



ADDICTION TREATMENT

A Guide to Getting Started with Certification

About LegitScript

For more than 15 years, LegitScript's Certification Program has provided a recognized seal of approval for legitimate merchants. Certification enables these businesses to work with major advertising platforms — helping these businesses demonstrate credibility, maintain compliance, and grow responsibly.

Because of the complex and sensitive nature of substance use disorder treatment services, various advertising platforms require certification from a recognized organization like LegitScript to engage in advertising.

LegitScript Addiction Treatment Certification helps addiction treatment providers navigate strict regulations and complex workflows. Whether managing residential programs, outpatient services, or virtual care, certification confirms that operations meet the highest standards of compliance and transparency. It reduces risk, safeguards your reputation, and supports scalable, sustainable growth.

What Is Addiction Treatment Certification?

LegitScript Addiction Treatment Certification is the only third-party certification and monitoring solution recognized by Google, Meta, Microsoft (Bing), and Nextdoor to vet addiction treatment advertisers and enable transparent, ethical advertising.

Its purpose is to help legitimate providers build patient trust, stand out from unethical or illicit actors, and demonstrate commitment to transparency and legal compliance. While other accrediting bodies look primarily at quality of care, LegitScript Certification takes a holistic look at a provider's business model, marketing practices, and business affiliations.

Why Certification Matters

LegitScript Certification is an essential part of the business strategy for addiction treatment providers. It helps to:

- Fulfill an eligibility requirement of major online advertising platforms to help you reach more potential patients in need.
- Serve as a trusted emblem that differentiates providers from deceptive operators in a highly vulnerable sector.
- Complements — but does not replace — accreditation from bodies such as CARF and The Joint Commission. Certification focuses on compliance, not quality-of-care.

Geographic Scope

Google recognizes LegitScript Addiction Treatment Certification for providers operating in the United States and in Canada. Currently, Meta, Microsoft Bing, and Nextdoor recognize LegitScript Certification in the United States only.

Who Needs Certification — and Who Doesn't

LegitScript Addiction Treatment Certification is currently open to providers of drug and alcohol addiction treatment in the United States and Canada only.

Eligible Entities Include:

- **Virtual or In-Person Addiction Treatment:** Any website, application, or merchant that provides information about in-person drug or alcohol addiction treatment or facilitates in-person or online drug or alcohol treatment, other than at a private residence or non-clinical setting.
- **Mutual Support Groups:** Any website, application, online forum, or merchant that does not offer treatment for drugs or alcohol, but that facilitates interactions between non-professional members engaged in recovery.
- **Crisis Hotlines:** Any website, application, call center, chat feature, or telephone number that provides or purports to provide remote assistance or information to individuals who are in recovery or who are seeking information about addiction or addiction treatment, or to any person associated with such individuals, that does not identify particular treatment facilities or entities on the site itself.

"LegitScript certification is a critical milestone for many of our clients, especially those aiming to advertise healthcare services on platforms like Google and Meta. Beyond unlocking ad eligibility, it signals a high level of trust and operational integrity — essential in today's competitive digital health landscape."

Dean Mor, Storefront Growth
Manager at CareValidate

Ineligible Entities Include:

Lead generators, directories and **sober living homes** are currently ineligible for LegitScript's Addiction Treatment Certification Program.

An applicant is considered a lead generator and/or a directory if:

- The website is not owned, operated or commonly controlled by the entity that owns or operates the addiction treatment provider to which it refers internet users, and
- It refers potential clients to third party addiction treatment providers, irrespective of whether those addiction treatment providers independently meet LegitScript Certification criteria.

We define a sober living home as a facility that is not providing clinical services or addiction treatment, but that instead provides a cooperative living environment and is typically located in a private residence or similar setting and is not part of a larger treatment program offered by an addiction treatment provider.

What You'll Need Before Applying

Facility Details

- Facility name
- Address
- Ownership or lease
- Liability insurance
- Applicable licensure

The applicant must disclose to LegitScript all physical properties and corporate entities under its control and/or to which it refers participants. Any such properties or entities that provide addiction treatment services must also adhere to certification standards.

"Being LegitScript-certified tells the world that you're operating to the highest standards of legality, transparency, and care quality. That's a huge competitive advantage, especially in a market where a lot of fly-by-night operations are getting shut down."

Josh Rosaasen, COO of Locke Bio

Licenses & Staff Qualifications

Please use our licensure template (for either the [United States](#) or [Canada](#)) to help organize your required documentation, which includes the following:

- **Corporate registration**, including all of the addiction treatment businesses your company and principals own. Business registration numbers can vary depending on the state. Most corporate entities must be registered and filed with the Secretary of State, and you can list these filings where your business is providing addiction treatment services.
- **Staff credentials** for your key treatment providers, such as doctors, nurses, and counselors who provide addiction treatment services. Please disclose any employees that are required to hold a state, federal, or professional license or accreditation.
- **Telemedicine compliance** information, if applicable. To help us get a clear picture of the scope of your online services, please fill out our [telemedicine compliance questionnaire](#).
- **Website and domain transparency** to ensure patients can readily understand the services they can expect from your business. This includes:
 - A clear list of services and facility locations
 - Your privacy policy in compliance with federal and/or local legal requirements
 - A list of all the domains you and your principals own, even if you don't intend for them all to be certified

Principals & Affiliations

- A list of **owners and principals**, including directors, officers, and those with the highest authority in your business
- A list of **referral or affiliate arrangements** with other businesses, such as ones that offer or market addiction treatment services

"If I can showcase my practice, cut through the noise, and display a certification that supports me as a legitimate therapist, then this will be worth it in the long run."

Nancy Belknap, certified counselor

Discipline History

The applicant must disclose:

- Any prior criminal, regulatory, or civil violations related to the applicant's businesses, facility(ies), or key staff
- Any litigation commenced, resolved or otherwise addressed that involves the applicant at any time over the past 5 years

Applicants must not have been subject to recent and/or repeated disciplinary sanctions, warning letters, or similar regulatory action. Prior offenses or other bad acts may be a disqualifying factor in LegitScript's sole discretion. See our [terms and conditions](#) for more information.

Policies and Operations

The applicant must provide, at LegitScript's request, written policies and procedures demonstrating a commitment to best practices, effective recovery, and continuous operational improvement. This includes:

- Written procedures for intake, treatment protocols, relapse prevention, testing, etc.
- A disclosure of incentives offered or provided to patients or clients
 - In general, applicants that offer incentives such as offering to pay for travel are ineligible for approval. Other problematic incentives include, but are not limited to, paying for patients' rent or health insurance premiums while they are in treatment.

Fees and Pricing Structure

Facility-Based Pricing (2025)

Number of Facilities	Application Fee* (per facility)	Annual Fee** (per facility)
1–9	\$1,595	\$3,095
10–24	\$1,495	\$2,775
25	Talk to sales about enterprise pricing.	

* The application fee is nonrefundable

** The annual fee is due after approval and is nonrefundable

"If your goal is to deliver incredible care experiences and you want potential customers to know that you take their needs seriously, LegitScript certification is simply the best way to do that."

Steven Gutentag, Co-Founder, Thirty Madison

Individual Practitioners

This tier is designed for small practices with one to three addiction treatment providers, a single location, one website, and no affiliation with a larger addiction treatment organization. Pricing is in \$USD and applies to both the US and Canada.

Application Fee*	Annual Fee**
\$535	\$1,070

* The application fee is nonrefundable

** The annual fee is due after approval and is nonrefundable

Hardship Waiver

Properly registered non-profit entities with under \$150k as shown by your most recent IRS Form 990 or CRA T3010 are able to apply for a one-year waiver of their annual certification fee. Please note that the application fee is due regardless of status.

Ready to Apply?

If you're ready to get started with your application, read "[From Certification Application to Approval, A Step by Step Guide](#)" next. It will take you through the application process to make your experience smooth.

Contact Us
legitscript.com/contact