



THE AI READOUT

***How LLMs report the
latest clinical science
and why this matters***

September 2026



HOW DO LLMS REPORT THE LATEST SCIENCE?

You've just presented new clinical trial data at a medical congress. Within hours, it's being summarized by LLMs to thousands of people asking questions like...

- *What is the latest research in this disease area?*
- *What were the hot abstracts from that congress?*
- *What were the main findings from that clinical trial?*

For everyone presenting new data, this raises critical questions such as...

- *How quickly does new data appear in LLM results?*
- *What prompts cause LLMs to mention the new data?*
- *Where does AI get its information from?*

We've run many GEO audits for medicines, but we haven't come across any data that helps answer those questions. So, we decided to do something about it.

We ran a month-long audit tracking how four LLMs reported real clinical trial data from a June 2026 congress presentation. We wanted to understand how LLMs surface new science, what sources they trust, and what this means for GEO and healthcare strategists.

This report includes our key findings, offering useful insights to healthcare companies communicating trial results. Our LLM visibility audits generate a wide range of actionable, data-driven recommendations for our clients to direct GEO comms work - much more than we can fit into this report.

If you'd like to explore this topic further, please get in touch we would be delighted to hear from you.



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WE PROMPTED LLMS IN FOUR DISTINCT WAYS

CONGRESS PROMPTS

01

HIGHLY SPECIFIC:

Prompts that asked about new data or trial results in relation to the disease at the congress *and* the specific medicine and sometimes the specific study name

e.g. What is the new clinical data from [trial] for [medicine] at the congress

02

LOWER SPECIFICITY:

Prompts that asked about new data or trial results in relation to the disease at the congress *but not* the specific medicine (i.e. unbranded)

e.g. What are the most important [disease area] clinical trial results presented at the congress this year?

TREATMENT PROMPTS

03

GENERAL DRUG INFORMATION:

Prompts that asked for treatments that specified the medicine we were tracking and the disease *but not* the congress name or trial name

e.g. How does [medicine] specifically help in managing [disease]?

04

GENERAL DISEASE INFORMATION:

Prompts that asked for treatments for the disease only *but not* the medicine, congress or trial name

e.g. Can you recommend the best [disease] treatments?

Additional methodology notes are included on the final page

THE TRIAL APPEARED IN MOST RESPONSES TO QUERIES ABOUT NEW DATA IN THE THERAPY AREA

86%

of LLM responses mentioned the trial when prompted about new data at the congress in the therapy area, across the whole month.

When asking about treatments in general without mention of the congress or latest clinical evidence the trial still appeared in

36%
of responses

Mentions of the trial appeared immediately on the day of presentation, peaking a few days afterwards

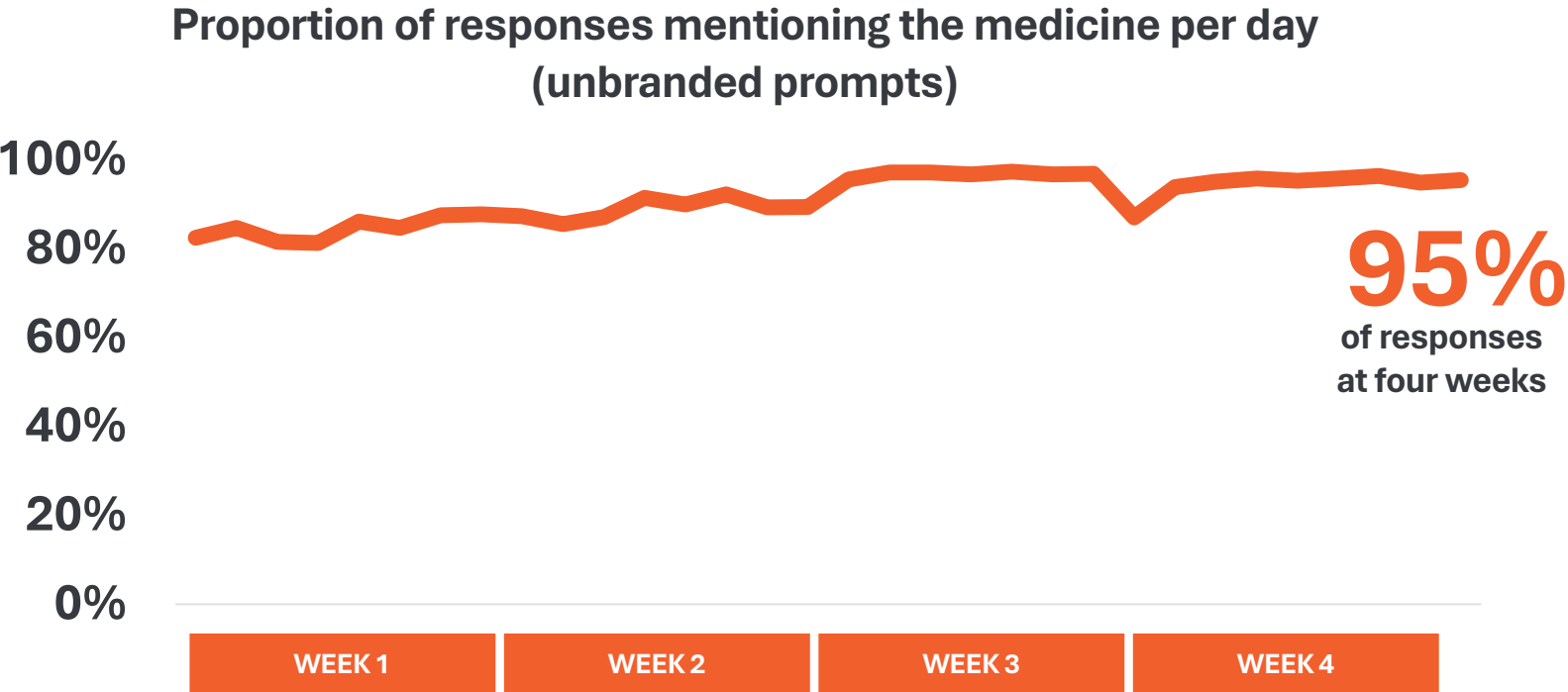
THIS MEANS

- New research is picked up quickly by LLMs, so ensure communications are aligned and reference known data when relevant
- LLMs reward recency and news stories, ensure context for new data is available for LLMs to access so they understand its relevance and any nuance

THE MEDICINE WAS NAMED IN **ALMOST ALL RESPONSES** AROUND NEW DATA AT THE CONGRESS BY WEEK THREE

Competitive medicines were rarely mentioned in the same response, showing that LLMs will spotlight data and medicines without competitive comparison.

This highlights the importance of good GEO practices, to ensure your science is not left out of the picture.

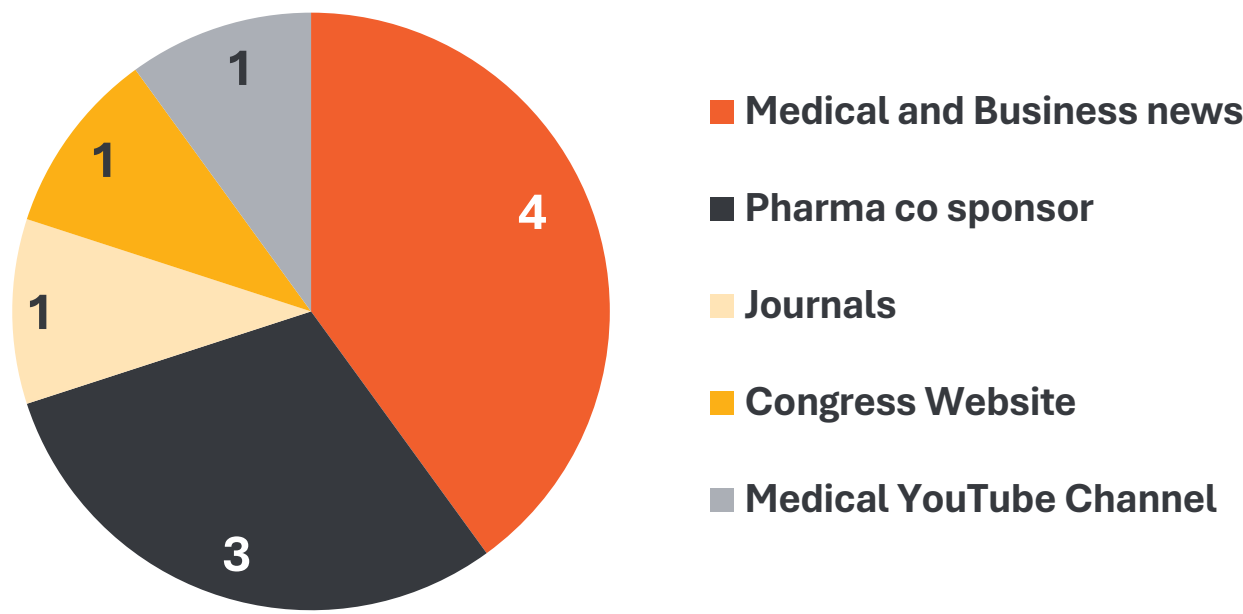


THREE OUT OF THE TOP TEN SOURCES CITED WERE OWNED BY THE PHARMA CO SPONSOR

While media coverage led the AI citations, the pharma co sponsor was also highly cited. This highlights **the importance of owned channels** especially for less newsworthy data. Key pages included data and curtain raiser press releases.

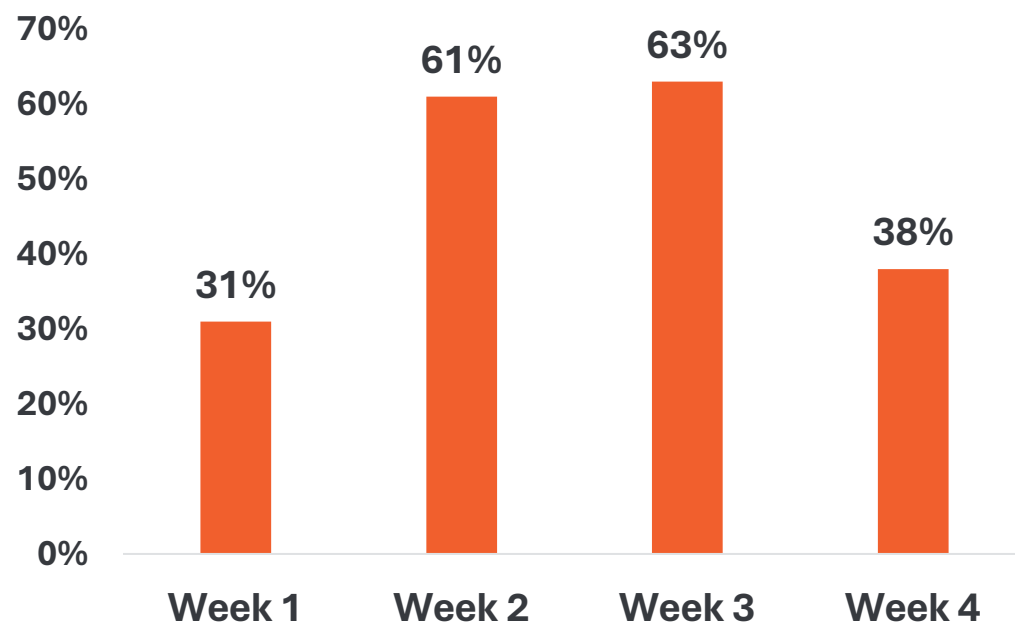
Sources included a **mix of Europe and US-based** titles as LLMs looked for the best answer in the most trusted sources. LLMs will look outside the user’s country if better content exists elsewhere. Therefore, this shows an opportunity to create more UK-based content.

Top 10 citations by frequency, by type



PHARMA CO SPONSOR WEBSITE PROMINENCE PEAKED AT WEEKS 2 AND 3

Company website citation frequency in LLM responses over time (unbranded prompts)

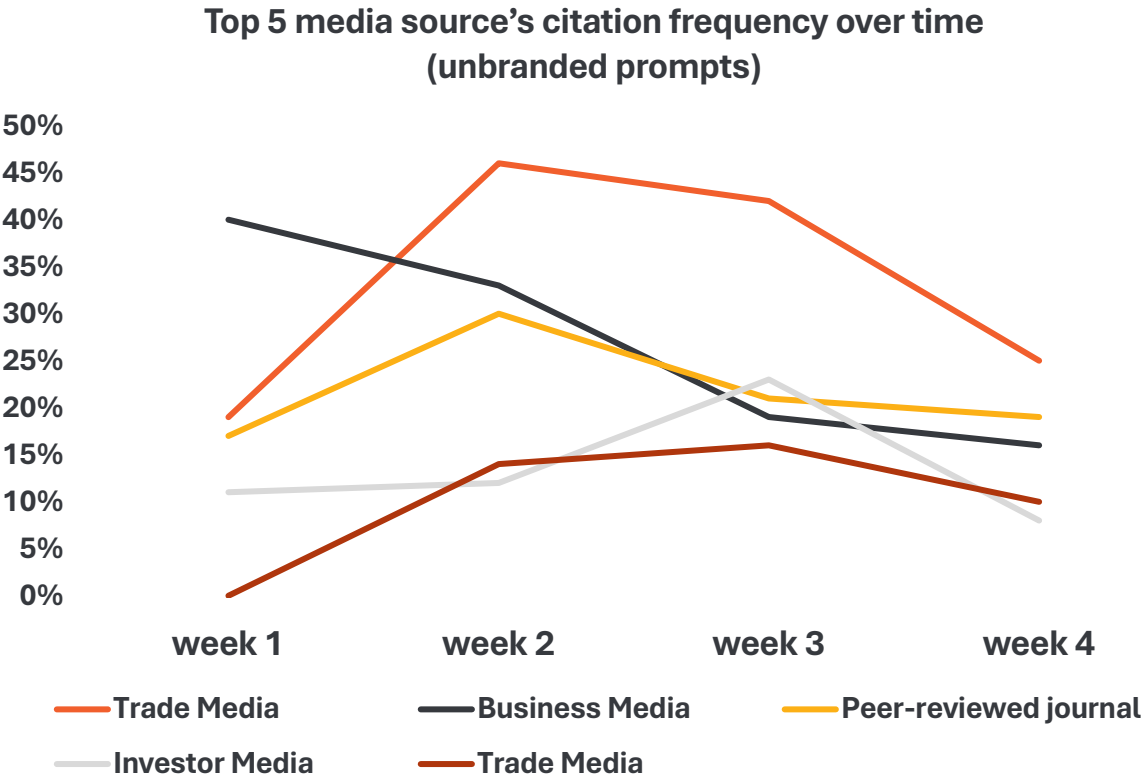


The pharma co sponsor website peaked in importance in the **critical period 2-3 weeks after** the data was made public.

Following this, time recency bias skewed the sources more toward new media sources such as **congress round ups and commentary from organisations on Facebook.**

This highlights the importance of good GEO practices for pharma co sponsor webpages to ensure visibility, but also **the importance of continued communications** and not leaving it as a 'one and done'.

DATA APPEARED ACROSS A BROAD RANGE OF MEDIA OUTLETS SHOWING IMPORTANCE OF VARIED MEDIA TARGETS



Media sources comprised the largest proportion of the top 10 sources for LLM citations, especially in the first 2 weeks.

Medical trade and Business news were the most prominent, but the broad range of outlets covering the news helps LLMs view the data as worth surfacing.

Top citations evolved over time. The most cited source over the month did not enter the top 5 until the second week despite being published in the first week . This shows that LLMs can take several days to pick up content and establish the best authoritative sources.

NGOS, PAGS AND JOURNALS WERE ALSO HIGHLY VALUED BY LLMS

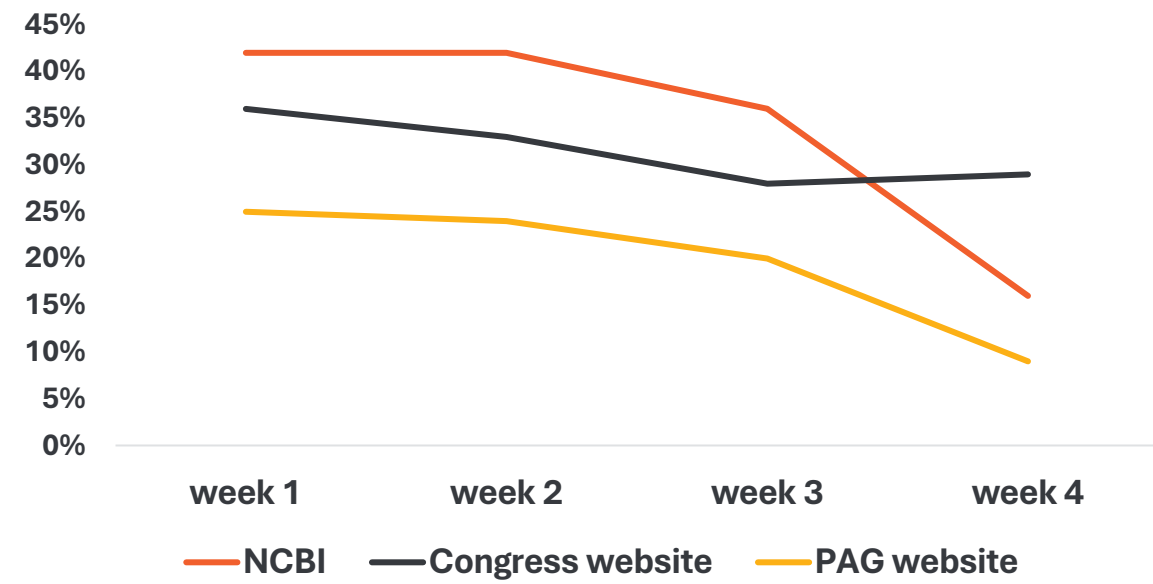
NGOs/PAGs, journals and the congress organiser also featured in the top 10 cited sources.

This showcases how **LLMs value neutral, independent providers** of information.

It also shows the **multidisciplinary nature** of GEO and the broad ecosystem that feeds information into AI answers.

Unsurprisingly, the **congress organiser's website is highly cited** from week 1 and this remained relatively steady over the 4 weeks.

Top NGOs/journals citation frequency over time
(unbranded prompts)



ADDITIONAL FINDINGS

YOUTUBE FOOTAGE OF RESEARCHERS TALKING ABOUT THE DATA WAS HIGHLY CITED IN WEEK ONE, BECOMING LESS VISIBLE OVER TIME.

Some of this was ‘things to look out for’ type content, ahead of the data presentation showing the importance of emphasising and explaining the relevance of the data to the community.

This became less prominent over time but remained in the top ten sources over the month.

ACROSS THE FOUR AUDITED LLMS, THERE WAS LIMITED VARIANCE IN TERMS OF VISIBILITY AND FAVOURABILITY OF THE MEDICINE UNDER STUDY.

Both visibility and favourability were marginally higher in Google AI Overviews and Google AI Mode compared to Perplexity and ChatGPT.

The results suggest that different GEO strategies for different LLMS are not necessarily needed for data announcements.

AI DID MAKE SOME ERRORS IN REPORTING THE DATA – MAINLY IN INTERPRETATION AND PRIORITISATION VS. INVENTING NEW NUMBERS.

On occasion, LLMS presented information incorrectly regarding the specifics of the study findings and the context of the data.

This highlights the importance of creating clear, explanatory material to help AI make sense of new data. Errors need to be monitored, and content created for machine-level clarity.

WHAT DOES THIS MEAN?



LLMs can surface new clinical trial data on day one. Adopting GEO best practice is vital for AI visibility.



Your owned digital ecosystem is critical. It needs to be properly maintained and AI-readable. Analyse current AI positioning to spot missed opportunities.



LLMs favour data-based content. Ensure messaging is combined with data proof points to get LLM cut through.



Even queries about the trial data resulted in LLMs citing earned media over peer-reviewed scientific content. It's critical to break out of the science research journal bubble to make an impact.

WHAT DOES THIS MEAN?



Being the first authoritative source matters, but how your content and story evolves allows you to maintain visibility. Source citation frequency reduced over time as other sources were cited.



AI has a clear recency bias. New data appeared in a surprising 36% of general searches about the treatment. Consider how new data sits in your broader comms strategy and what surrounding context you need to provide.



Broader stakeholders (e.g. PAGs) increasingly shape answers over time. Traditional scientific community communications are still required to ensure LLM visibility.



AI can make mistakes. Monitor answers and create AI-readable, clarifying content to avoid costly misinterpretations.

While each data presentation is unique, we hope this report has sparked some ideas and maybe even some questions.

Our GEO expertise is currently in high demand, so if you're interested in finding out more we would love to chat about what we have learned from our experiences.

METHODOLOGY FURTHER DETAIL

We support global healthcare companies with their GEO by analysing robust visibility data to direct GEO best practice in the most valuable way.

We know major data that drives international media coverage will appear in LLM results, but what about less 'newsworthy' clinical trial data announcements?

WE WANTED TO KNOW

- How does new clinical trial data appear in LLM results?
- Will it appear in general therapy area and treatment queries or only when specifically prompted for?
- How long does it take to appear?
- What sources of information are relied on by LLMs, and do these change over time?
- How accurately is the data represented?

WHAT WE DID

We ran **tens of thousands of prompts** across **4 major LLMs (ChatGPT, Perplexity, Google AI Mode and Google AI Overview)** from a **UK IP location**. This was to understand LLM responses when asking about a drug in relation to congress data, and treatment options more generally.

We wanted a **representative example** that would be unlikely to generate excessive media coverage, e.g. not a well-known medicine or in a highly watched category for investors, and not at a congress that receives a lot of media attention such as ASCO.

We selected a **phase 3 trial readout at a June 2026 congress** after considering various different options.

We tested what trial mentions were delivered in answers to specific medicine prompts, general disease area prompts, general treatment prompts and prompts specific to the conference and data.

Glossary

AI visibility audit	Structured research tracking how AI platforms represent a topic or dataset over time.
AI Overview / AI Mode	Google AI Overview is the generative summary shown above traditional search results, synthesising multiple sources into one answer instead of a list of links. AI Mode is an expansion of the feature where users can have a further conversation based on the result.
Curtain raiser (press release)	A press release published ahead of a scheduled event to build anticipation and awareness.
Favourability (in AI)	How positively something is described by AI responses.
GEO (Generative Engine Optimisation)	Shaping and placing content so AI platforms surface, cite and represent it accurately when generating answers (the AI-era equivalent of SEO).
Machine-readable content	Content structured clearly enough for AI to accurately interpret and summarise.
Prompt	The question or query typed into an AI system; this research tested realistic, engineered prompts at different levels of specificity.
Recency bias	AI's tendency to give more weight to newer information, sometimes ahead of older, more established evidence.
Source citation (in AI)	A source referenced by an AI platform to help generate an answer.
Source citation frequency (in AI)	The percentage of AI answers that include the particular source as a citation.
Visibility (in AI)	How often an organisation, treatment or piece of research is mentioned when AI is asked relevant questions about the category.