

Why should I hire you instead of ChatGPT?

Families are arriving with AI answers already in hand.

What to say when someone asks you to justify your services versus using AI.

From real conversations with Aging Life Care Professionals®. Special thanks to Elizabeth Savage, LICSW, CMC for her contributions.

Rather than pushing back or getting flustered, **sit down and go through AI's answer with them, point by point.** Watching you interpret their AI results – highlighting what's actually helpful versus what's inaccurate or overkill – that's the ultimate proof point.

RECOMMENDATIONS

How to have these conversations

1 Go through it. Don't wave it away.

One client brought eight AI-picked facilities. Two were good. Three were far away. Two were memory care only; one was skilled nursing.

"Let's go through what you found together."

2 Say where the information came from.

Most of what's written about assisted living was written to sell it. The tool can't tell which place would take their mother.

"It read what's published, but most of which was written by marketing teams."

3 Explain why it sounds so certain.

It's built to be agreeable and sounds certain whether or not it's right. A soothing wrong answer is harder to undo than a frightening one.

"It's designed to sound reassuring. That's not the same as being right."

4 Name what AI cannot do.

It won't be in the ER at 2 a.m. or push back on the doctor. It doesn't know your client refused surgery twice, and meant it.

"AI doesn't show up at the hospital when a crisis occurs. It won't go to the doctor and advocate for your needs."

WAYS TO RESPOND

Questions you might get

THEY SAY "I ran your recommendations through Claude. Its version included more options and information than yours."

YOU SAY "Let's go through it to see if any would be a good fit for your mother."

Length reads as thoroughness until someone checks it against reality.

THEY SAY "Why aren't you doing all these things ChatGPT recommended?"

YOU SAY "Let's work through what it suggested."

Don't argue with volume, re-prioritize it. Talk about what matters now versus later. Explain how trying to do everything at once can be overwhelming and unnecessary.

THEY SAY "If you're using AI, shouldn't I be paying less?"

YOU SAY "Let me show you where and how I use AI, and where it's not as helpful."

People don't always understand all that Care Managers do. Explain how AI can enhance your services versus replacing your experience, judgment and personalized care. Show how they'll get more value, not less.

Two things to try this week

Ask AI to describe its own limitations and craft responses to the difficult questions you're getting:

"Play a son who's sure ChatGPT already answered his question about his aging mother's needs. Help me draft a response."

Get started on an AI policy by answering:

- Where I use AI
- Where I never use AI
- How I protect personal information