



GUIDE

ADDICTION TREATMENT
CERTIFICATION

From Application to Approval

A Step by Step Guide



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Ready, Set, Certify

If you've read our [Drug and Alcohol Addiction Treatment Certification 101](#) guide, you already know all of the reasons why it pays to be certified: access to major advertising platforms, improved patient trust, and better visibility in a competitive industry.

Now, you're ready to take the step to get certified. But where to start? In this guide, we walk you through the application process step by step. You'll learn how to start an account, what our review entails, and what happens after you've become LegitScript-certified.

If you have questions as you make your way through your application, reach out to us at certification@legitscript.com.

1. Application Process: Your Roadmap

1. **Create an account** in our client portal certification.legitscript.com
2. Pay the **applicable facility-based fee** before starting the questionnaire; additional annual certification fees are only due upon approval. See pricing on our [website](#).
3. Select the option for **expedited review** if you'd like to prioritize the start of your application's review.
4. Complete the **application questionnaire**; it can be saved and resumed at any time. You can see the [list of questions here](#). As part of the questionnaire you will upload the documents outlined in the Drug and Alcohol Addiction Treatment Certification 101 guide. We recommend having those ready in advance.
5. Once you **submit your application**, it will be reviewed to ensure all required information and documents are complete.
6. **Clarify and remediate** your application, if necessary. Analysts may contact you for additional details or corrections; swift responses help prevent delays in the process.
7. Pay the **additional annual subscription fee** once you have been approved to finalize your certification.

2. What the Review Includes

During your review, analysts conduct a thorough evaluation of key aspects including:

- Identity, legal compliance, facility legitimacy, and licensing
- Staff qualifications and disciplinary history
- Policies and marketing activity

Our team may have questions about the application or need additional documentation. It's not uncommon for a business to have areas of minor noncompliance that must be remediated before receiving certification. We encourage applicants to respond promptly to questions to help keep their application review on track.

3. Common Analyst Requests and How to Avoid Them

It's important to submit a complete and thorough application to avoid delays in its review. Below are some of the most common issues that can hold up an application.

*Note: **Every** applicant must complete the **Corporate Holdings** tab of the licensure spreadsheet.

Incomplete Facility or Staff Data

Be sure to include all required information about your facility(ies) and staff. Use the **Addiction Treatment Certification Application Checklist** (for the [United States](#) or [Canada](#)) to ensure you've included all required documentation. The **licensure templates** (for the [United States](#) or [Canada](#)) will help you organize your required documentation.

Vague Website Content

Your website must conspicuously disclose the facility(ies) where services are rendered, and the specific nature of services provided. All photographs on your website must truthfully and accurately depict your facilities. Website content must not misrepresent the scope or location of services provided by the applicant.

Lack of Affiliate or Referral Transparency

You must disclose all affiliates and partners, and they must comply with all program standards. Affiliates are any individual, business, or entity who previously, currently, or is expected to have a commercial and/or professional relationship with you or your principals.

Unclear Policies or Inducements

If requested, we'll ask that you provide comprehensive written policies and procedures demonstrating a commitment to best practices, effective recovery, and continuous operational improvement. Furthermore, you must disclose all incentives offered or provided to patients or clients. In general, applicants that offer incentives are ineligible for approval.

You must also disclose to LegitScript all treatment services offered or recommended by the program. This includes but is not limited to types of therapies offered, whether medications are included in the continuum of care, and whether there are specialized services for specific populations like adolescents.

Unreported Disciplinary History

We'll ask that you share any past criminal, regulatory, or civil matters involving the applicant's business, facility(ies), or key staff. This includes any litigation that has been initiated, resolved or otherwise addressed within the past five years.

Applicants should not have a history of recent or repeated disciplinary sanctions, warning letters or similar regulatory actions. While prior offenses or other concerns may affect eligibility, LegitScript will review these matters on a case-by-case basis and determine eligibility at its sole discretion. For reference, "Disciplinary Action" is defined in [LegitScript's Addiction Treatment Certification Terms & Conditions](#).

4. Post-Approval: What Comes Next

Ongoing Monitoring

LegitScript performs ongoing monitoring throughout an addiction treatment provider's certification period to ensure compliance. This ensures your business stays aligned with our Certification Standards across licensure, legality, and promotional practices.

Seal Usage

Certified addiction treatment providers are encouraged to display their custom LegitScript seal on their website to boost credibility, but they are not required to do so. The LegitScript seal code is customized for your certified website and links directly to your public verification page showing your current and active certification status, reinforcing trust and credibility.

You can request your custom seal from our Client Relations team at certification@legitscript.com.

Handling Reports

We take reports of noncompliance seriously. If issues of noncompliance or violative activity surface after approval, LegitScript will require remediation. Failing to respond or correct violations could result in certification suspension or revocation of your certification.

Transparent Advertising

Applicants and certified clients must advertise in a manner that is transparent and in accordance with all applicable laws and regulations. Applicants must ensure that all advertisements are accurate, transparent, and not misleading to the public in any way. This includes clearly identifying themselves in their advertisements, and not using third-party business names in advertisements. You must ensure advertisements accurately reflect the services available at a given location, and may not claim to operate in locations where they do not provide services.

Bonus Resources: In the appendix, be sure to check out the Transparency in Advertising guide for more detailed information on advertising best practices. And be sure to visit our [post-certification webpage](#) to learn more about how to maximize the benefits of your certification.

5. Certification Renewal: Keeping Your Certification Active

Compliance is not about providing a snapshot in time, but demonstrating an ongoing and persistent commitment to proper business practices. This is why LegitScript requires annual renewals and performs ongoing monitoring.

Certification is valid for one year from the date of certification. However, your certification will remain continuous as long as your renewal is completed in a timely manner.

You'll be notified by LegitScript when it's time to renew — typically 60 days before your certification expires. If your business has had changes in the past year, e.g. new owners, licenses, websites, products, or services, we'll ask that you provide updates in your renewal questionnaire. The renewal process is usually faster than the initial application, provided your business has maintained good standing and submitted timely updates. It's completed once payment has been submitted for your annual certification fee, which is automatic on your renewal date, and you've notified us of any applicable updates.

Advertising Compliance: Your Certification Doesn't Override Platform Policies

One of the most valuable benefits to LegitScript Drug and Alcohol Addiction Treatment Certification is that it unlocks advertising eligibility on platforms including Google, Meta, Microsoft (Bing), and Nextdoor.

However, each platform has its own advertising policies with which you must still comply. Misleading or noncompliant ad content can still result in ad suspension, regardless of certification status.

While LegitScript Certification opens the door to advertising on these platforms, it does not shield your ads from rejection or from account penalties if your ads violate platform rules. Be sure to read and understand the policies of each platform before advertising.

6. Ongoing Best Practices

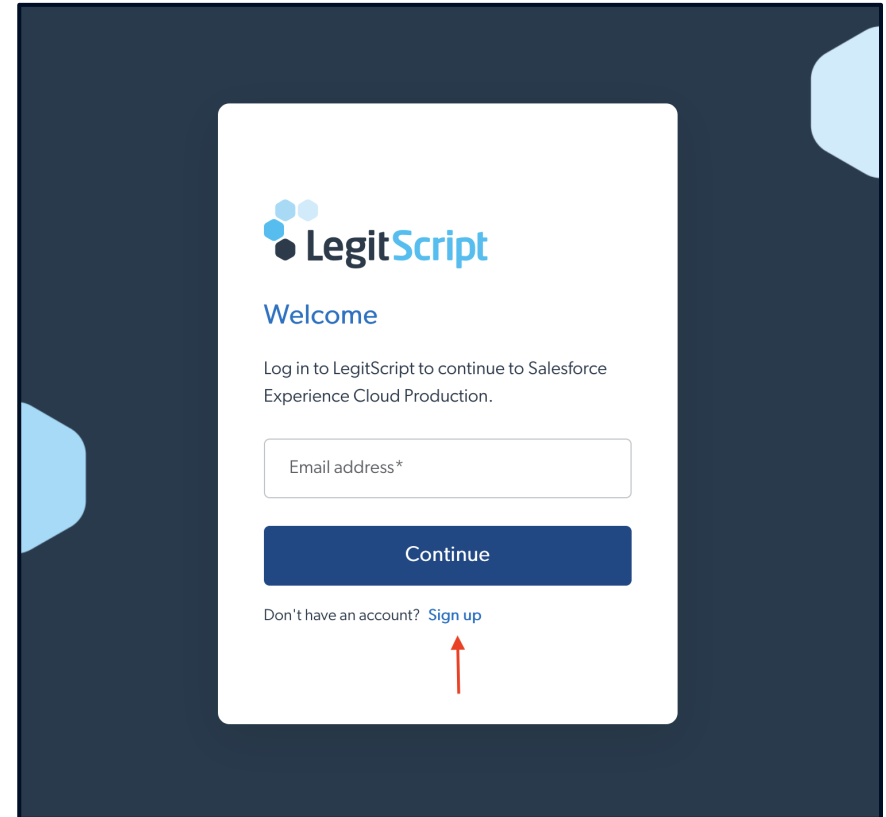
LegitScript wants to support you in maintaining ongoing compliance so that you can avoid disruption to your ad campaigns and other potential problems. Following are some tips to ensure your business remains compliant.

1. **Regularly audit.** Now that you are familiar with LegitScript's Certification Standards, periodically review your staff credentials, facility licensure, and promotional activity to ensure they remain current. Report any disciplinary incidents within 30 days.
2. **Website transparency.** If you make any changes to your website(s), ensure they continue to comply with LegitScript's policies around transparency and accuracy.
3. **Ad compliance.** Review new ads to ensure they comply with platform policies and LegitScript Certification standards.
4. **Affiliates and partners.** Monitor relationships with affiliates and partners, and inform LegitScript of any changes.
5. **Be responsive.** If LegitScript contacts your team with any post-certification inquiries, respond quickly and completely to remain in good standing.

Appendix: Application Process Screenshots

Create an Account

- Go to certification.legitscript.com and create an account using the Sign Up button.
- For the best experience, please use Google Chrome on a desktop or laptop. Mobile devices are not supported.




Start a Certification

- Select the option for Certification.

Select a Primary Solution


[< Back](#)

Certification




For healthcare, addiction treatment, or CBD businesses. Apply for Certification to showcase compliance, unlock advertising, and accept digital payments.

Merchant Monitoring



For payment facilitators, ISOs, and acquiring banks. Manage merchant risk, prevent transaction laundering, and expand growth opportunities.

Data Lookups

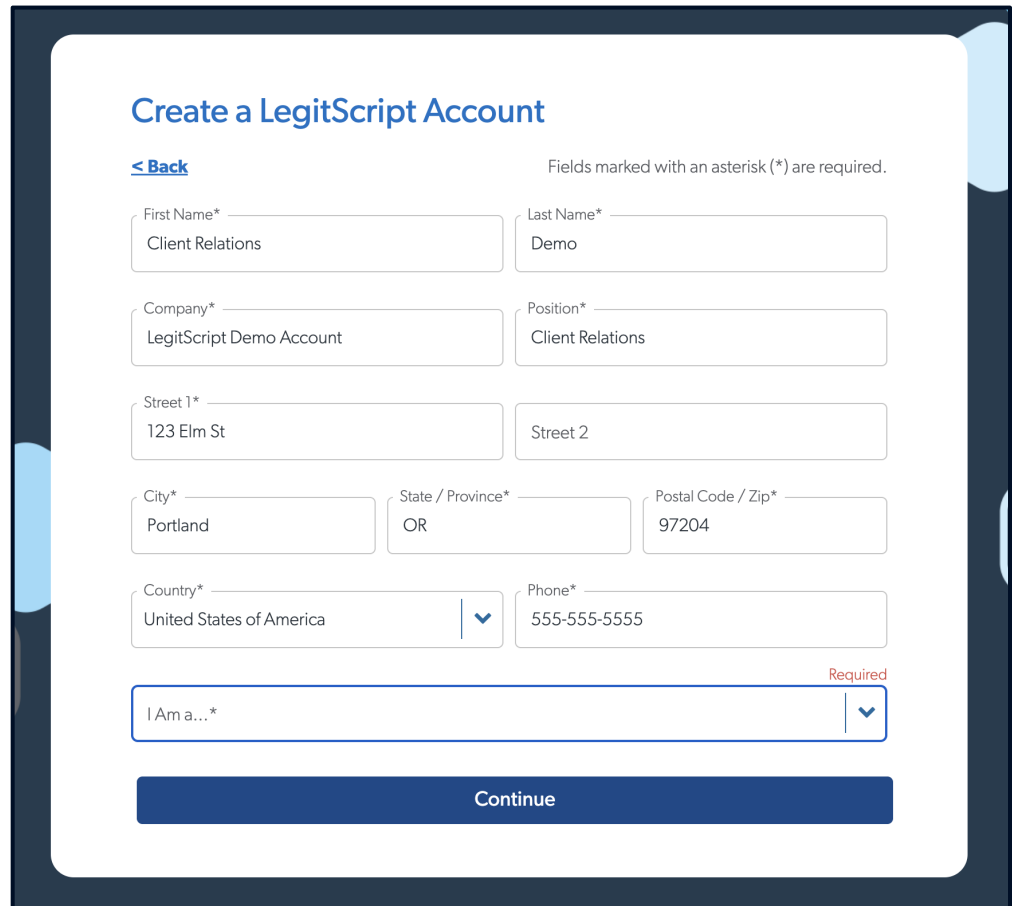


For payment providers, acquirers, and internet platforms. Access LegitScript's product and website data to identify high-risk activity.

Looking for something else? [Contact Us.](#)
Our team will follow up to identify the solution that best meets your needs.

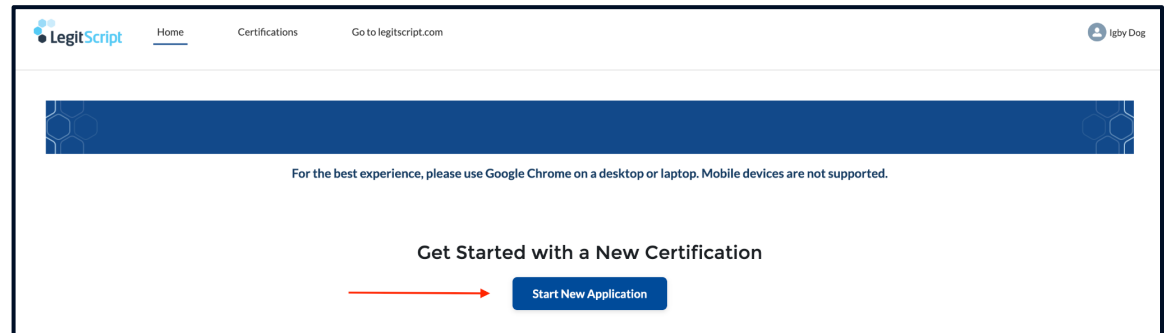
Continue

- Complete the registration form and confirm account via email.
- An email will be sent to you with a link to complete the registration process.
- Please note that the link will expire in two hours.

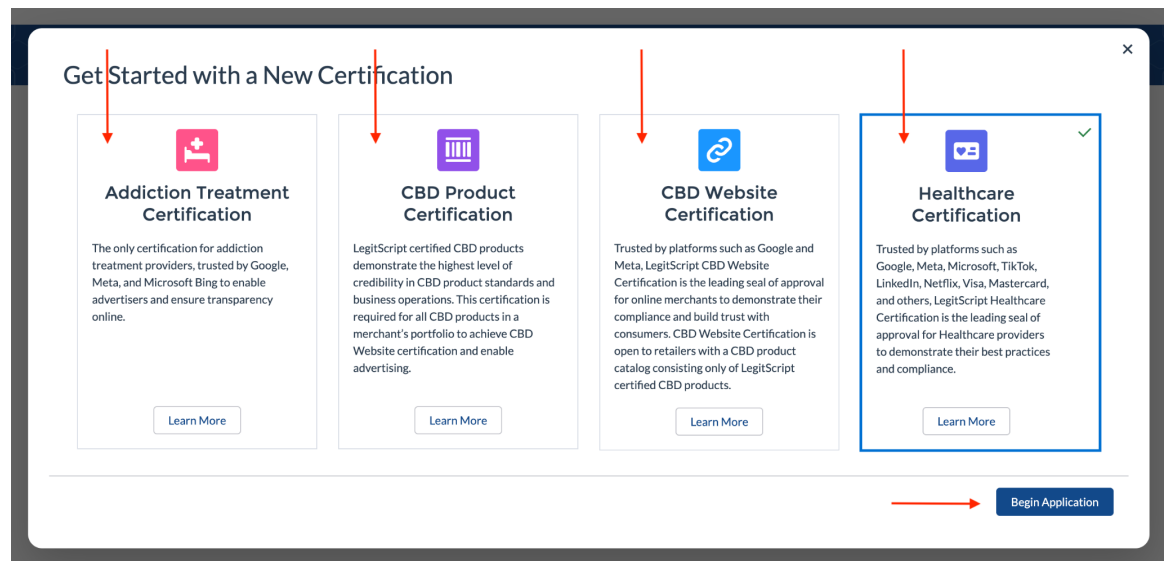
A screenshot of the 'Create a LegitScript Account' registration form. The form is titled 'Create a LegitScript Account' in blue. Below the title is a '< Back' link and a note: 'Fields marked with an asterisk (*) are required.' The form contains several input fields: 'First Name*' (filled with 'Client Relations'), 'Last Name*' (filled with 'Demo'), 'Company*' (filled with 'LegitScript Demo Account'), 'Position*' (filled with 'Client Relations'), 'Street 1*' (filled with '123 Elm St'), 'Street 2' (empty), 'City*' (filled with 'Portland'), 'State / Province*' (filled with 'OR'), 'Postal Code / Zip*' (filled with '97204'), 'Country*' (filled with 'United States of America' and a dropdown arrow), and 'Phone*' (filled with '555-555-5555'). At the bottom, there is a 'I Am a...*' dropdown menu with a 'Required' label in red text to its right. A dark blue 'Continue' button is at the very bottom.

Start an Application

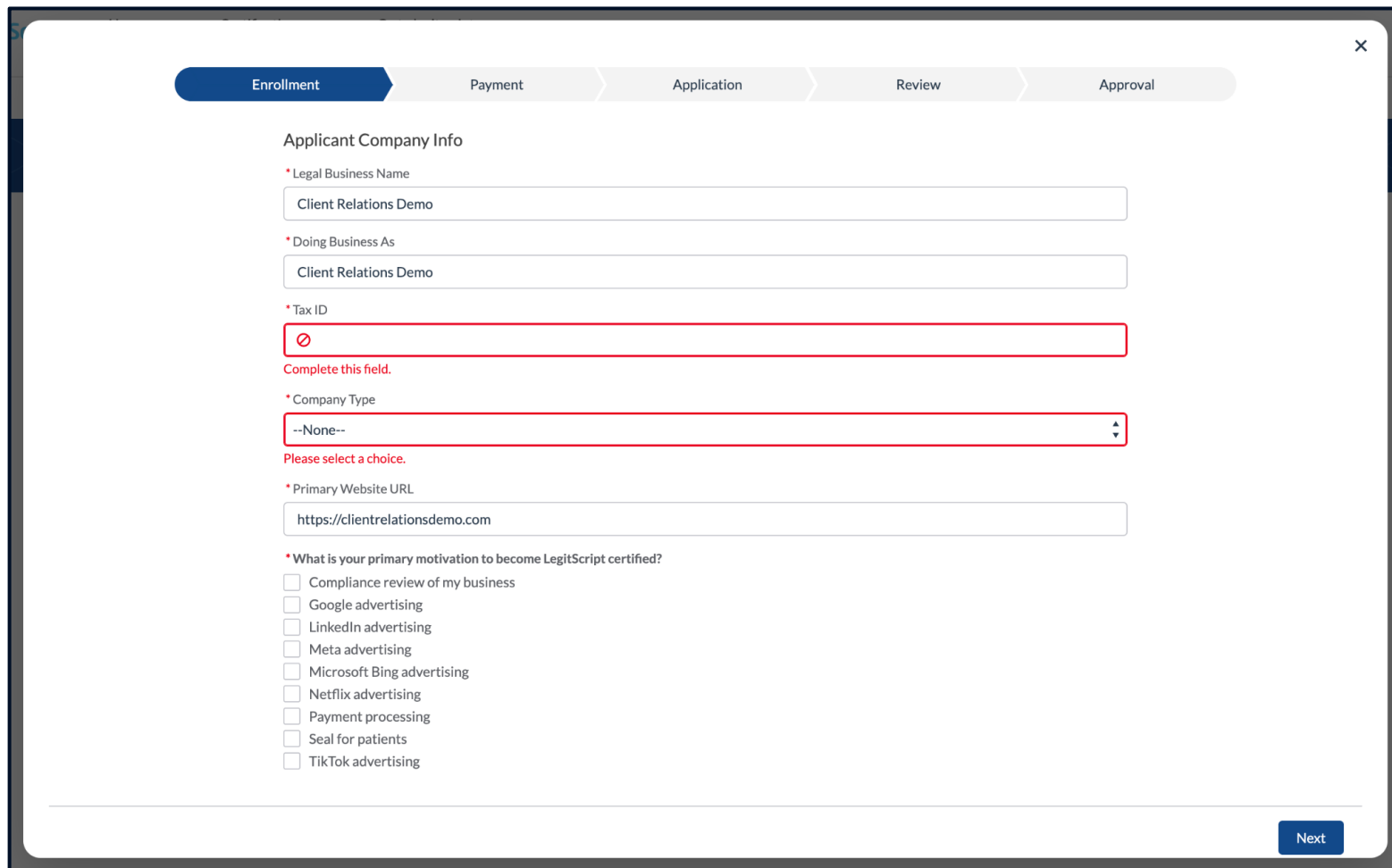
- Select Start New Application.



- Select the correct certification category for your business.



- Complete the Applicant Company Info section.

A screenshot of a web application form titled 'Applicant Company Info'. The form is part of a multi-step process with tabs for 'Enrollment', 'Payment', 'Application', 'Review', and 'Approval'. The 'Enrollment' tab is active. The form contains several input fields: 'Legal Business Name' (filled with 'Client Relations Demo'), 'Doing Business As' (filled with 'Client Relations Demo'), 'Tax ID' (empty with a red border and a red 'X' icon, with the text 'Complete this field.' below it), 'Company Type' (a dropdown menu showing '--None--' with a red border and the text 'Please select a choice.' below it), and 'Primary Website URL' (filled with 'https://clientrelationsdemo.com'). At the bottom, there is a section titled '*What is your primary motivation to become LegitScript certified?' with a list of checkboxes: 'Compliance review of my business', 'Google advertising', 'LinkedIn advertising', 'Meta advertising', 'Microsoft Bing advertising', 'Netflix advertising', 'Payment processing', 'Seal for patients', and 'TikTok advertising'. A 'Next' button is located at the bottom right of the form.

- Complete the Eligibility Form to determine whether your business is in scope for certification and provide which websites, facilities, or products you would like to certify.

Get Started with a New Certification

Please carefully review *each* answer before pressing Next as your responses are critical in determining your eligibility for certification.

Next

- Pay the application fee. If you have been provided with a promo code you can enter it here.
- Please note that pricing varies based on the type of certification for which you are applying.

Continue

✓

Payment

Application

Review

Approval

Pricing

ONE-TIME APPLICATION FEE PER WEBSITE	ANNUAL FEE PER WEBSITE
\$975.00	\$2,150.00

You have selected **1 website** for certification.

Application Fee : \$975.00 - Due Today
Annual Fee : \$2,150.00 - Due Upon Approval

LegitScript offers an expedited processing service to prioritize your application. This places your application in the expedited queue, accelerating the start of the review process. Applications are typically processed sequentially. While expedited processing does not reduce the review duration, it ensures your certification application review begins sooner.

☐ Add Expedited Processing Service for \$2,500.00 USD total

Have a Promo Code?

[Apply](#)

Previous Next

- Confirm you agree to the recurring payment terms.

Continue

Complete Your Payment

Application Fee Due Today*

Certification Fee Due on Approval**

\$975 USD

\$2,150 USD

* Please note the application fee is non-refundable.

** Your account will be charged this amount if your certification is issued.

Recurring Payment Terms

Certification fees will be charged on a recurring basis, billed annually on the anniversary of the certification date. The full amount due will be charged to the credit card on file if the certification is not canceled five business days prior to the anniversary date. Certification can be canceled at any time by logging into your account, where you can click on your renewing certification in the lower half of your screen. Select Update Certification at the top-right corner. Then, click Cancel Certification and follow the prompts to complete the cancellation process.

☐ I have read and agree to these recurring payment terms





- Enter payment details and submit application fee payment.

Payment Details

Email


☒ Card ☐ Bank \$5 back

Card number



Expiration date

Security code

123

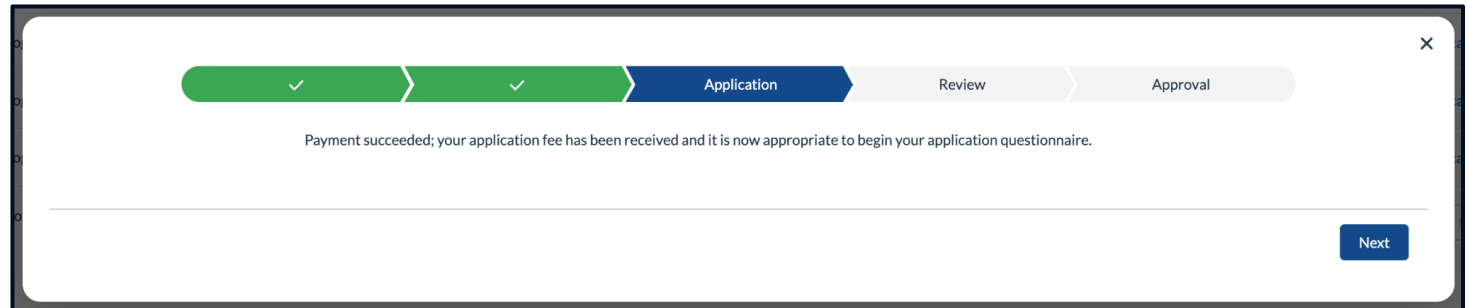
Country

ZIP code

By providing your card information, you allow LegitScript LLC to charge your card for future payments in accordance with their terms.

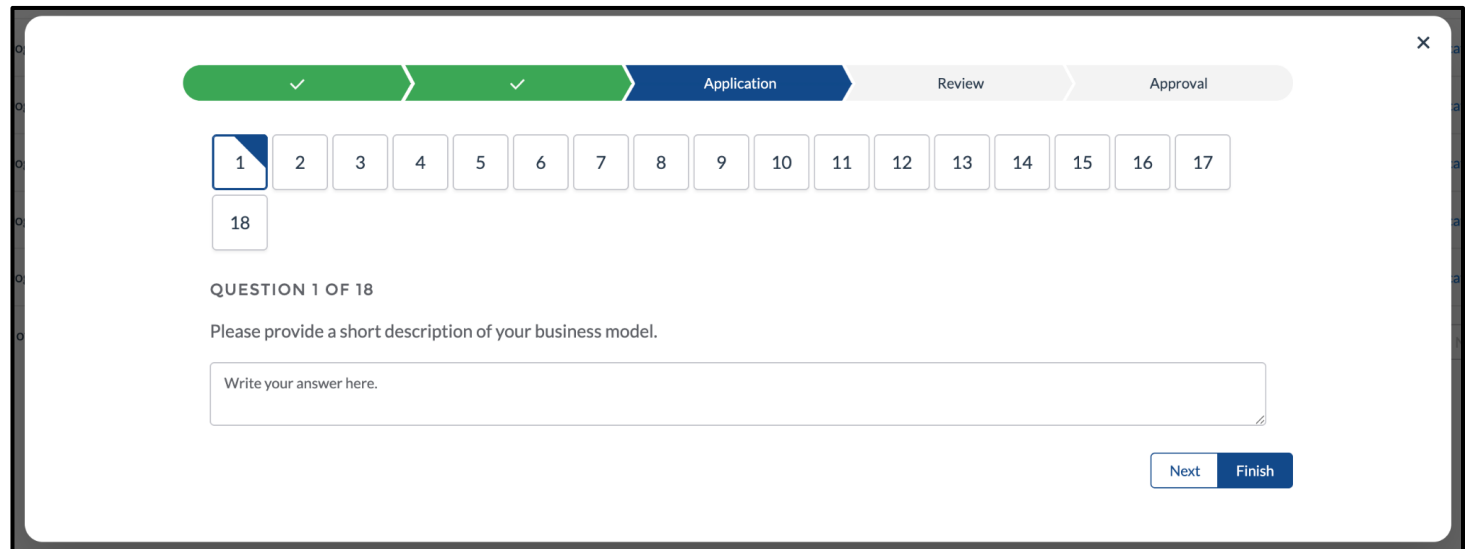
[Pay Now \(\\$975.00\)](#)

- Once payment is submitted you can start working on completing the application.



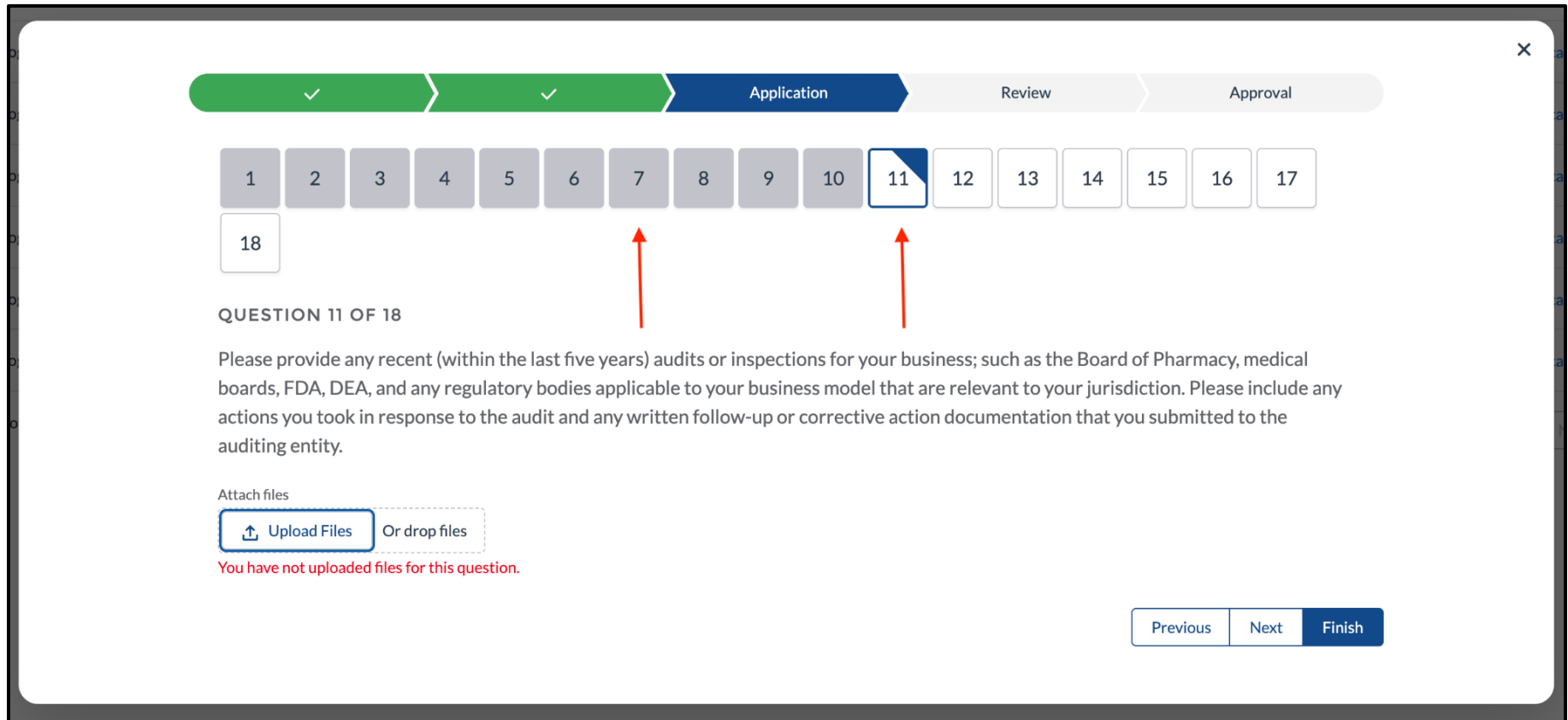
A screenshot of a progress bar interface. The bar consists of five segments: two green segments with white checkmarks, followed by a blue segment labeled 'Application', and two grey segments labeled 'Review' and 'Approval'. Below the bar, a message states: 'Payment succeeded; your application fee has been received and it is now appropriate to begin your application questionnaire.' A blue 'Next' button is located at the bottom right of the interface.

- Your responses will automatically save in case you need to complete the application in stages.



A screenshot of a questionnaire interface. At the top, a progress bar is identical to the one in the previous screenshot. Below the bar, there is a row of 18 numbered boxes. Box 1 is highlighted with a blue border and a white triangle in the top-left corner. Box 18 is also highlighted with a blue border. Below the boxes, the text 'QUESTION 1 OF 18' is displayed, followed by the instruction 'Please provide a short description of your business model.' A text input field with the placeholder 'Write your answer here.' is provided. At the bottom right, there are two buttons: 'Next' and 'Finish'.

- After a question has been answered, the box will be marked grey. Unanswered questions are in white.



The screenshot displays the LegitScript application interface. At the top, a progress bar shows four stages: two completed (green with checkmarks), 'Application' (blue), 'Review' (grey), and 'Approval' (grey). Below the progress bar is a horizontal row of 18 question boxes, numbered 1 to 18. Boxes 1 through 10 are grey, indicating they have been answered. Box 11 is white with a blue border and a blue triangle in the top-left corner, indicating it is the current question. Boxes 12 through 17 are white, indicating they are unanswered. Box 18 is also white. Two red arrows point upwards to boxes 7 and 11. Below the question boxes, the text 'QUESTION 11 OF 18' is displayed. The question text reads: 'Please provide any recent (within the last five years) audits or inspections for your business; such as the Board of Pharmacy, medical boards, FDA, DEA, and any regulatory bodies applicable to your business model that are relevant to your jurisdiction. Please include any actions you took in response to the audit and any written follow-up or corrective action documentation that you submitted to the auditing entity.' Below the question text, there is a section for attaching files. It includes the text 'Attach files' and a button labeled 'Upload Files' with a file icon, followed by the text 'Or drop files'. Below this, a red message states: 'You have not uploaded files for this question.' At the bottom right, there are three buttons: 'Previous', 'Next', and 'Finish'.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

18

QUESTION 11 OF 18

Please provide any recent (within the last five years) audits or inspections for your business; such as the Board of Pharmacy, medical boards, FDA, DEA, and any regulatory bodies applicable to your business model that are relevant to your jurisdiction. Please include any actions you took in response to the audit and any written follow-up or corrective action documentation that you submitted to the auditing entity.

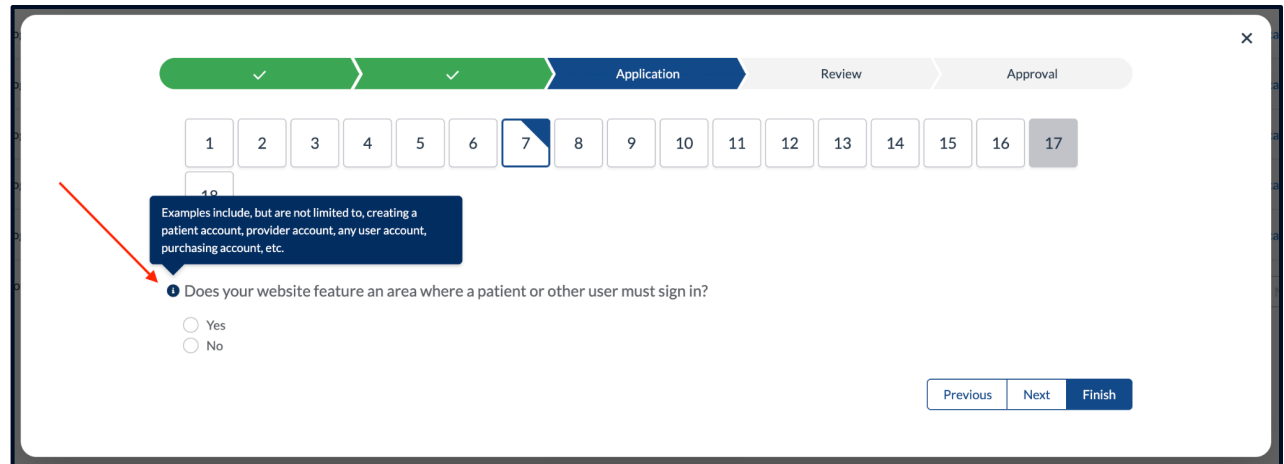
Attach files

[Upload Files](#) Or drop files

You have not uploaded files for this question.

[Previous](#) [Next](#) [Finish](#)

- Tooltips are available throughout the application to provide clarification.



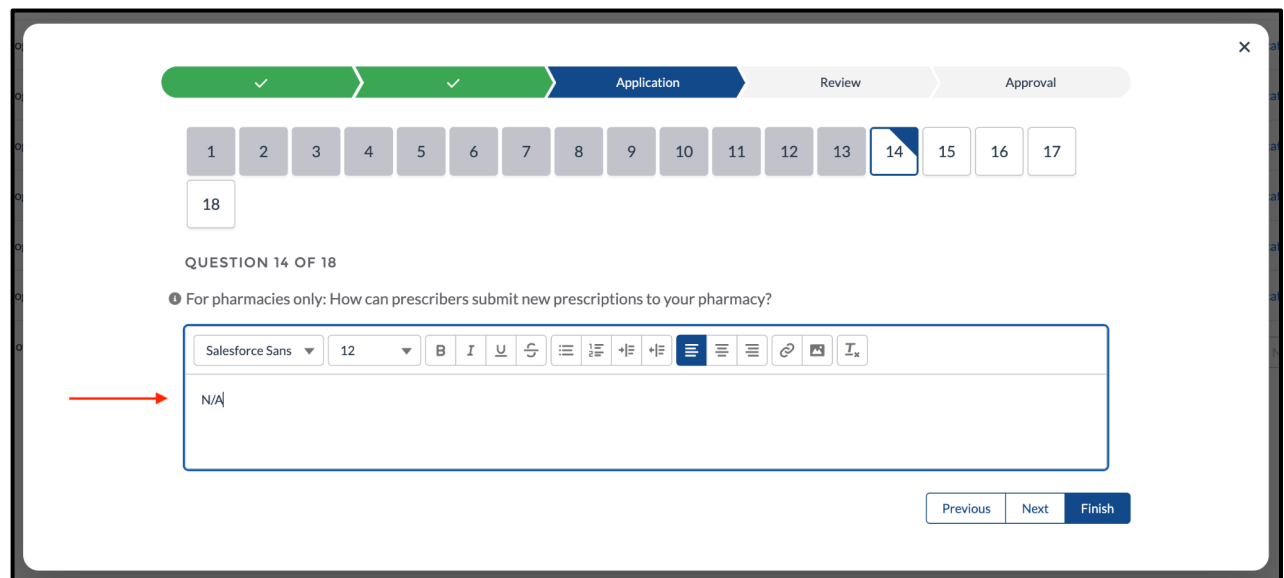
Progress bar: Application (active), Review, Approval

Question 7: Does your website feature an area where a patient or other user must sign in?

Options: ☐ Yes, ☐ No

Buttons: Previous, Next, Finish

- If a written response is required, but the question is not applicable to your business you can write "N/A."



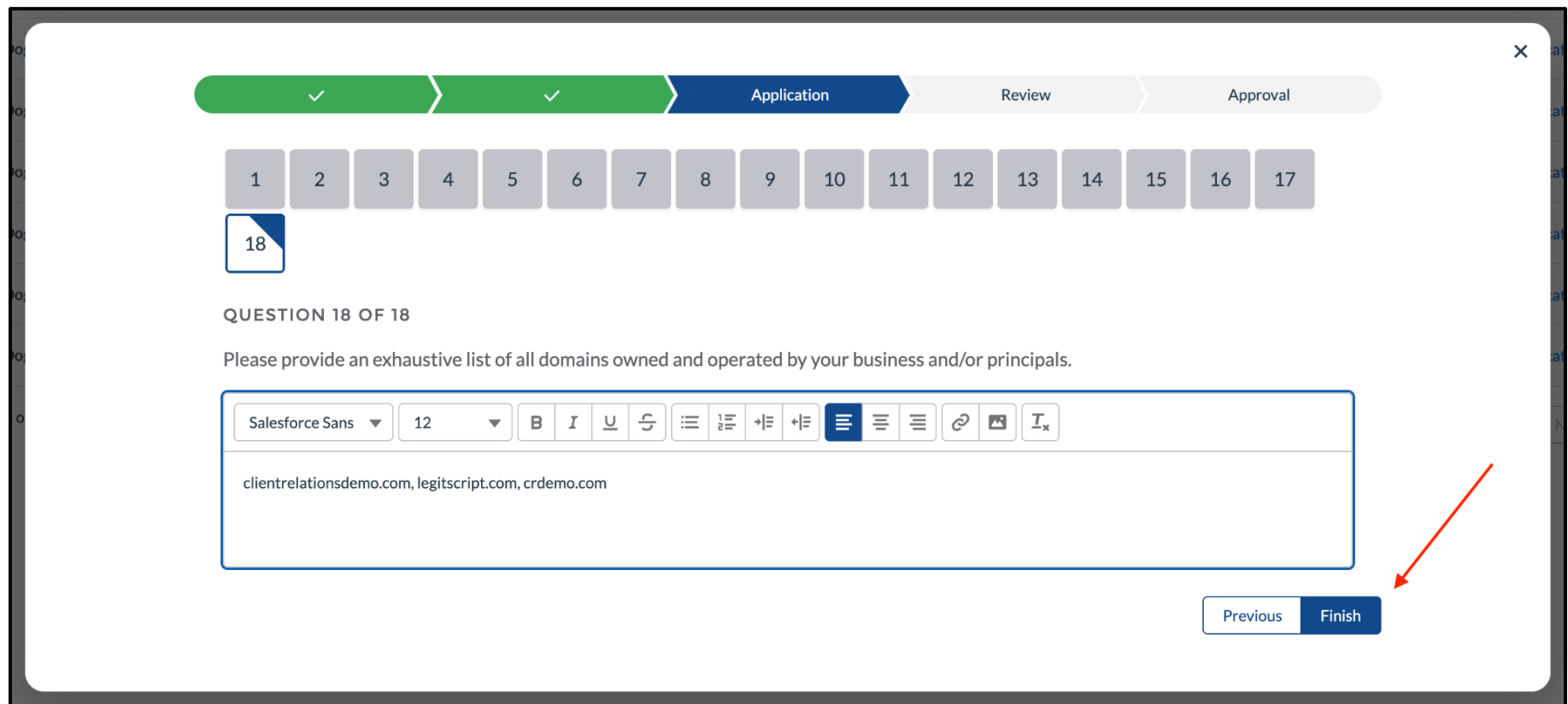
Progress bar: Application (active), Review, Approval

Question 14: For pharmacies only: How can prescribers submit new prescriptions to your pharmacy?

Text input field: N/A

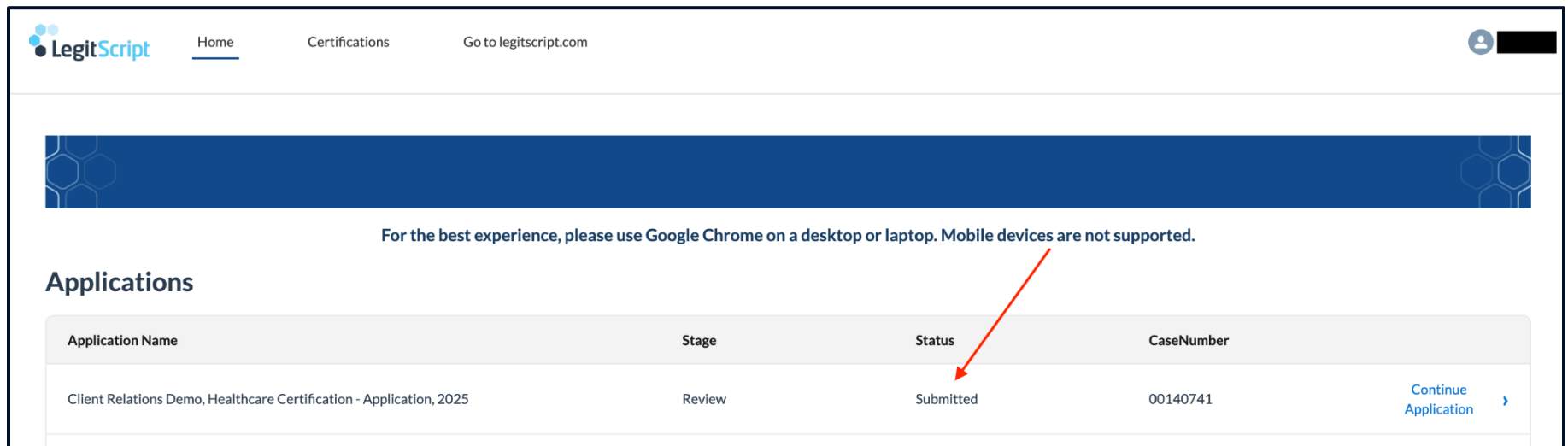
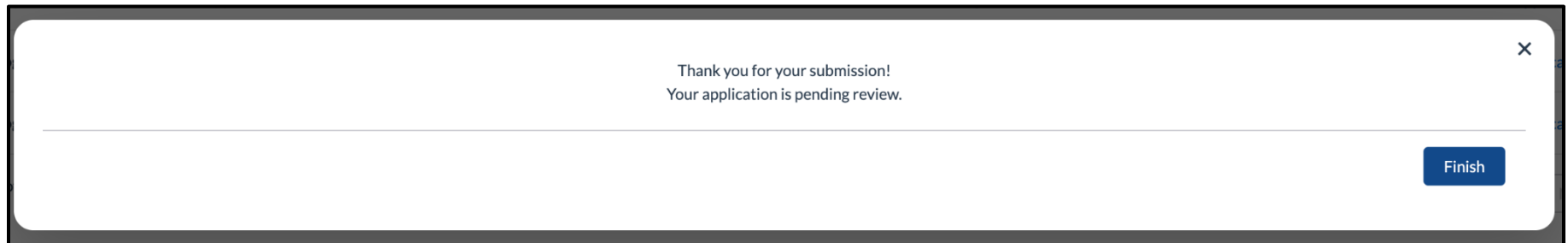
Buttons: Previous, Next, Finish

- List any websites your company owns and operates regardless of whether or not you are submitting them for certification.
- Select Finish to submit your application.



The screenshot shows a multi-step application form. At the top, a progress bar has four segments: two green with checkmarks, one blue labeled 'Application' (the current step), and one grey labeled 'Approval'. Below the progress bar is a row of 18 numbered buttons. Buttons 1 through 17 are grey, and button 18 is blue with a white checkmark. Below the buttons, the text 'QUESTION 18 OF 18' is displayed. The question text reads: 'Please provide an exhaustive list of all domains owned and operated by your business and/or principals.' Below the question is a rich text editor. The editor's toolbar includes a font dropdown set to 'Salesforce Sans', a size dropdown set to '12', and buttons for bold, italic, underline, link, unlink, bulleted list, numbered list, indent, and outdent. The text area of the editor contains the domains: 'clientrelationsdemo.com, legitscript.com, crdemo.com'. At the bottom right of the form, there are two buttons: 'Previous' and 'Finish'. A red arrow points to the 'Finish' button.

- Confirm submission. In your client portal the status should read Submitted.



- Your application will be screened by our Client Relations team within the first two business days of its submission.
- This screening ensures the analyst team has all necessary information for their compliance review. If anything is needed, our Client Relations team will follow up by email.
- Once the screening is completed, your application will enter our queue for a Certification analyst to pick up as soon as they are available.
- You can track these updates in the Client Portal.

Thank You

For more than 15 years, LegitScript Certification has provided a recognized stamp of approval for merchants to demonstrate compliance to the advertising platforms and other third-party partners that do business with companies operating in highly regulated industries. Our goal is to support your certification journey to help you meet your business goals. We're looking forward to partnering with you.

If you have any questions about LegitScript Certification, please contact us at certification@legitscript.com.

Contact Us

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