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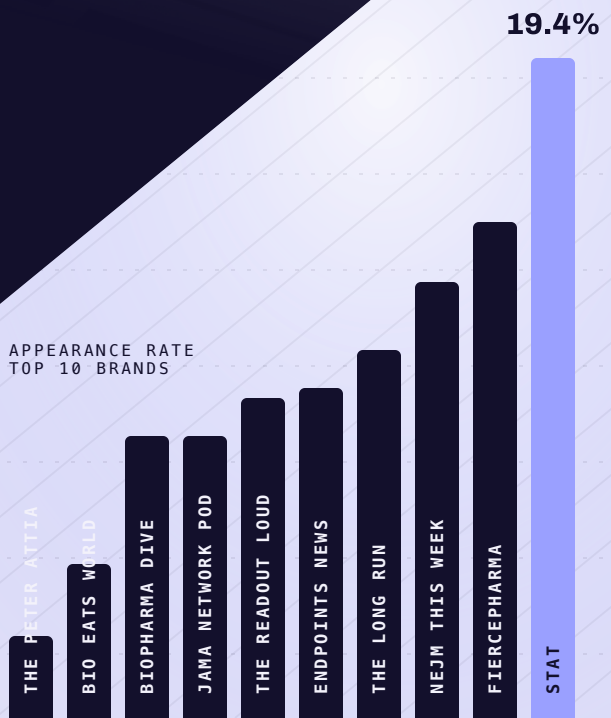
HEALTH PODCAST INDEX 2.0

Which health podcasts and outlets AI names
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 70 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. FiercePharma and NEJM This Week are within its margin.

STAT: 56/288 returned four-engine answers (19.4%; 95% interval 15.3–24.4%). Three or more leading intervals overlap; no sole leader is established.

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

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

19.4%
of answers named STAT, the most-named (56 of 288)

10
tracked sources named at least once (of 18)

100%
of Google searches showed an AI Overview (70 of 70)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

STAT

STAT: 56/288 returned four-engine answers (19.4%; 95% interval 15.3–24.4%). Three or more leading intervals overlap; no sole leader is established.

NAMED FIRST

33/288 (11.5%)

NEJM This Week was the first source named in 33 of 288 answers, more than any other tracked source. Its average first position was 1.4. STAT was named first in 19 of 288.

OWN-SITE CITATIONS

20/288 (6.9%)

BioPharma Dive's own domains were cited in 20 of 288 grounded answers, more than any other tracked source. FiercePharma followed at 10 of 288. 11 of 18 tracked sources had 0 of 288.

AIO TRIGGER

70/70 (100%)

Google AI Overviews appeared on 70 of 70 searches (CI 94.8–100%).

AIO LEADER

12/70 (17.1%)

FiercePharma was the source named most often in AI Overviews, at 12 of 70, followed by STAT at 11 of 70 (15.7%). In the four-engine set, FiercePharma was named in 42 of 288 answers (14.6%).

TOP DOMAIN

49/288 (17%)

podcasts.apple.com received the most citation links, 144 of 2,436 (5.9%), across 49 of 288 grounded answers (17.0%). millionpodcasts.com appeared in the most answers, 57 of 288 (19.8%).

NO TRACKED NAME

0/12 (0.0%)

For 'What are the leading biotech companies to watch?', none of the tracked sources was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Which sources 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	0% 10% 20% 30%	RATE	NAMED IN
1	STAT		19.4%	56/288
2	FiercePharma		14.6%	42/288
3	NEJM This Week		12.8%	37/288
4	The Long Run		10.8%	31/288
5	Endpoints News		9.7%	28/288
6	The Readout Loud		9.4%	27/288
7	BioPharma Dive		8.3%	24/288
8	JAMA Network Podcast		8.3%	24/288
9	Bio Eats World		4.5%	13/288
10	The Peter Attia Drive		2.4%	7/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,436 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**STAT**	56/288	**19.4%**	15.3–24.4%	2	3.1% (9/288)	0.4%
2	**FiercePharma**	42/288	**14.6%**	11–19.1%	2.8	3.5% (10/288)	0.4%
3	**NEJM This Week**	37/288	**12.8%**	9.5–17.2%	1.4	1.7% (5/288)	0.2%
4	**The Long Run**	31/288	**10.8%**	7.7–14.9%	2.3	0.7% (2/288)	0.1%
5	**Endpoints News**	28/288	**9.7%**	6.8–13.7%	1.9	2.4% (7/288)	0.3%
6	**The Readout Loud**	27/288	**9.4%**	6.5–13.3%	1.3	0% (0/288)	0%
7	**BioPharma Dive**	24/288	**8.3%**	5.7–12.1%	3.2	6.9% (20/288)	0.9%
8	**JAMA Network Podcast**	24/288	**8.3%**	5.7–12.1%	1.8	0% (0/288)	0%
9	**Bio Eats World**	13/288	**4.5%**	2.7–7.6%	2.5	0.3% (1/288)	0%
10	**The Peter Attia Drive**	7/288	**2.4%**	1.2–4.9%	4.6	0% (0/288)	0%
11	**Decoder**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
12	**First Opinion Podcast**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
13	**HBR IdeaCast**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
14	**Lex Fridman Podcast**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
15	**MedCity News**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
16	**Mendelspod**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
17	**Raise the Line**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
18	**The Tim Ferriss Show**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%

02 THE LEADERBOARD

Question group: Podcasts and news

144 returned four-engine answers to this group's 12 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	STAT	56/144	38.9%	31.3–47.0%	19
2	FiercePharma	39/144	27.1%	20.5–34.9%	3
3	NEJM This Week	37/144	25.7%	19.3–33.4%	33
4	The Long Run	31/144	21.5%	15.6–28.9%	13
5	Endpoints News	28/144	19.4%	13.8–26.7%	7
6	The Readout Loud	27/144	18.8%	13.2–25.9%	20
7	BioPharma Dive	24/144	16.7%	11.5–23.6%	4
8	JAMA Network Podcast	24/144	16.7%	11.5–23.6%	4
9	Bio Eats World	13/144	9.0%	5.4–14.8%	6
10	The Peter Attia Drive	7/144	4.9%	2.4–9.7%	0
11	Decoder	0/144	0.0%	0.0–2.6%	0
12	First Opinion Podcast	0/144	0.0%	0.0–2.6%	0
13	HBR IdeaCast	0/144	0.0%	0.0–2.6%	0
14	Lex Fridman Podcast	0/144	0.0%	0.0–2.6%	0
15	MedCity News	0/144	0.0%	0.0–2.6%	0
16	Mendelspod	0/144	0.0%	0.0–2.6%	0
17	Raise the Line	0/144	0.0%	0.0–2.6%	0
18	The Tim Ferriss Show	0/144	0.0%	0.0–2.6%	0

02 THE LEADERBOARD

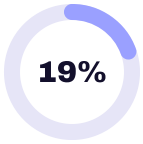
Question group: Industry questions

144 returned four-engine answers to this group's 12 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	FiercePharma	3/144	2.1%	0.7–5.9%	3
2	Bio Eats World	0/144	0.0%	0.0–2.6%	0
3	BioPharma Dive	0/144	0.0%	0.0–2.6%	0
4	Decoder	0/144	0.0%	0.0–2.6%	0
5	Endpoints News	0/144	0.0%	0.0–2.6%	0
6	First Opinion Podcast	0/144	0.0%	0.0–2.6%	0
7	HBR IdeaCast	0/144	0.0%	0.0–2.6%	0
8	JAMA Network Podcast	0/144	0.0%	0.0–2.6%	0
9	Lex Fridman Podcast	0/144	0.0%	0.0–2.6%	0
10	MedCity News	0/144	0.0%	0.0–2.6%	0
11	Mendelspod	0/144	0.0%	0.0–2.6%	0
12	NEJM This Week	0/144	0.0%	0.0–2.6%	0
13	Raise the Line	0/144	0.0%	0.0–2.6%	0
14	STAT	0/144	0.0%	0.0–2.6%	0
15	The Long Run	0/144	0.0%	0.0–2.6%	0
16	The Peter Attia Drive	0/144	0.0%	0.0–2.6%	0
17	The Readout Loud	0/144	0.0%	0.0–2.6%	0
18	The Tim Ferriss Show	0/144	0.0%	0.0–2.6%	0

PROFILES

03 The top eight, side by side

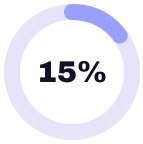


RANK 1

STAT

56/288 answers · 95% CI 15.3–24.4%

2	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share

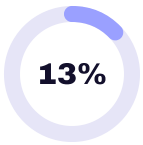


RANK 2

FiercePharma

42/288 answers · 95% CI 11–19.1%

2.8	3.5%	0.4%
first-mention position	owned-domain citation (10/288)	citation share



RANK 3

NEJM This Week

37/288 answers · 95% CI 9.5–17.2%

1.4	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share



RANK 4

The Long Run

31/288 answers · 95% CI 7.7–14.9%

2.3	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share

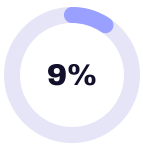


RANK 5

Endpoints News

28/288 answers · 95% CI 6.8–13.7%

1.9	2.4%	0.3%
first-mention position	owned-domain citation (7/288)	citation share

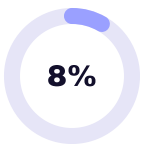


RANK 6

The Readout Loud

27/288 answers · 95% CI 6.5–13.3%

1.3	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

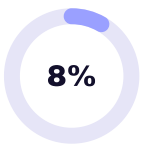


RANK 7

BioPharma Dive

24/288 answers · 95% CI 5.7–12.1%

3.2	6.9%	0.9%
first-mention position	owned-domain citation (20/288)	citation share



RANK 8

JAMA Network Podcast

24/288 answers · 95% CI 5.7–12.1%

1.8	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
STAT			**16.7%**
FiercePharma			**16.7%**
NEJM This Week			**13.9%**
Endpoints News			**13.9%**
BioPharma Dive			**8.3%**
The Long Run			**6.9%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
STAT			**18.1%**
NEJM This Week			**16.7%**
The Long Run			**12.5%**
The Readout Loud			**9.7%**
FiercePharma			**8.3%**
Endpoints News			**8.3%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
STAT			**26.4%**
FiercePharma			**20.8%**
The Long Run			**15.3%**
The Readout Loud			**13.9%**
JAMA Network Podcast			**11.1%**
NEJM This Week			**8.3%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
STAT			**16.7%**
FiercePharma			**12.5%**
NEJM This Week			**12.5%**
The Long Run			**8.3%**
Endpoints News			**8.3%**
The Readout Loud			**8.3%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 70 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 70 = 358 answers.



TRIGGER RATE

Google AI Overviews appeared on 70 of 70 searches (100%, CI 94.8–100%). The other 0 searches showed no overview. Within the 70 overviews, FiercePharma was named in 12 (17.1%), STAT was named in 11 (15.7%), NEJM This Week was named in 6 (8.6%), Endpoints News was named in 6 (8.6%). reddit.com was the most-cited source, with 17 citations and an appearance in 15 of 70 overviews.

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

1	STAT	18.7%	=
2	FiercePharma	15.1%	=
3	NEJM This Week	12.0%	=
4	The Long Run	10.1%	=
5	Endpoints News	9.5%	=
6	The Readout Loud	8.9%	=
7	BioPharma Dive	8.4%	=
8	JAMA Network Podcast	8.1%	=
9	Bio Eats World	3.6%	=
10	The Peter Attia Drive	2.2%	=

06 LEADERS BY QUESTION

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

The Long Run 83.3%

The Readout Loud	75%
STAT	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

STAT 83.3%

The Long Run	66.7%
The Readout Loud	58.3%

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

STAT 100%

TIED WITH ENDPOINTS NEWS, BIOPHARMA DIVE

Endpoints News	100%
BioPharma Dive	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

NEJM This Week 75%

TIED WITH JAMA NETWORK PODCAST

JAMA Network Podcast	75%
The Peter Attia Drive	16.7%

AI Overview shown on 3 of 3 searches

Q09 · 12 ANSWERS

The Long Run 91.7%

The Readout Loud	25%
STAT	25%

AI Overview shown on 3 of 3 searches

Q10 · 12 ANSWERS

STAT 58.3%

TIED WITH FIERCEPHARMA

FiercePharma	58.3%
The Readout Loud	41.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,436 citations in total. podcasts.apple.com was cited most often, with 144 citations (5.9%) across 49 answers. Next came millionpodcasts.com (112), podcast.feedspot.com (102), en.wikipedia.org (56), grandviewresearch.com (34), wewillcure.com (30).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

millionpodcasts.com	**19.8%**
podcasts.apple.com	**17%**
podcast.feedspot.com	**15.3%**
en.wikipedia.org	**14.6%**
wewillcure.com	**10.4%**
grandviewresearch.com	**10.1%**
labiotech.eu	**10.1%**
marketsandmarkets.com	**9%**
apple.com	**9%**
reddit.com	**8%**

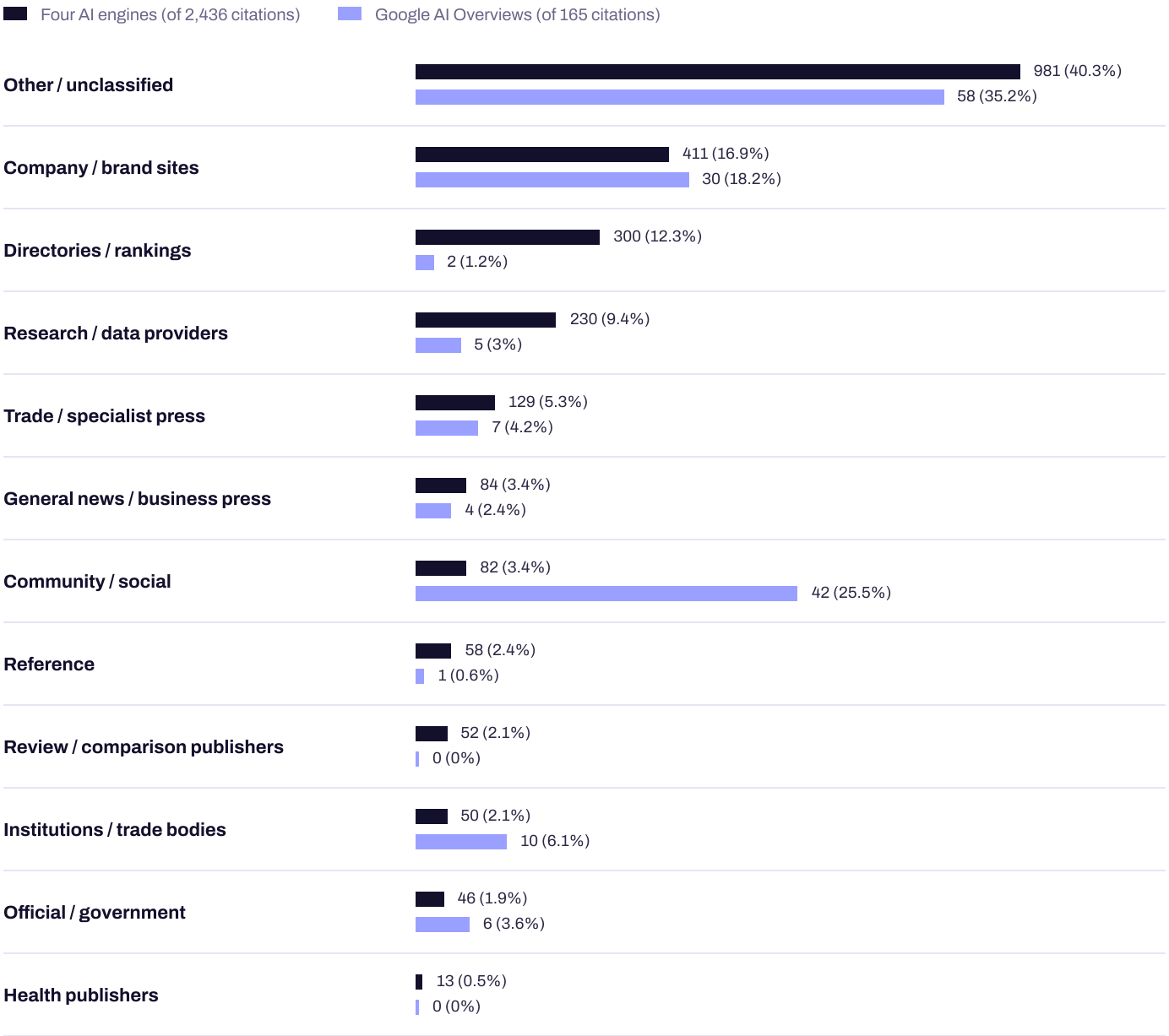
GOOGLE AI OVERVIEWS · SHARE OF 70 OVERVIEWS

reddit.com	**21.4%**
youtube.com	**17.1%**
podcasts.apple.com	**10%**
open.spotify.com	**7.1%**
guides.himmelfarb.gwu.e...	**5.7%**
wewillcure.com	**5.7%**
linkedin.com	**4.3%**
drugdiscoverytrends.com	**4.3%**
fda.gov	**4.3%**
healthie-backup.webflow.io	**4.3%**

WHO THE ENGINES CITE

07 Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can podcasts and outlets 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.	BioPharma Dive's own domains were cited in 6.9% of grounded answers, FiercePharma's in 3.5% and STAT's in 3.1%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were millionpodcasts.com (in 19.8% of grounded answers), podcasts.apple.com (17.0%), podcast.feedspot.com (15.3%), en.wikipedia.org (14.6%) and wewillcure.com (10.4%). Directories and rankings supplied 12.3% of citations and research and data providers 9.4%.
Check each engine separately.	Gemini named FiercePharma in 20.8% of answers against 8.3% on Claude. Gemini named STAT in 26.4% of answers against 16.7% on ChatGPT.
Watch names outside the tracked list.	BioSpace (20 answers), Business of Biotech (19 answers), The Lancet (15 answers) and The Bio Report (14 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 health podcasts and outlets appear in these AI answers?

STAT: 56/288 returned four-engine answers (19.4%; 95% interval 15.3–24.4%). Three or more leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

NEJM This Week was the first source named in 33 of 288 answers, with an average first position of 1.4.

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

An overview appeared on 70 of 70 searches (100%, CI 94.8–100%). Within those 70 overviews, FiercePharma was named most often, in 12 (17.1%).

Q4 Which sources do the engines cite?

Across 2,436 four-engine citations, podcasts.apple.com was cited most (144 citations, in 49 of 288 grounded answers), followed by millionpodcasts.com (112 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	70
questions		runs each		AI engines		answers		Google searches · 70 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 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	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	70	70 shown	70

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 18 tracked sources are ranked; results are not an exhaustive market ranking.
- Only the tracked sources were scored. The untracked sources named most often were BioSpace (20 answers), Business of Biotech (19 answers), The Lancet (15 answers) and The Bio Report (14 answers); drug and device companies were not counted.
- 358 of 360 planned results were returned: 2 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 70 successful Google searches: 70 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- Source types use Company / brand sites only for verified official sites; 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.
- STAT shows (First Opinion Podcast, The Readout Loud) are path-scoped on statnews.com; STAT keeps its other pages. Decoder, The Tim Ferriss Show and Lex Fridman Podcast also appear in other segments and are counted separately in each report. The index counts how often names appear and makes no medical or safety claim.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

A

APPENDIX

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	What are the best healthcare and biotech podcasts?	Podcasts and news	CORE QUESTION
02	Which podcasts cover biotech drug development in depth?	Podcasts and news	CORE QUESTION
03	What are the best sources for biotech and pharma news?	Podcasts and news	CORE QUESTION
04	What are the best podcasts for physicians?	Podcasts and news	CORE QUESTION
05	What are the leading biotech companies to watch?	Industry questions	CORE QUESTION
06	Which digital health companies are leading in virtual care?	Industry questions	CORE QUESTION
07	What are the leading companies in cancer diagnostics and liquid biopsy?	Industry questions	CORE QUESTION
08	Which medical device companies lead in surgical robotics?	Industry questions	CORE QUESTION
09	Which podcasts interview biotech CEOs?	Podcasts and news	ADDED QUESTION
10	Which podcasts cover FDA approvals and drug pricing?	Podcasts and news	ADDED QUESTION
11	Which newsletters cover the biotech industry?	Podcasts and news	ADDED QUESTION
12	Which podcasts cover healthcare policy?	Podcasts and news	ADDED QUESTION
13	Which podcasts cover digital health and health tech?	Podcasts and news	ADDED QUESTION
14	Which medical journals publish podcasts?	Podcasts and news	ADDED QUESTION
15	Which podcasts cover hospital and health system management?	Podcasts and news	ADDED QUESTION
16	Which podcasts discuss new medical research?	Podcasts and news	ADDED QUESTION
17	Which pharmaceutical companies have the largest drug pipelines?	Industry questions	ADDED QUESTION
18	Which biotech companies are leading in gene editing?	Industry questions	ADDED QUESTION
19	Which companies lead in GLP-1 obesity drugs?	Industry questions	ADDED QUESTION
20	Which companies are leading in AI drug discovery?	Industry questions	ADDED QUESTION
21	Which health insurers are the largest in the US?	Industry questions	ADDED QUESTION
22	Which companies make continuous glucose monitors?	Industry questions	ADDED QUESTION
23	What are the most important biotech industry conferences?	Industry questions	ADDED QUESTION
24	Which companies lead in cell and gene therapy?	Industry questions	ADDED QUESTION

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