

DAVITA VS. FRESENIUS KIDNEY CARE

Every Center Page Is Titled "DaVita".

Can AI find the right dialysis center?

Fresenius writes each center down for a machine. DaVita writes it for people.

dialysis center near me open saturday|

Fresenius Kidney Care • a center page

Address, map pin, hours and treatment type, all in the data.

DaVita • a center page

Address and treatments in words. No hours, no listing, and a title that just says "DaVita".

WHAT A PATIENT IS ACTUALLY ASKING

Five questions. Each answers three, and neither says which insurance.

DaVita

DAVITA.COM

3_{/5}

- ✓ Where is it?
- ✗ Is it open when I need it?
- ✓ Does it offer my treatment?
- ✓ Can I book a visit or a tour?
- ✗ Does it take my insurance?

Fresenius

FRESENIUSKIDNEYCARE.COM

3_{/5}

- ✓ Where is it?
- ✓ Is it open when I need it?
- ✓ Does it offer my treatment?
- ✗ Can I book a visit or a tour?
- ✗ Does it take my insurance?

Scored on the raw page, before JavaScript runs, on 16 October 2026: 30 center pages from each brand, sampled at random. Both sites answer a browser and Googlebot the same way.

CREDIT TO BOTH

Both say which treatments each center offers.

The question that matters most in dialysis is not “where”, it is “what”: in-center, home hemodialysis, peritoneal, or overnight. Every center page we read on both brands names the treatments that center actually offers, not a generic list.

30 / 30

DaVita pages with
“Treatment Options at
this Center”

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27 / 30

Fresenius pages
naming the treatment in
the data

SAMPLED 16 OCT 2026

23

of 1,013 DaVita centers
offering nocturnal
hemodialysis

ITS OWN FINDER, 12 METROS

Overnight dialysis is rare, which is exactly why a patient asks an assistant for it. The center that says so in a form a machine can lift is the one that gets named.

WHAT FRESENIUS DOES RIGHT

Every center page carries a full listing a machine can read.

Address, map pin, opening hours and the treatment type, in one block an assistant can follow without reading a sentence. The hours are printed for people too.

A FRESENIUS CENTER PAGE • THE LISTING

```
"@type": "MedicalClinic", "medicalSpecialty": "dialysis",  
"openingHours": ["Mon 5:00-17:00", "Tue 6:00-15:00", ... "Sat 6:00-12:00"],  
"geo": { "latitude": ..., "longitude": ... }, "address": { ... },  
"availableService": { "name": "In-center hemodialysis" }
```

30 / 30

center pages with
address, map pin and
hours in the data

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27 / 30

printing the hours for a
reader as well

SAMPLED 16 OCT 2026

2,978

center pages in its
sitemap, every one
dated this year

WHOLE SITEMAP

DAVITA'S SIDE

A person sees the center. A machine sees "DaVita".

Each page shows the address, a phone number and the treatments in words.

The data underneath describes the website, not the center, and no page shows its opening hours at all.

A DAVITA CENTER PAGE • EVERY TYPE IN THE DATA

```
"WebSite" • "Organization" • "SearchAction" • "ImageObject"  
<title>DaVita</title>
```

No center. No address. No hours. 0 of 30 pages.

30 / 30

center pages whose title is the single word "DaVita"

0 / 30

showing opening hours, in words or in the data

AND AROUND THE BACK

DaVita's center pages are hard for a crawler to even find.

None of DaVita's sitemaps lists a single center page, and the state and city folders above them return "not found". The pages are reachable through the center finder, which needs JavaScript. A made-up center address, meanwhile, answers "200 OK".

0

DaVita center pages in
any of its sitemaps

EVERY SITEMAP, 16 OCT 2026

200

what a made-up DaVita
center URL returns

TESTED 16 OCT 2026

2,978

Fresenius center pages
in its sitemap

WHOLE SITEMAP

A page a crawler cannot discover, with a title that does not say what it is, is a page an assistant will rarely quote, however good the content.

ONE LABEL EACH TO FIX

Both brands publish one detail that misleads a machine.

Neither is a big job. Both are the kind of thing an assistant repeats word for word.

DAVITA • TREATMENT OPTIONS LISTED ON 126 OF 1,013 CENTERS

PD Services, In-Center Hemo, Disaster Related Expenditures

FRESENIUS • THE PHONE IN EVERY LISTING WE CHECKED

"telephone": "1-800-881-5101" ← the national line

the center's own number appears only in the words on the page

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DaVita center pages showing "Disaster Related Expenditures" as a treatment

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30 / 30

Fresenius listings giving the national number, not the center's

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AND THE QUESTIONS NEITHER ANSWERS

“Does this center take my insurance?” Neither one says.

No center page on either brand names the plans it accepts. **Only DaVita offers a next step on the page, a tour arranged by phone. Neither has written a note for the AI engines.**

WHAT EACH BRAND GIVES AN ASSISTANT • 16 OCT 2026

insurance plans named on a center page	DaVita 0 / 30	Fresenius 0 / 30
a way to book a visit or a tour	DaVita 30 / 30	Fresenius 0 / 30
davita.com/llms.txt → 404	•	freseniuskidneycare.com/llms.txt → 403

Dialysis is three times a week, for years. Insurance and the first visit decide which center a patient starts at, and both are left to a phone call.

ELEVEN CHECKS, SAME METHOD, BOTH BRANDS

Eight to two, and two that neither one passes.

CHECK	DAVITA	FRESENIUS
A center listing a machine reads Address and phone in the page data	✗	✓
Map coordinates in the listing So an assistant can place the center	✗	✓
Opening hours on the page In words, or in the data	✗	✓
Treatments named on the center page In-center, home hemo, PD	✓	✓
Treatments named in the data In a field, not only a heading	✗	✓
Its own title, one per center How the result reads in search	✗	✓
Center pages listed in a sitemap So a crawler knows they exist	✗	✓
Dead URLs return an error Not "200 OK" for a center that isn't there	✗	✓
A way to book a visit or a tour On the center page itself	✓	✗
Insurance plans named Which plans this center accepts	✗	✗
A note written for AI engines An llms.txt on the domain	✗	✗

WHY THIS MATTERS TO A CLINIC

Connect the treatment to the center, and AI can recommend it.

Location, treatment options, hours, scheduling and patient support all have to be on the center's own page, in a form a machine can follow. Give every location its own title and its own listing, put it in your sitemap, and say which plans you take.

WHAT WE CHECK, FREE

Your city. Your competitors.

We search for your clinic the way a patient would, on Google and on the AI assistants, and send back the gaps in plain sentences.

TAKES

1

 day

No commitment, no cost. You get one list you can hand to whoever runs your website.

getclinads.com/consult

Free AI visibility audit

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