

FAST PACE HEALTH VS. FASTMED

Every Clinic Has a Map Pin. None Has a Street.

Can AI understand rural urgent care?

In a small town, the nearest clinic is not enough. The assistant has to know what it offers and when it is open.

urgent care near me open sunday|

Fast Pace Health · a clinic page

Hours, rating, services and map pin in the data. The street address is left blank.

FastMed · a clinic page

Serves US visitors only. Our readers, outside the US, got a 403.

TWO SMALL-MARKET BRANDS, ONE SEARCH

In a small town, AI has to connect four things.

Which services this clinic actually offers, whether it is open now, what insurance it takes, and whether the patient needs urgent care, primary care or something else. Both brands serve towns where the next clinic can be an hour away.

387

Fast Pace in-person location pages in its sitemap

WHOLE SITEMAP

92%

of its location pages updated this year

359 OF 389

~Half

of FastMed's North Carolina clinics in rural areas

BLUE CROSS NC

WHAT FAST PACE DOES RIGHT

Each clinic page tells a machine its hours, rating and services.

We read 30 Fast Pace location pages at random, before JavaScript. The 26 clinic pages each carried a medical listing with the map pin, the opening hours, a star rating and a service list that changes from clinic to clinic.

A FAST PACE CLINIC PAGE • THE LISTING

```
"@type": "MedicalClinic", "telephone": ..., "geo": { ... },  
"openingHoursSpecification": Sunday "1:00 pm"–"5:00 pm",  
"aggregateRating": { "ratingValue": "4.9", "reviewCount": "578" },  
"hasOfferCatalog": Urgent Care • Primary Care • Behavioral Health • Telehealth
```

26 / 26

clinic listings with
hours, map pin and
services

SAMPLED 21 OCT 2026

25 / 26

with a star rating an
assistant can quote

SAMPLED 21 OCT 2026

6

different service mixes
across the 26 clinics

SAMPLED 21 OCT 2026

WHERE FAST PACE SLIPS

The street address is printed for people and left blank for machines.

Every clinic listing has the city, the ZIP and the map pin, then an empty street field. Insurance is written in words, not in the listing. And occupational health has its own service page, but no clinic page says where to get it.

MURFREESBORO, TN • THE ADDRESS IN THE LISTING

```
"address": { "addressLocality": "Murfreesboro", "postalCode": "37128",  
  "streetAddress": "" }
```

26 / 26

clinic listings with a blank street address

SAMPLED 21 OCT 2026

24 / 26

naming Medicare or Medicaid in words, none in the listing

SAMPLED 21 OCT 2026

0 / 26

clinic pages naming occupational health, though it has its own service page

SAMPLED 21 OCT 2026

AND ONE THING THAT COSTS EVERYONE

Every clinic page weighs almost 4 MB before it shows a word.

That is the HTML alone, before images. **On a rural phone connection, it is the page a patient waits for, and the page a crawler has to dig through to find the listing.**

3.8 MB

of HTML on a typical Fast Pace clinic page

6x

heavier than the next-heaviest clinic page in this series

The listing an assistant needs is a few kilobytes of it. Schweiger's clinic pages, the next heaviest we have checked, are 569 KB; Fresenius's are 91 KB.

FASTMED'S SIDE

FastMed's site would not answer our readers at all.

Every request we sent got the same "Request blocked" page. **The site appears to serve US visitors only**, so this is not proof it shuts out AI: an assistant reading from the US may get in.

WHAT HAPPENED ON EACH ATTEMPT · 21 OCT 2026

```
plain request, home page          → 403 CloudFront
GPTBot · ClaudeBot · PerplexityBot → 403 CloudFront
robots.txt · llms.txt · locations → 403 CloudFront
a second, separate web reader     → 403
```

So nothing here claims what FastMed's pages contain. What we can say is that a page a machine cannot open, from wherever it is, is a page it cannot recommend.

WHAT PUBLIC SOURCES SHOW

FastMed offers more than urgent care, in towns that need it.

Blue Cross NC, which bought FastMed's North Carolina clinics, describes them as offering urgent, primary, preventive, occupational health and telehealth care, with about half of them in rural areas. That is exactly the mix an assistant has to match to the right clinic.

5

kinds of care named for
FastMed's clinics

BLUE CROSS NC

~Half

of its North Carolina
clinics in rural areas

BLUE CROSS NC

403

for every reader we
sent to check which
clinic offers which

21 OCT 2026

THE PATTERN ACROSS THIS SERIES

**The more you offer, the more each location page
has to say which services live where.**

WHY THIS MATTERS TO A CLINIC

In a small market, location-level detail is the whole game.

If AI cannot connect the service, the hours, the insurance and the location, the patient may never find the right clinic. Fill in every field of every listing, name the services and plans each location really offers, and make sure the page opens for the machines that read it.

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

team@getclinads.com