FOR IMMEDIATE RELEASE

New KaleidoscopeAI Study: No Orthodontic Practice in 120+ Audits Scored AI Ready

New KaleidoscopeAI™ study of 120+ orthodontic practice websites: not one is AI Ready. About a third have no schema markup at all. kaldental.ai

Victor, NY (September 15, 2026). New findings from KaleidoscopeAI™, based on audits of more than 120 orthodontic practice websites completed since March 2026, reveal that no practice examined scored AI Ready, the standard for consistent recommendation by AI answer engines. About a third of the practices audited have no schema markup on their site at all. The 2026 Citation Gap Report documents the pattern for the first time and introduces the Citation Gap: the distance between the customer-facing signals practices have invested in for years and the machine-readable signals AI systems require to cite them.

The gap in numbers

Reviews, Google Business Profile completeness, and contact details are strong across the profession. The layer underneath, the one only AI answer engines read, is largely absent.

Schema is code beneath the surface of a website that states plainly what the site represents: the practice, the doctors, the treatments, the location. About a third of practices examined have none of it. A further third hold so little that it does nothing for them.

No practice examined cleared the AI Ready threshold of 85. The strongest performer fell well short of it. More than half fell into the At Risk band: visible today only because nothing else nearby is easier for an engine to read.

What the Citation Gap means

AI answer engines like ChatGPT, Google AI Overviews, Perplexity, and Copilot do not rank pages the way traditional search does. They cite sources. Being cited requires material worth quoting, a clear declaration of what things are, and an arrangement an engine can lift an answer from. Practices in the study are adequate on the first, absent on the second, and inconsistent on the third. The visible layer is strong. The readable layer is weak.

A question of order, not urgency

Some vendors are framing this as an emergency. It is not one. Nothing expires on a particular date, and no practice will wake to find itself erased from AI results. Any vendor selling an approaching deadline is selling one that does not exist.

The absence of urgency does not mean the absence of consequence. AI engines currently fall back on traditional search signals when a site lacks schema, and that fallback holds only until an engine has

something better to fall forward to. Schema is a one-time installation, no ongoing cost, no penalty for waiting, no prize for haste. What exists is the plain fact that a third of the profession has not done it at all, and that opportunity closes one competitor at a time.

An audit built to evolve with AI

KaleidoscopeAI's AI Visibility Audit framework has been revised more than once since KaleidoscopeAI began measuring AI visibility in 2025, and it will be revised again. AI answer engines continually adjust what they reward. A scoring system that never changes is measuring an earlier version of the thing in front of it. Every finding in this report was tested against both versions of the framework in effect during the study period.

If a marketing agency is still grading orthodontic practices against the same checklist it used last summer, the resulting numbers say more about the agency than about the practices.

"We built KAL as an AI-driven system, not a feature"

"The market is shifting faster than most orthodontic practices realize," said Mary Kay Miller, Founder and CEO of KaleidoscopeAI. "Every industry response to AI so far has been to add AI features to existing marketing products and call it a solution. That does not close the Citation Gap. We built KAL™ as an AI-driven system, not a feature, purpose-built to make orthodontic practices visible and citable by the AI engines their patients are already using."

"We see the same pattern in nearly every audit," said Jeff Slater, Chief Growth Officer at KaleidoscopeAI. "The practice is proud of their reviews and their Google Business Profile. The schema is missing. The content is written for readers rather than for extraction. Once we show them what an AI engine actually reads on their site, the conversation changes."

What the report recommends

The 2026 Citation Gap Report sets out six steps in priority order. Establish where the practice stands with a category-by-category audit. Deploy schema first, since it is the weakest area by a wide margin, and on its own generally moves a practice a full band on the composite score. Reorganize existing content or add new content into direct answers and clear headings. Mark up the credentials the site already displays. Treat the work as ongoing maintenance rather than a one-time project. Judge suppliers on method rather than vocabulary.

Methodology

The 2026 Citation Gap Report is based on the current KaleidoscopeAI™ AI Visibility Audit framework, evaluating 31 checkpoints across seven areas: Content Quality, Proof of Expertise, Answer Readiness, Schema, Local Signals, Patient Experience, and Competitive Position. The framework has been revised since KaleidoscopeAI began measuring AI visibility in 2025 and will keep evolving with AI answer engines. Findings held across both framework versions in effect during the study period. More than 120 practices have been audited since March 2026 across 37 states, Canada, and the Caribbean. Only practices with a pre-intervention baseline are included.

Full findings are at kaldental.ai/orthodontic-citation-gap-report/

About KaleidoscopeAI

KaleidoscopeAI™ is the leading AI-driven marketing system built specifically for the orthodontic and dental professions. Founded on 17 years of digital marketing experience serving orthodontic practices, KaleidoscopeAI has audited more than 120 practices since March 2026 and delivers the KAL AI Growth System™, an AI-driven system with human review that closes the Citation Gap through audits, content, SEO, AEO, ADA compliance, and web presence. The system is purpose-built to make orthodontic practices visible and citable by AI answer engines including ChatGPT, Google AI Overviews, Perplexity, and Copilot. Unlike platforms that added AI features to legacy products, KAL™ was designed from the ground up for a single profession. Visit kaldental.ai.

###

Media Contact

Mary Kay Miller
KaleidoscopeAI™
marykay.miller@kaldental.ai | (800) 387-0121
kaldental.ai