

THINKBIG MEDIA

FREE RESOURCE

# AI Marketing Checklist for Clinics

Know what AI can safely do before you post. What's compliant, what needs review, and the one question to ask every time.

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2026 Edition · AHPRA-aware

# AI can help. But it doesn't know AHPRA.

Most AI writing tools will produce content that reads well and breaches the National Law at the same time. Under s.133, you're the advertiser for everything published under your clinic's name. The compliance responsibility doesn't transfer when you outsource the writing.

## • SAFE TO AUTOMATE

### What AI can do without extra review

- **Draft educational content about conditions and treatments**  
Explains how things work, without promising outcomes
- **Write service descriptions for your website and GBP**  
What you offer and for whom — no result claims needed
- **Generate FAQ answers for common patient questions**  
Informational, not prescriptive
- **Draft appointment reminder and recall emails**  
Logistics-only — no clinical guidance or outcome language
- **Write "about us" and practitioner bio copy**  
Credentials and experience — not results or endorsements

## • NEEDS REVIEW BEFORE POSTING

### What needs a human compliance check

- **Any content that references patient outcomes**  
Even implied results ("most patients feel better after...") can breach s.133
- **Testimonials or social proof content**  
AI will write compelling patient stories. Under AHPRA, testimonials about clinical outcomes are prohibited.
- **Before/after framing or comparison language**  
Any "before treatment... after treatment" structure, even without images, can imply outcomes

THE ONE QUESTION TO ASK BEFORE EVERY AI-GENERATED POST GOES LIVE

"Does this content, or any part of it, imply a clinical outcome, reference a patient result, or create an expectation about what treatment will do?"

If the answer is yes — or if you're not sure — edit it out before publishing. When in doubt, describe the service and the practitioner's expertise. Never the result.