

**COMPLETED CUSTOMER USE CASE**

# Safak Medical AI Visibility Pilot

Completed with NeuraCite | Measured results, website diagnosis, and market discovery

**0.00%****Broad benchmark**

0 of 20 appearances

**32.26%****Expanded pilot**

10 of 31 appearances

**90.91%****Partner-hospital intent**

10 of 11 appearances

**PILOT OUTCOME**

The completed pilot recorded 10 top-3 Safak appearances in the expanded test, including 10 appearances across 11 partner-hospital queries.

**UNTAPPED AREA IDENTIFIED**

Arabic- and French-language complex-care decision support for North African patients considering treatment in Turkey.

Liver transplantation emerged as the strongest category.

**Pilot status****Completed****Pilot date****30 June 2026****Markets analysed****Algeria | Morocco | Tunisia****Strongest category****Liver transplantation****PILOT SIGNIFICANCE**

The pilot replaced an undefined visibility gap with a measured performance result and a specific market finding.

# What NeuraCite completed

Measurement, diagnosis and market discovery

NeuraCite measured Safak across AI query cohorts, diagnosed the website, reviewed competitor visibility, and combined the evidence into one completed pilot analysis.

**01 AI visibility measurement**  
Ran broad and partner-hospital prompt cohorts; recorded top-3 appearances and rank.

**02 Website and GEO diagnosis**  
Audited 100 pages; recorded 60/100 website health, 69/100 GEO readiness, and 48 AI-ready pages.

**03 Competitor analysis**  
Mapped the providers selected by AI systems and the evidence patterns attached to those answers.

**04 Market discovery**  
Combined query, rank, website, content, and competitor evidence into the final market finding.

## Measured pilot results

| Recorded cohort         | Appearances | Top-3 visibility | Recorded finding            |
|-------------------------|-------------|------------------|-----------------------------|
| Before: broad benchmark | 0 / 20      | 0.00%            | No Safak appearances        |
| After: expanded pilot   | 10 / 31     | 32.26%           | Visibility route identified |
| Partner-hospital intent | 10 / 11     | 90.91%           | Strongest cohort            |

## Rank recorded across the 10 appearances

**9**  
Ranked #2  
90% of appearances

**1**  
Ranked #3  
10% of appearances

**2.1**  
Average rank  
Across all appearances

**INTERPRETATION NOTE**

The supplied Before and After workbooks contained different query configurations; the results above remain the recorded pilot snapshots.

# Final finding

Untapped market territory and evidence

The completed pilot identified Arabic- and French-language complex-care decision support for North African patients as Safak Medical's clearest untapped AI visibility area.

## MARKET IDENTIFIED

**Safak was best positioned to dominate the AI visibility space around complex-care decisions for patients in Algeria, Morocco, and Tunisia considering treatment in Turkey.**

## Evidence captured during the pilot

**92/100**

**Liver pages**  
Arabic and English

**48**

**AI-ready pages**  
Across the website

**10/11**

**Pilot appearances**  
Partner-hospital intent

## What the pilot established

- Safak recorded no appearances in the broad benchmark.
- Safak recorded 10 appearances across 11 partner-hospital queries.
- Visibility appeared when hospital access and international-patient coordination were explicit.
- Competitor visibility concentrated around generic, package-led elective categories.
- Multilingual complex-care decision support emerged as the differentiated market opportunity.

## Treatment territory identified

|                               |                                                                                                             |
|-------------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Strongest category</b>     | <b>Liver transplantation</b>                                                                                |
| <b>Additional areas found</b> | Kidney and bone-marrow transplantation; movement disorders; interventional oncology; orthopaedics and spine |
| <b>Decision topics found</b>  | Eligibility, alternatives, cost scope, recovery, hospital access, travel support, and aftercare             |

## COMPLETED PILOT OUTCOME

**NeuraCite converted Safak Medical's undefined AI visibility gap into a measured result, a clear performance pattern, and a specific untapped market finding.**

Based on the completed pilot visibility, diagnosis, content and competitor analyses.