MADOR REPORT · NOVEMBER 2026

Dentists in Italy: who AI assistants recommend

We asked 4 AI assistants where to find dentists in 50 cities in Italy, with 5 questions per city written the way a resident would ask them. That makes 1,000 answers, collected on 3 November 2026.

71% of answers recommend at least one business

708 of 1,000 answers give at least one name to call. With the same method, the true share sits between 68% and 74%; the other answers explain how to choose and name nobody.

Gemini names the most, Claude the fewest

Gemini recommends a business in 99% of its answers, Claude in 9%. Showing up in one assistant does not mean showing up in another.

DentalPro is recommended in 33 of 50 cities

38% of answers name at least one national network or chain. The other recommended businesses are independent, and they change from city to city.

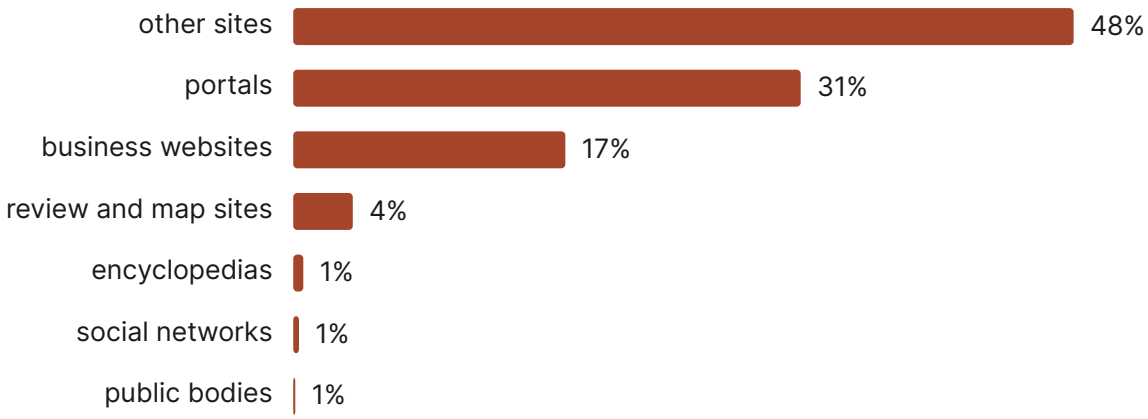
Portals make up 31% of the sites read, business websites 17%

59% of answers link to a portal, 42% to the website of a named business. A site the assistant reads is a site it takes names from.

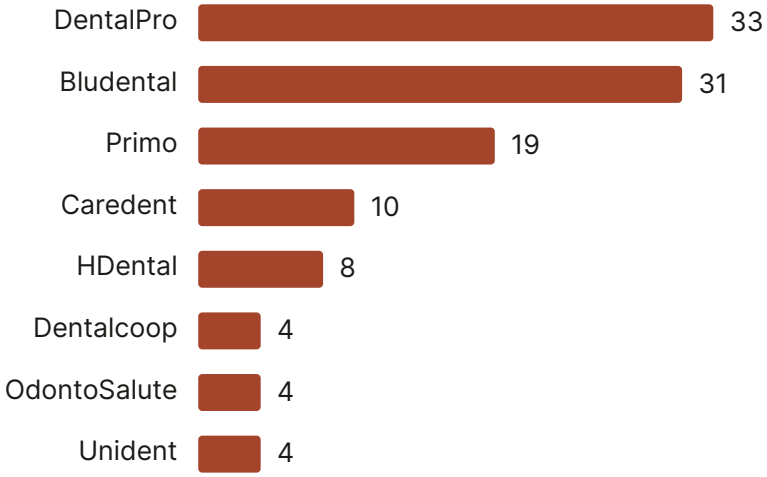
How often each assistant recommends



Sites read, by type



Networks recommended in the most cities



City by city

#	City	Answers	With a business	Most recommended
1	Roma	20	60%	Marano Dental Experience, Wedental Care
2	Milano	20	55%	Lo Studio Dentistico Restuccia, BDD Studio Dentistico Milano Navigli, Dental-Luc
3	Napoli	20	55%	Studio Dentistico Di Caprio, Studio Dentistico Di Maro, Studio Dentistico Leone
4	Torino	20	75%	Primo, Clinica Dentale Cappellin, DentalPro
5	Palermo	20	70%	Clinica Italdent, DentalPro, Unident
6	Genova	20	70%	Dentista.tv, CDS - La Casa della Salute, Bludental
7	Bologna	20	70%	Primo, Bludental, Centro Dentistico Santa Chiara
8	Firenze	20	80%	Dental Factor, Stibbert Clinica Dentale, Ireos Dental
9	Bari	20	60%	Primo, Studio Odontoiatrico Di Gioia, Bludental
10	Catania	20	75%	DentalPro, Studio Palmeri, Studio Dentistico D'Agata
11	Verona	20	75%	Studio Dentistico Armani, Bludental, Smile Gallery

#	City	Answers	With a business	Most recommended
12	Venezia	20	65%	Doctor Dent, Clinica Dentale Ghiatto, DentiAmo
13	Messina	20	75%	DentalPro, Centri Dentistici D'Andrea, Dental Clinic Messina
14	Padova	20	65%	Centro Medico Lotta-Spadaro, Studio Dentistico Lorello, White Dental Studio
15	Brescia	20	75%	Centro Dentistico Futura, Bludental, Studio Facchinetti
16	Parma	20	70%	Bludental, Caredent, Dentista.tv
17	Trieste	20	80%	Dental Domus, DentalPro, Medicenter Trieste
18	Prato	20	80%	DentalPro, Bludental, Primo
19	Taranto	20	70%	Studio Dentistico Conte, Studio Dentistico De Bartolomeo, Primo
20	Modena	20	75%	Tommaso Grandi Dental Clinic, Bludental, Dentista.tv
21	Reggio Emilia	20	70%	Bludental, DentalPro, Studio De Marco Odontoiatria
22	Reggio Calabria	20	75%	Odontoiatria 32, Studio viMadent, Studio Dentistico Tortorella
23	Perugia	20	75%	Bludental, Dentista.tv, Perugia Dent
24	Ravenna	20	70%	Bludental, DentalPro, Studio Dentistico Ercolani
25	Livorno	20	70%	DentalPro, Crisciani Dental House, Primo
26	Rimini	20	75%	Caredent, Bludental, Alident
27	Cagliari	20	75%	Dentista.tv, Studio Dentistico Piras Denotti, Studio Dentistico Matta
28	Foggia	20	70%	Studio Arciuolo, Dentista.tv, DentalPro
29	Ferrara	20	65%	Bludental, Clinica del Sorriso, Studio Odontoiatrico Sigolo
30	Latina	20	70%	Centro Odontoiatrico Gioia, Bludental, Ambulatorio Dentistico Gabrident
31	Salerno	20	65%	Spirito Centro Odontoiatrico, Studio Dentistico De Sanctis
32	Giugliano in Campania	20	75%	Centro Odontoiatrico Buonanno, Art Dental - Studio Dentistico Pennacchio, Studio Odontoiatrico Cascarino
33	Monza	20	80%	Studio Dentistico Abaco, Primo, Bludental
34	Bergamo	20	70%	Bludental, Centro Don Orione, Clinica Villa Sant'Apollonia
35	Sassari	20	75%	Bludental, Lucariello Odontoiatria, Studio Odontoiatrico Zara
36	Trento	20	75%	DentalPro, HDental, Studi Odontoiatrici WHITE
37	Pescara	20	70%	Primo, Studio Dentistico Guiducci, Studio Dentistico Basciani
38	Forlì	20	75%	DentalPro, Dentista.tv, Bludental
39	Siracusa	20	65%	Centro Dentale Coco, Primo, Agrò Vella Dentisti
40	Vicenza	20	65%	Bludental, DentalPro, Fortuny Centro Dentale
41	Bolzano	20	60%	Dental Institute Bolzano, Family Salus, Maia Dentis
42	Terni	20	70%	Bludental, Studio Dentistico Felici, Vena Odontoiatria
43	Piacenza	20	75%	Primo, Caredent, Studio Dentistico Baruffaldi

#	City	Answers	With a business	Most recommended
44	Novara	20	65%	Caredent, Centri Dentali Zanardi, Clinica Viana
45	Ancona	20	75%	Pelliccia – Studio Odontoiatrico, AGL Dental, DentalPro
46	Udine	20	70%	Bludental, DentalPro, Studio Dentistico Baccarini
47	Andria	20	75%	Dental Plus, Studio Lepidi, Suriano
48	Arezzo	20	75%	Bludental, DentalPro, Primo
49	Cesena	20	75%	Primo, DentalPro, Bludental
50	Pesaro	20	70%	Caredent, Centro Odontoiatrico Mingione, San Raffaele Odontoiatria Integrata

Method

Cities: the 50 most populous municipalities, ISTAT estimates at 1 January 2026. Each city has its own 5 questions, in the language spoken there, the same for every assistant.

Assistants: ChatGPT, Gemini, Claude, Perplexity, with the models of Mador's free scan and web search on. For each question and assistant the most recent answer counts.

An answer "recommends a business" when it names at least one real business in the category: headings, neighbourhoods, portals and public bodies do not count. The interval accounts for assistants answering the same questions (the same method as the Mador Index).

Since 4 November 2026, the order counts the answers that recommend first, then the mentions.

Names appear only where the assistants recommend them, never if an answer advises against them: national networks in the cities where at least one answer recommends them, independent businesses recommended in at least 2 answers in their city.

This data comes from the same work Mador does every day for businesses: it sees where assistants recommend them, writes and publishes the missing pages and measures again to see what changed.

[See where your business shows up]

Mador, "Dentists in Italy: who AI assistants recommend", November 2026, mador.ai.