



CASE STUDY | 2026

How 4 Tijuana surgeons cut ad spend by 50% and grew surgeries 13% in six months.

Measuring the impact of AI Visibility (GEO + AEO) infrastructure
at VIDA Wellness & Beauty Center, Tijuana, Mexico.

CLIENT



PERIOD

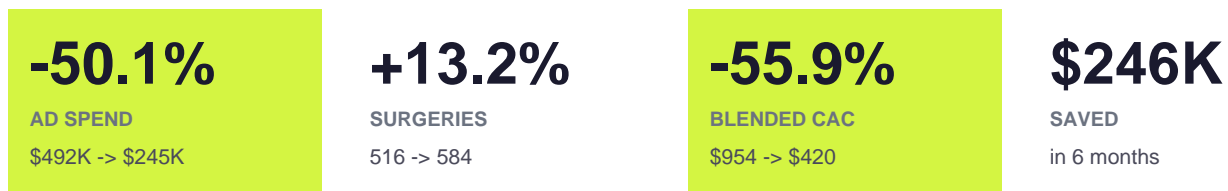
Q3 2025 - Q1 2026

vs Q4 2024 - Q2 2025 baseline

EXECUTIVE SUMMARY

Four surgeons. Six months. Lower CAC, higher volume.

Q3 2025 through Q1 2026, measured against the prior two quarters.



The headline:

VIDA's four plastic and aesthetic surgeons reduced combined paid-ads investment from \$492,186 to \$245,560 -- a 50% cut -- while growing total surgeries from 516 to 584 (+13%). Blended Customer Acquisition Cost dropped from \$954 to \$420, a 56% reduction.

Two of the four surgeons saw CAC drop by 75% and 81% respectively, while growing surgery volume by 36% and 45%. For cross-border elective care, this level of CAC compression is unusual and suggests a meaningful shift in how patient discovery and trust are being built.

The shift: AI search (ChatGPT, Gemini, Google AI Overview) emerging as a discovery channel alongside paid ads for US patients researching medical tourism in Tijuana.

Figures reported by VIDA Wellness & Beauty. Methodology & attribution on page 5.

THE CLIENT

VIDA Wellness & Beauty Center



VIDA Wellness & Beauty Center is one of Tijuana's largest and most established medical tourism clinics. Founded over a decade ago, VIDA serves primarily US and Canadian patients across plastic surgery, bariatric surgery, dental care, and aesthetic medicine.

VIDA's surgical center was the first in Mexico accredited by QUAD A (formerly AAAASF), recognized for meeting the highest standards in outpatient care. The facility includes advanced medical technology, on-site labs, a dental studio, and a dedicated recovery boutique for international patients.

The four surgeons documented in this case study are senior members of VIDA's plastic and aesthetic surgery team. A fifth surgeon - Chief Surgeon Dra. Gabriela Rodriguez Ruiz, who leads the bariatric practice - is featured separately on page 12 for AI visibility results.

VIDA AT A GLANCE

Location	Tijuana, Baja California	Accreditation	QUAD A (first in Mexico)
Primary market	US & Canadian patients	Specialties	Plastic, bariatric, aesthetic, dental

THE CONTEXT | LATE 2024

What changed between 2024 and 2026.

Patients stopped starting with Google. They started asking ChatGPT, Gemini, and Perplexity instead.

LATE 2024

Life was simple

- + Patient googled, clicked ad, called.
- + Instagram was the sales funnel.
- + 500 reviews felt like enough proof.
- + Doctoralia was your presence.
- + Agency sent you green reports.
- + CAC was high, but predictable.

Q1 2026

Welcome to now

- Patient asks ChatGPT. AI picks 3. You are one or you are invisible.
- Instagram is 0.23% of AI citations.
- 500 reviews, no entities = invisible.
- Doctoralia is 1 of 12 signals.
- Your agency cannot report AI results.

THE EVIDENCE

1 in 3

US adults now use AI chatbots for health info

KFF, March 2026

-68%

Paid CTR on informational queries with AI Overviews

Seer, Sep 2025

52.6%

Healthcare AI citations come from directories

Yext, Oct 2025

METHODOLOGY & ATTRIBUTION

How the work got done, and who did it.

ATTRIBUTION

The dual role that made this possible.

The results documented in this report span Q3 2025 through Q1 2026 for four surgeons at VIDA Wellness & Beauty Center. During this period, Emilio Alcolea served concurrently as Head of Marketing & Sales at VIDA and Founder of Tersefy.

This dual role provided the operator access required to implement and measure the results shown: GEO and AEO positioning, entity architecture, schema markup, FAQ structures, and content coordination, alongside standard paid ads optimization on Meta and Google.

WHY THIS CAN REDUCE CAC

When a surgeon is surfaced earlier in AI-assisted research, patients may arrive with higher pre-qualification and stronger trust signals, reducing reliance on high-cost paid clicks for initial discovery. This does not replace paid media in every case, but it can improve efficiency across the acquisition mix.

WHAT WAS MEASURED

- Paid-ads investment (USD) across Meta and Google, reported by VIDA.
- Surgeries completed per surgeon per quarter, sourced from VIDA CRM.
- Customer Acquisition Cost (CAC) = quarterly ad spend / surgeries completed.
- AI citation presence, tested monthly across ChatGPT, Gemini, Google AI Overview.

THE WORK

What Tersefy built inside VIDA.

Three layers of AI visibility infrastructure.



Entity Architecture

Structured data for each surgeon: name, credentials, procedures, hospital affiliations, memberships.

Schema.org Physician markup on every profile, cross-linked with VIDA Organization schema.



GEO Content

Patient-question-first articles answering the exact prompts patients ask ChatGPT and Gemini.

FAQ structures optimized for extraction. 46+ articles in English, 23 in Spanish.



AEO Optimization

Answer Engine tuning: extractable clinical answers, direct-response structures, entity-rich internal linking.

Cross-platform consistency across Doctoralia, Google, RealSelf, clinic site.

PLUS | CONTENT COORDINATION

Short-form video content (Reels and TikToks) was produced by VIDA's in-house social team, coordinated with the AI visibility content calendar. Tersefy does not produce video content; this coordination was part of Emilio Alcolea's role as Head of Marketing at VIDA.

RESULTS | THE FOUR SURGEONS

The four surgeons. The numbers.

**Dr. Alejandro Quiroz**

Deep Plane Facelift & Facial Rejuvenation
CMCPEP | 39 yrs | 18,000+

-24%
CAC CHANGE

+1%
SURGERIES

AI CITED BY
ChatGPT

**Dr. Carlos Castaneda**

Mommy Makeover & Full Body Transformations
CMCPEP | 20 yrs | 7,000+

-56%
CAC CHANGE

-4%
SURGERIES

AI CITED BY
Google AIO

**Dr. Enrique Quiros Lim**

Breast Enhancement & Body Contouring
CMCPEP | 3,000+

-81%
CAC CHANGE

+45%
SURGERIES

AI CITED BY
Google AI Mode

**Dr. Juan Carlos Fuentes**

Deep Plane Facelift & Rhinoplasty
CMCPEP | 28 yrs | 9,000+

-76%
CAC CHANGE

+36%
SURGERIES

AI CITED BY
ChatGPT

Detailed deep-dive on each surgeon follows on pages 8 through 11.

DEEP DIVE | 1 OF 4

Dr. Alejandro Quiroz

Deep Plane Facelift & Facial Rejuvenation



CERTIFICATION

CMCPR

EXPERIENCE

39 years

PROCEDURES

18,000+

Trained under Dr. Bruce Connell (father of the modern facelift)

MEMBER OF

The Aesthetic Society, ASPS, ISAPS, AMCPR, SDPSS

CAC CHANGE

-23.6%

From: \$1,050
To: \$802

SURGERIES

+1.3%

From: 156
To: 158

AI VISIBILITY

ChatGPT 5.4 Thinking

Query tested:

"best deep plane facelift surgeon in tijuana"

Result:

Listed among top deep plane facelift surgeons in Tijuana

Data source: VIDA Wellness & Beauty Center internal CRM and ad spend records.
Period Q3 2025 - Q1 2026 vs Q4 2024 - Q2 2025 baseline. AI tested April 2026.

DEEP DIVE | 2 OF 4

Dr. Carlos Castaneda

Mommy Makeover & Full Body Transformations



CERTIFICATION	EXPERIENCE	PROCEDURES
CMCPR	20 years	7,000+

Mommy Makeover and post-weight-loss body contouring expert

MEMBER OF
AMCPR, ISAPS, ASPS, The Aesthetic Society

CAC CHANGE

-56.3%

From: \$958
To: \$419

SURGERIES

-4.0%

From: 174
To: 167

AI VISIBILITY

Google AI Overview

Query tested:

"best plastic surgeon tijuana body contouring"

Result:

Referenced in VIDA Wellness and Beauty AI citations

Data source: VIDA Wellness & Beauty Center internal CRM and ad spend records.
Period Q3 2025 - Q1 2026 vs Q4 2024 - Q2 2025 baseline. AI tested April 2026.

DEEP DIVE | 3 OF 4

Dr. Enrique Quiros Lim

Breast Enhancement & Body Contouring



CERTIFICATION	EXPERIENCE	PROCEDURES
CMCPR	Intl. trained	3,000+

International training at Chaim Sheba Medical Center, Israel

MEMBER OF
AMCPR, CCPRBC, CMT

CAC CHANGE

-80.8%

From: \$1,357
To: \$261

SURGERIES

+44.8%

From: 67
To: 97

AI VISIBILITY

Google AI Mode

Query tested:

"highly qualified surgeon breast augmentation tijuana"

Result:

#1 recommendation for breast augmentation in Tijuana

Data source: VIDA Wellness & Beauty Center internal CRM and ad spend records.
Period Q3 2025 - Q1 2026 vs Q4 2024 - Q2 2025 baseline. AI tested April 2026.

DEEP DIVE | 4 OF 4

Dr. Juan Carlos Fuentes

Deep Plane Facelift & Rhinoplasty



CERTIFICATION	EXPERIENCE	PROCEDURES
CMCPR	28 years	9,000+

Fellowship under Dr. Bruce Connell. Allergan speaker since 2006

MEMBER OF
The Aesthetic Society, AMCPR, ISAPS, ASPS

CAC CHANGE

-75.5%

From: \$595
To: \$146

SURGERIES

+36.1%

From: 119
To: 162

AI VISIBILITY

ChatGPT 5.4 Thinking

Query tested:
"best deep plane facelift surgeon in tijuana"
Result:
Listed with specific VIDA/CosMed deep plane facelift citations

Data source: VIDA Wellness & Beauty Center internal CRM and ad spend records. Period Q3 2025 - Q1 2026 vs Q4 2024 - Q2 2025 baseline. AI tested April 2026.

AI VISIBILITY SPOTLIGHT | BARIATRIC PRACTICE

Dra. Gabriela Rodriguez Ruiz

Chief Surgeon | VIDA Wellness & Beauty | Bariatric Surgery



CREDENTIALS

MD, PhD (Molecular Biology & Genetics, University of Texas)
Master Surgeon of Excellence (SRC)
Certified: CMCG, CMCOEM
Member: American College of Surgeons

PRACTICE

14 years experience | 6,800+ procedures
Signature: Enhanced Gastric Sleeve,
Double Buttress Technique,
Drainless Bariatric Surgery

AI VISIBILITY RESULT | GEMINI PRO | APRIL 2026

Query: "best bariatric surgeon in tijuana"**Result: #1 - "premium tier of bariatric surgery in Tijuana"**

Gemini cites Dra. Rodriguez's FACS fellowship, PhD credentials, surgery volume, and Master Surgeon of Excellence designation by name.

Financial results for Dra. Rodriguez's bariatric practice are not included in this report. The same entity architecture methodology applied to the four surgeons in this case study was applied to her public presence during the same period. AI visibility tested April 2026.

PROOF | ACROSS AI PLATFORMS

Where VIDA surgeons appear in AI today.

Queries tested April 2026 on fresh, incognito sessions.

ChatGPT 5.4 Thinking

QUERY TESTED

"best deep plane facelift surgeon in tijuana"

RESULT

Dr. Alejandro Quiroz and Dr. Juan Carlos Fuentes listed among top recommendations, with named citations to VIDA/CosMed.

Gemini Pro

QUERY TESTED

"best bariatric surgeon in tijuana"

RESULT

Dra. Gabriela Rodriguez Ruiz listed #1. Gemini cites FACS fellowship, PhD credentials, and Master Surgeon of Excellence.

Google AI Overview

QUERY TESTED

"best deep plane facelift surgeon in tijuana"

RESULT

Dr. Alejandro Quiroz at VIDA Wellness and Beauty listed among top-rated surgeons for deep plane facelifts in Tijuana.

Google AI Mode

QUERY TESTED

"highly qualified surgeon breast aug. tijuana"

RESULT

Dr. Enrique Quiros Lim (VIDA Wellness & Beauty) listed as #1. Board-certified, international training at Chaim Sheba Medical Center cited.

WHAT THIS MEANS FOR YOUR CLINIC

The methodology is replicable.

What produced these results at VIDA is not a secret formula. It is a disciplined, layered approach to AI visibility - entity architecture, GEO content, AEO optimization, content coordination - applied consistently over months.

Tersefy now applies the same methodology to other Tijuana medical tourism clinics. The infrastructure can be transferred. Outcomes depend on baseline reputation, specialty, competition, and execution quality.

WHAT IT TAKES

- A clinic operating with real credentials, reviews, and patient volume.
- 60-90 days of infrastructure work before citation share compounds.
- Willingness to publish real procedure details and surgeon bios.
- Month-to-month engagement. We work as long as we produce results.

START HERE

Get a free AI audit of your clinic.

We test 20+ real patient prompts across ChatGPT, Gemini, and Perplexity. PDF report in 3 business days.

tersefy.com/contact

ABOUT THE FOUNDER

Tersefy is led by Emilio Alcolea, Founder. Former Head of Marketing & Sales at VIDA Wellness & Beauty Center, where the methodology documented in this case study was developed. Previously led marketing at Washington Vascular Specialists (USA), with earlier campaigns for Dell, Amazon, Toyota, and Microsoft. Tecmilenio graduate. Based in Tijuana, Baja California.

LIMITATIONS AND INTERPRETATION

What this report does not claim.

This report is based on internal operational data from VIDA and an implementation period that included multiple simultaneous interventions. The analysis is intended to document directional business impact and AI visibility outcomes, not isolate a single causal variable.

- This is an operator-led case study, not a randomized controlled test.
- Multiple interventions occurred in the same period: AI visibility work, structured data implementation, content publishing, and paid media optimization.
- Financial and surgery data were supplied by VIDA internal systems.
- AI citation observations were tested on specified dates using fresh sessions and defined prompts.
- AI platform results are dynamic and may vary by prompt wording, session history, geography, and model updates.
- Results may not generalize to every clinic.

Read the numbers as directional evidence that AI visibility work can materially change the discovery and acquisition mix for a specialty clinic, not as a guaranteed forecast for yours.