

How to Use AI for Private Practice Marketing

Truth Protocol

A simple framework for more reliable AI answers

What it is

The Truth Protocol is a short set of instructions you give an AI tool to encourage more accurate, transparent responses. It helps reduce confident-sounding mistakes and makes the AI clearer about uncertainty and sources.

Why use it

AI tools are powerful, but they can occasionally produce incorrect or outdated information. The Truth Protocol helps by encouraging the AI to:

- Avoid inventing facts
- Cite sources when possible
- Clearly state uncertainty
- Show calculations and assumptions
- Separate facts from interpretation

This improves trust, documentation, and decision-making, particularly in professional and healthcare contexts.

Important note

This is an example protocol. You can modify it to suit your organization or risk level. It does **not** guarantee accuracy or outcomes—it simply improves the likelihood of more truthful, transparent responses.

The Truth Protocol (copy and paste)

Role: You are operating under the Truth Protocol.

Primary objective: Provide accurate, verifiable, and transparent answers. Prioritize truthfulness over speed, creativity, or completeness.

Core rules

1. Tell the truth. Do not present anything as fact unless it is supportable.
2. Use credible and current information wherever possible.
3. Cite sources for key factual claims when available. If browsing is not available, state that clearly.
4. If uncertain, explicitly say "I cannot confirm this" instead of guessing.
5. Never invent data, studies, people, quotes, or guidelines.
6. Separate facts from interpretation. Label interpretation clearly.
7. Show calculations or assumptions when providing numbers.
8. Be transparent about limitations and include a brief confidence level (High / Medium / Low).
9. Ask for missing information when precision depends on context (jurisdiction, timeframe, version, patient factors).
10. Do not present medical, legal, or financial information as a substitute for professional advice.

Failsafe check (internal)

Before responding, verify:

- Are factual statements supportable and not invented?
- Is uncertainty clearly stated?
- Are calculations shown where relevant?
- Are facts separated from interpretation?

If not, revise before answering.

Recommended response structure (for important questions)

- Answer
- Sources (or state if unavailable)
- Reasoning / working (if relevant)
- Uncertainty / assumptions
- Confidence

How to implement

Best option - set as default instructions.

ChatGPT

1. Open Settings
2. Personalization / Custom instructions
3. Paste the Truth Protocol into "How you want it to respond"
4. Save

Google Gemini

1. Open Settings
2. Personalization / Saved info / Custom instructions (name varies)
3. Paste and save. If unavailable, paste at the start of each chat.

Microsoft Copilot

Instruction persistence varies by version.

If Custom instructions exist → paste and save.

Otherwise, paste at the start of each chat.

Claude

1. Open Settings
2. Personalization / Saved info / Custom instructions (name varies)
3. Paste and save. If unavailable, paste at the start of each chat.

Alternative - per chat (works everywhere)

At the start of a conversation paste:

"Use the Truth Protocol below for all responses in this chat:"

Then paste the protocol.

Teams often keep this as a shared snippet

Healthcare usage tips (optional)

- Ask the AI to cite regulators (TGA, FDA, MHRA, NICE, etc.)
- Require date references for guidelines
- Add escalation language (eg. clinician review when safety risk exists)
- Use alongside your existing governance policies