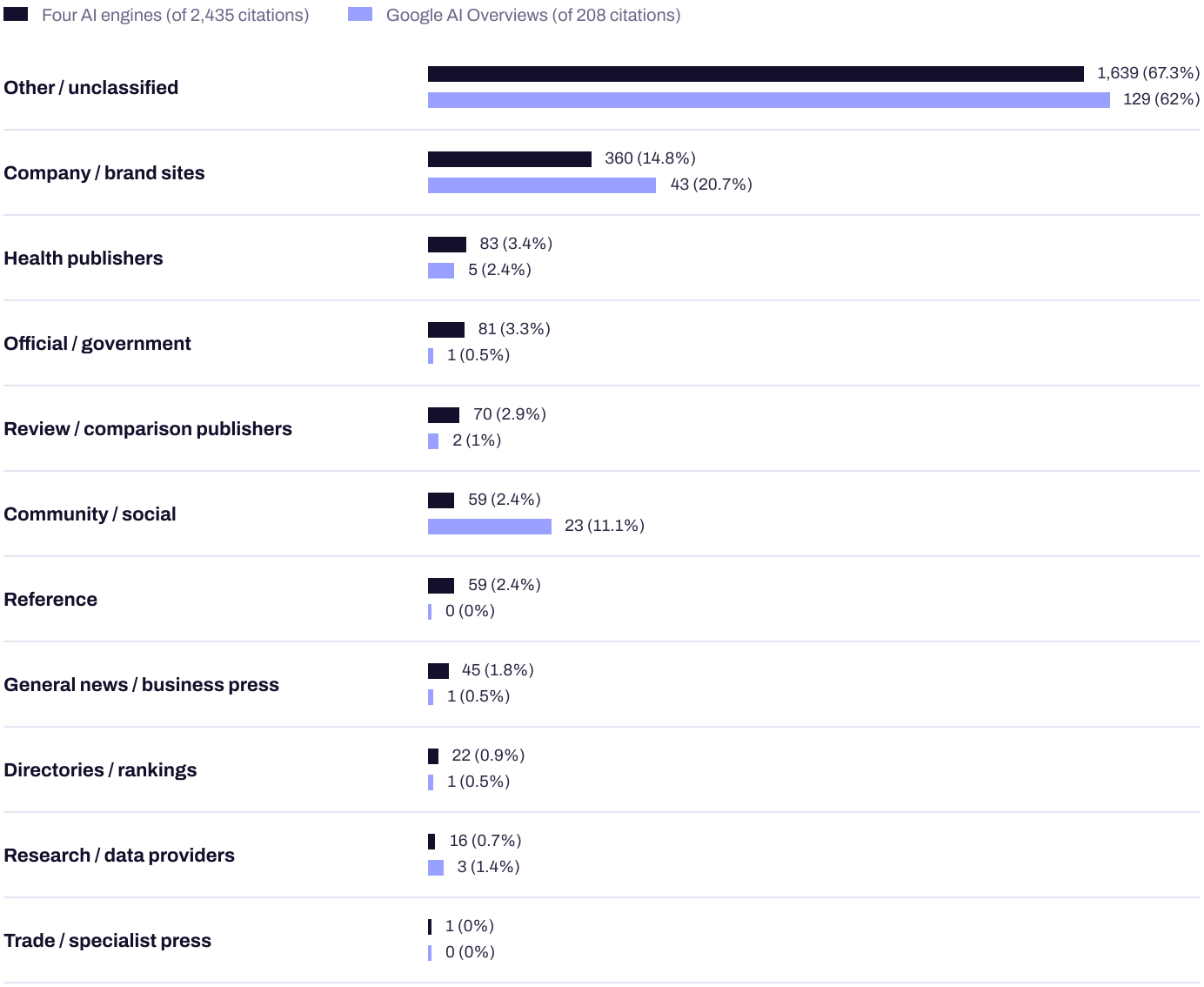
aspendental.com	**22.4%**
google.com	**18.4%**
youtube.com	**16.3%**
reddit.com	**14.3%**
aae.org	**12.2%**
medixdental.com	**10.2%**
my.clevelandclinic.org	**10.2%**
beckersdental.com	**8.2%**
7oaks-smile.com	**6.1%**
addisonfinesmiledental.c...	**6.1%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can companies improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Aspen Dental's own domains were cited in 18.0% of grounded answers, Zocdoc's in 13.4% and ADA MouthHealthy's in 12.4%. ADA MouthHealthy was named in only 9.7% of answers, yet its own domains were cited in 12.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were beckersdental.com (in 15.9% of grounded answers), en.wikipedia.org (10.6%), medixdental.com (7.8%), aae.org (7.4%) and newmouth.com (7.4%). Health publishers supplied 3.4% of citations and official and government 3.3%.
Check each engine separately.	Gemini named Aspen Dental in 43.1% of answers against 20.8% on Claude. ChatGPT named Heartland Dental in 25.0% of answers against 4.2% on Perplexity.
Watch names outside the tracked list.	American Dental Association (44 answers), Delta Dental (30 answers), ClearChoice Dental Implant Centers (24 answers), Cigna Healthcare (20 answers), ClearCorrect (20 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which company do AI engines name most often?

Aspen Dental, named in 91 of 288 four-engine answers (31.6%, CI 26.5–37.2%). PDS Health was second at 54 of 288 (18.8%).

Q2 Which company is named first most often?

Aspen Dental was the first company named in 60 of 288 answers, with an average first position of 1.5.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 49 of 59 searches (83.1%, CI 71.5–90.5%). Within those 49 overviews, Aspen Dental was named most often, in 12 (24.5%).

Q4 Which sources do the engines cite?

Across 2,435 four-engine citations, beckersdental.com was cited most (117 citations, in 45 of 283 grounded answers), followed by aspendental.com (78 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named ADA MouthHealthy in 16 of 72 answers, against 3 to 6 of 72 on the other engines. ChatGPT named Heartland Dental in 18 of 72 answers, against 3 to 13 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	59
questions		runs each		AI engines		answers		Google searches · 49 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	67
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	59	49 shown	49

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 19 tracked companies are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including American Dental Association (44 answers), Delta Dental (30 answers), ClearChoice Dental Implant Centers (24 answers), Cigna Healthcare (20 answers), ClearCorrect (20 answers).
- 347 of 360 planned results were returned. 13 AI Overview lookups were excluded after at most three total attempts.
- 59 successful Google searches: 49 overviews shown; 10 without an overview. Failures are excluded, not scored as zero.
- 5 chat answers had no search sources and are left out of the citation figures.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- The tracked names are the nine dentist-finder and health sites and eight dental service organizations from the original report, plus Invisalign, which a Core question names. Pacific Dental Services is counted as PDS Health, its current name. Google Business Profile and ADA Find-a-Dentist count only their own product pages, not all of google.com or ada.org.
- Two Core questions name brands: "Is Aspen Dental a good place to get dentures?" and "Invisalign vs braces". Without the first, Aspen Dental is named in 79 of 276 answers, still clear of PDS Health (54).
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	How do I find a good dentist?	Dental Index	CORE QUESTION
02	What are the best websites to find and book a dentist?	Dental Index	CORE QUESTION
03	What are the largest dental practice chains in the US?	Dental Index	CORE QUESTION
04	Is Aspen Dental a good place to get dentures?	Dental Index	CORE QUESTION
05	How much do dental implants cost?	Dental Index	CORE QUESTION
06	Invisalign vs braces: which is better?	Dental Index	CORE QUESTION
07	What are the best clear aligner brands?	Dental Index	CORE QUESTION
08	Are veneers worth it?	Dental Index	CORE QUESTION
09	How do I find a good pediatric dentist?	Dental Index	CORE QUESTION
10	Where can I get affordable dental care without insurance?	Dental Index	CORE QUESTION
11	What is the best dental insurance for individuals?	Dental Index	CORE QUESTION
12	Do I need a root canal or an extraction?	Dental Index	CORE QUESTION
13	Which dental groups operate practices across multiple US states?	Dental Index	ADDED QUESTION
14	Which dentist directories list practitioner credentials?	Dental Index	ADDED QUESTION
15	Which dental booking platforms show appointment availability?	Dental Index	ADDED QUESTION
16	Which clear aligner brands are available through US dental practices?	Dental Index	ADDED QUESTION
17	Which dental groups publish information about implant treatment costs?	Dental Index	ADDED QUESTION
18	Which dental providers offer pediatric dentistry across multiple locations?	Dental Index	ADDED QUESTION
19	Which dental groups offer periodontal treatment?	Dental Index	ADDED QUESTION
20	Which dental groups offer oral surgery services?	Dental Index	ADDED QUESTION
21	Which dental providers publish payment plan information?	Dental Index	ADDED QUESTION
22	Which dental insurers publish individual plan coverage details?	Dental Index	ADDED QUESTION
23	Which dental information websites explain root canal treatment?	Dental Index	ADDED QUESTION
24	Which dental information websites explain differences between veneers and crowns?	Dental Index	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Dental Index

Measured October 30, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research