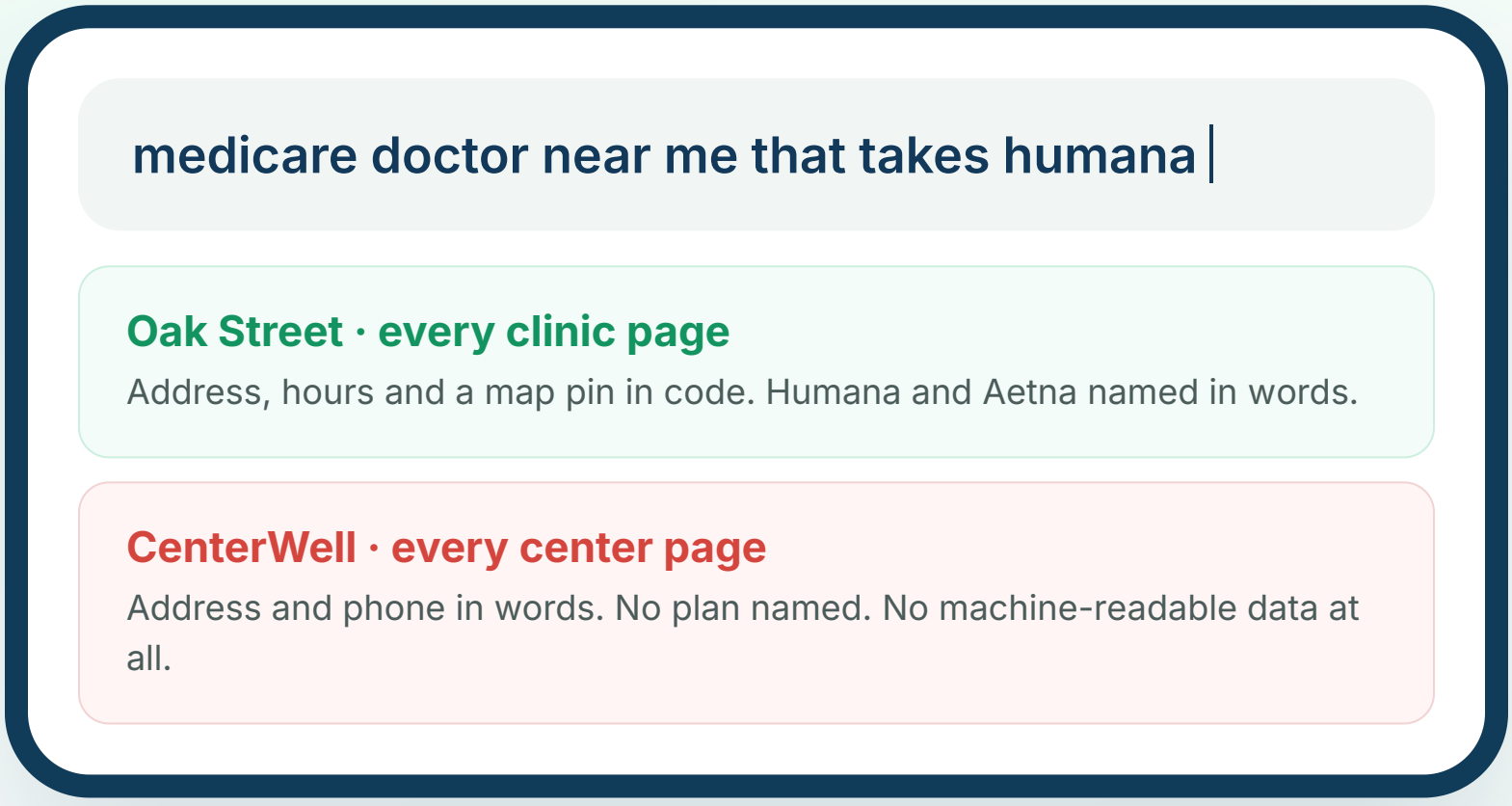
OAK STREET HEALTH VS. CENTERWELL

Two Medicare Clinics. Only One Says Medicare.

Two senior primary care chains, 231 and 195 clinic pages.

One answers almost everything. The other never says the word.



WHAT A PATIENT IS ACTUALLY ASKING

Five questions. Oak Street answers five. CenterWell, two.

Oak Street Health

OAKSTREETHEALTH.COM/LOCATIONS

5/5

- ✓ Where is it?
- ✓ Is it open now?
- ✓ Does it take my plan?
- ✓ Is it Medicare primary care?
- ✓ Can a machine read it as a clinic?

CenterWell

CENTERWELLPRIMARYCARE.COM

2/5

- ✓ Where is it?
- ✓ Is it open now?
- ✗ Does it take my plan?
- ✗ Is it Medicare primary care?
- ✗ Can a machine read it as a clinic?

Scored on the raw page, before JavaScript. Both chains serve seniors on Medicare, and both were checked the same way: 60 clinic pages sampled at random from each, as a browser and as Googlebot.

WHAT OAK STREET GETS RIGHT

Oak Street hands a machine the address, the hours and the plans it takes.

Every Oak Street clinic page we sampled carries a full clinic listing written for machines. It even lists the insurers in code, next to a rating and a FAQ.

OAK STREET AVALON PARK, CHICAGO IL · PAGE DATA

```
"@type": "MedicalClinic",
"streetAddress": "1715 E 95th St", "postalCode": "60617",
"geo": { "latitude": "41.72043", "longitude": "-87.58152" },
"openingHoursSpecification": { "opens": "08:00", "closes": "17:00" },
"paymentAccepted": "… UnitedHealthcare, Aetna, Humana, Wellcare …"
```

60 / 60

Oak Street clinic pages with the listing, hours, coordinates and plans

0 / 60

CenterWell center pages with any of it

AND THEN

Ask Oak Street’s finder for a clinic. It shows none.

The clinic list on the locations, state and city pages loads with JavaScript. In the raw page a crawler receives, there is a search box and a “Loading” placeholder, and no clinic.

LINKS TO CLINIC PAGES

0 / 4 finder pages

/locations, Illinois, Chicago and Detroit. Not one link to a clinic, and not one clinic name.

HOW A CRAWLER FINDS A CLINIC

1 route

The sitemap. All 231 clinic pages are there and dated, but nothing on the site links to them in plain HTML.

WHAT THAT COSTS

The best clinic pages in this teardown sit behind a finder that hides them. An assistant browsing from the city page never reaches one.

WHAT CENTERWELL GETS RIGHT

CenterWell prints the basics and links every center.

Each center page says the address, the phone and the week’s hours in plain words, with a directions link. And one plain HTML page links all 195 centers, **which Oak Street’s finder never does.**

CENTERWELL SANTA BARBARA, THE VILLAGES FL · WHAT THE PAGE SAYS

1575 Santa Barbara Blvd, The Villages, FL 32159

Call us 352-674-1740 · View map & directions

Monday to Friday 7:00 AM – 5:00 PM · Saturday, Sunday closed

195 / 195

centers linked from one plain HTML page that any crawler can read

60 / 60

center pages with address, phone and a directions link in the text

AND THEN

CenterWell says it in words, but never “Medicare”.

Not once, on any of the 60 center pages, in the text a crawler reads. The plan list sits behind a “See accepted plans” button, packed inside 1.3 MB of script. And there is no page data at all.

CENTERWELL SANTA BARBARA, FL · PAGE DATA, EVERY TYPE FOUND

(none)

No MedicalClinic. No address. No geo. No openingHours. No plans.

PAGES THAT SAY “MEDICARE”

0 / 60

And 0 name a single insurer, not even Humana, which owns CenterWell.

PAGE WEIGHT TO TEXT

1.4 MB

to deliver about 2,400 characters a reader can see. Oak Street: 201 KB for 13,900.

AND ON EVERY CENTER PAGE

No meta description and no link preview tags. Paste a center in a chat and it arrives as a bare URL.

NINE CHECKS, SAME METHOD, BOTH CHAINS

Eight checks to three. The ninth goes the other way.

CHECK	OAK STREET	CENTERWELL
Clinic pages carry a clinic listing The MedicalClinic block a machine reads	✓	✗
Opening hours a machine can parse Not just printed on the page	✓	✗
Map coordinates in the page data So an assistant can place the clinic	✓	✗
Plans named on the clinic page In text a crawler reads, before JavaScript	✓	✗
Location sitemap carries dates So crawlers know what changed	✓	✓
Link previews and a description The og: tags and meta description	✓	✗
Every page in the sitemap is alive We requested all 426 of them	✓	✓
A note written for AI engines An llms.txt on the domain	✓	✗
A crawlable page links every clinic Without running JavaScript	✗	✓

WHY THIS MATTERS TO A CLINIC

Oak Street did the hard part. CenterWell did the easy one.

426 clinic pages for seniors between them. Oak Street wrote a near-complete clinic page, then hid it behind a finder only JavaScript can open. CenterWell links every center in plain HTML, then never says what a senior is searching for: Medicare, and the plan they carry. For a web team, each fix is a few days of work. For a single clinic, both fit in an afternoon.

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.

team@getclinads.com — **Free AI visibility audit**