LegitScript

ADDICTION TREATMENT
CERTIFICATION

From Application to Approval

A Step by Step Guide

Contents

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.
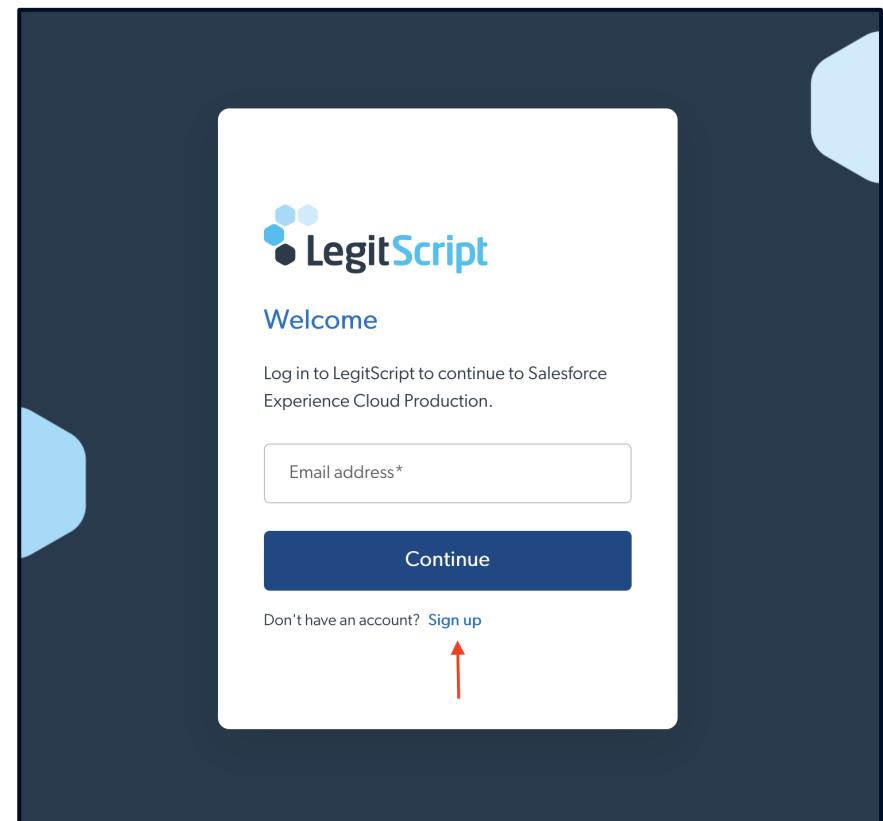
Start a Certification

- Select the option for Certification.

- 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.

Create a LegitScript Account

< Back   Fields marked with an asterisk (*) are required.

First Name*
Client Relations

Last Name*
Demo

Company*
LegitScript Demo Account

Position*
Client Relations

Street 1*
123 Elm St

Street 2

City*
Portland

State / Province*
OR

Postal Code / Zip*
97204

Country*
United States of America

Phone*
555-555-5555

Required
I Am a...*

Continue
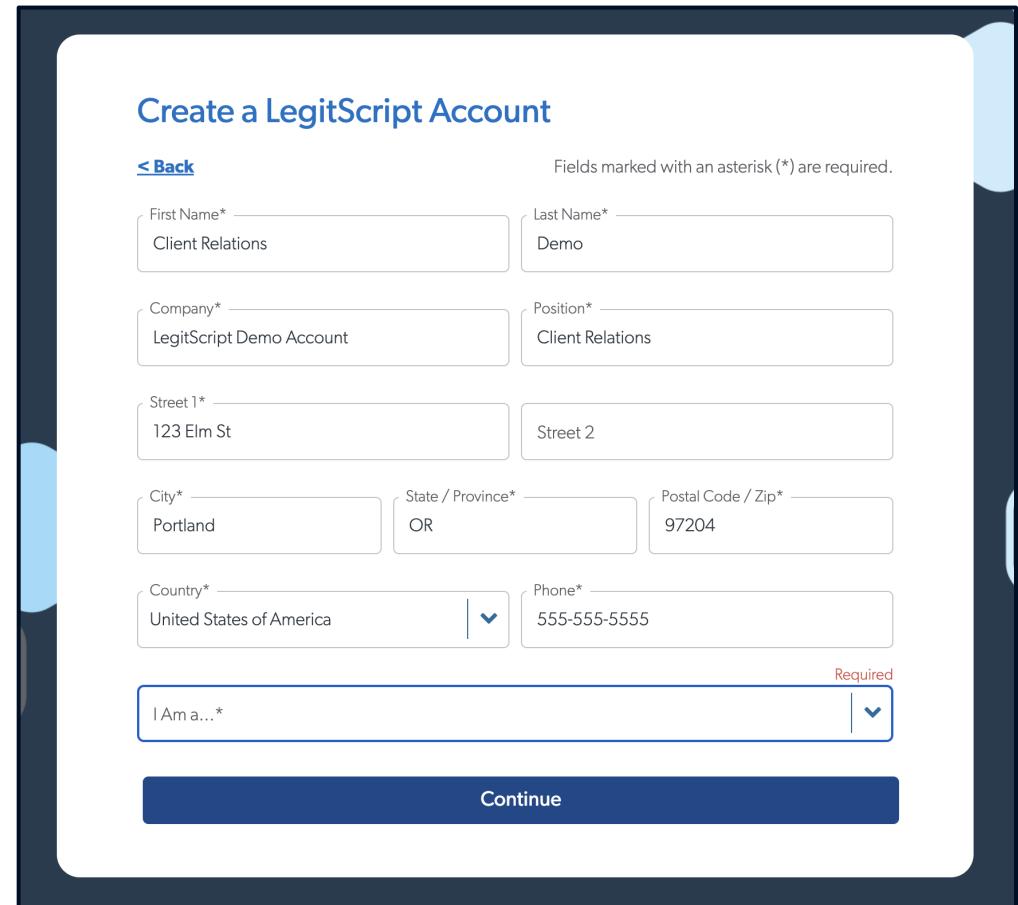
Start an Application

- Select Start New Application.
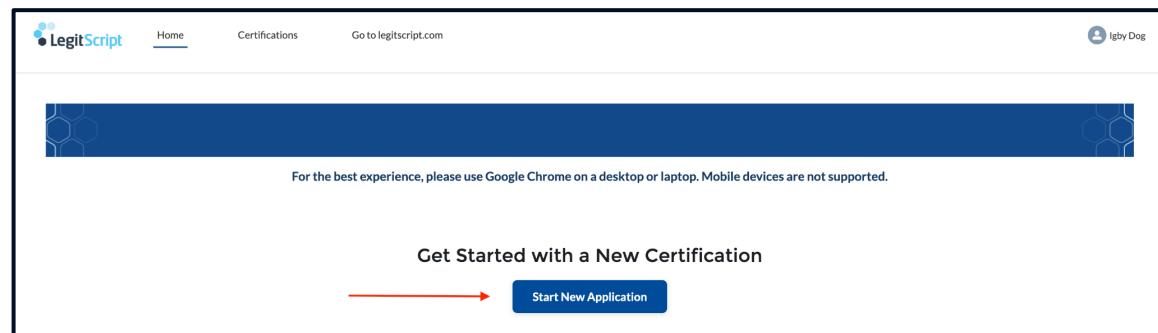
- Select the correct certification category for your business.
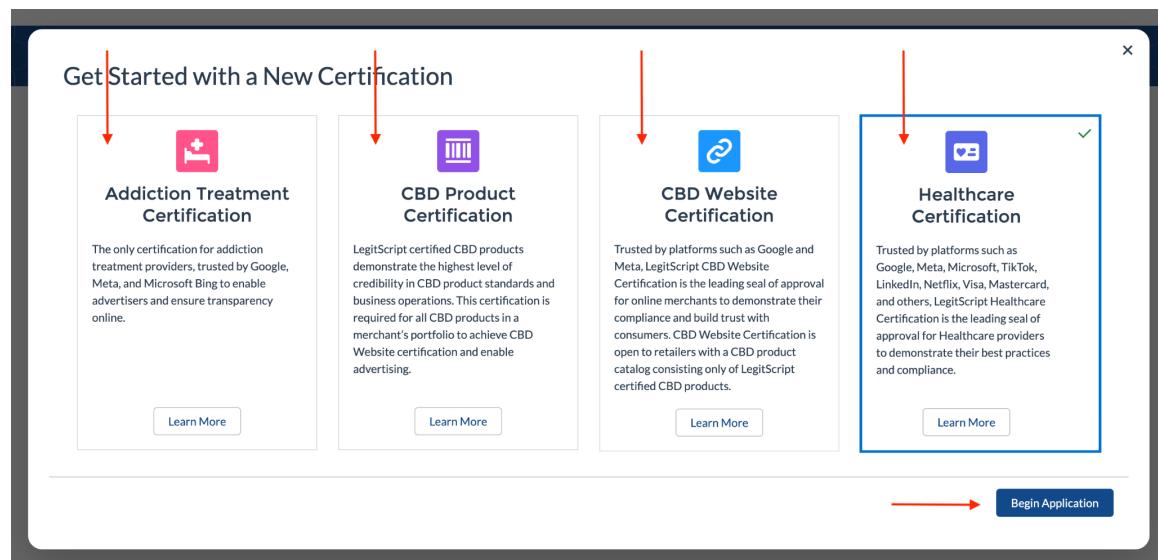
- Complete the Applicant Company Info section.

![LegitScript logo]

- 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
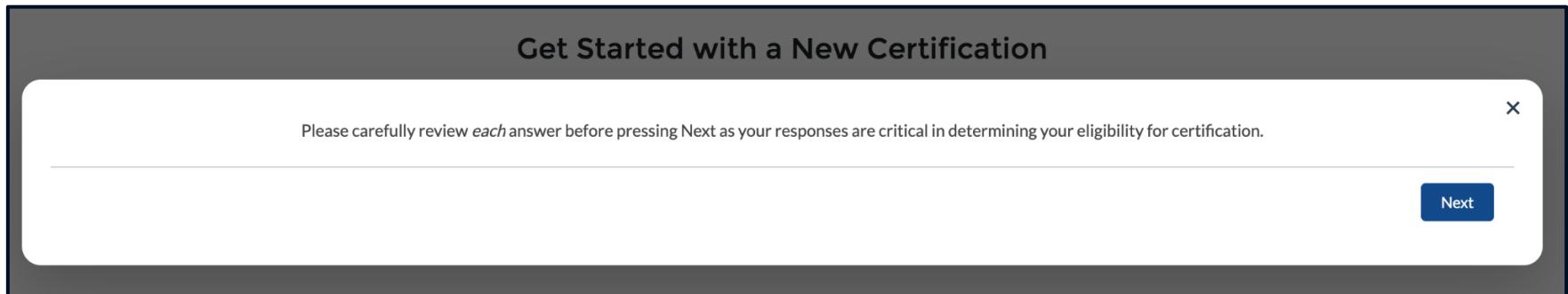
- Pay the application fee. If you have been provided with a promo code you can enter it here.

- Please note that pricing varies based on the type of certification for which you are applying.

Continue

| ✓ | Payment | Application | Review | Approval |

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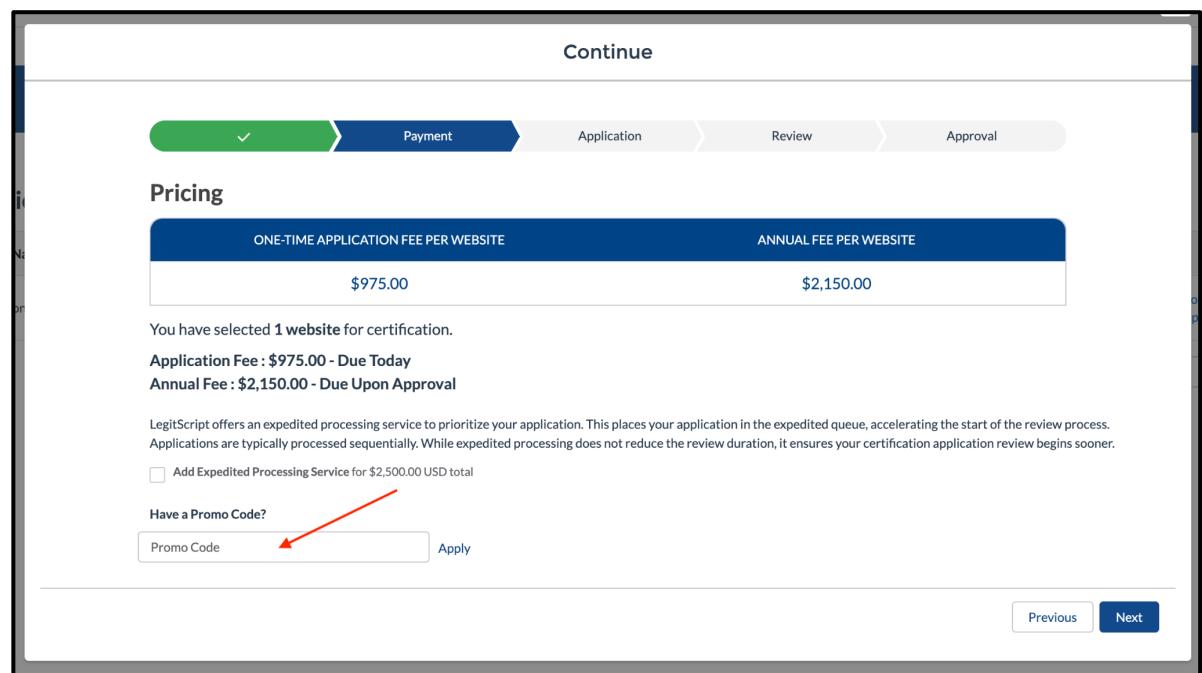
ONE-TIME APPLICATION FEE PER WEBSITE	ANNUAL FEE PER WEBSITE
$975.00	$2,150.00

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?

| Promo Code | Apply |

Previous   Next

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- Confirm you agree to the recurring payment terms.

Continue

Complete Your Payment

Application Fee Due Today* $975 USD
Certification Fee Due on Approval** $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

```
you@example.com
```

Card | **Bank**   `$5 back`

Card number

```
1234 1234 1234 1234    VISA  [Mastercard]  AMEX  DISCOVER
```

Expiration date

```
MM / YY
```

Security code

```
CVC                    [123]
```

Country

```
United States          ⌄
```

ZIP code

```
12345
```

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.
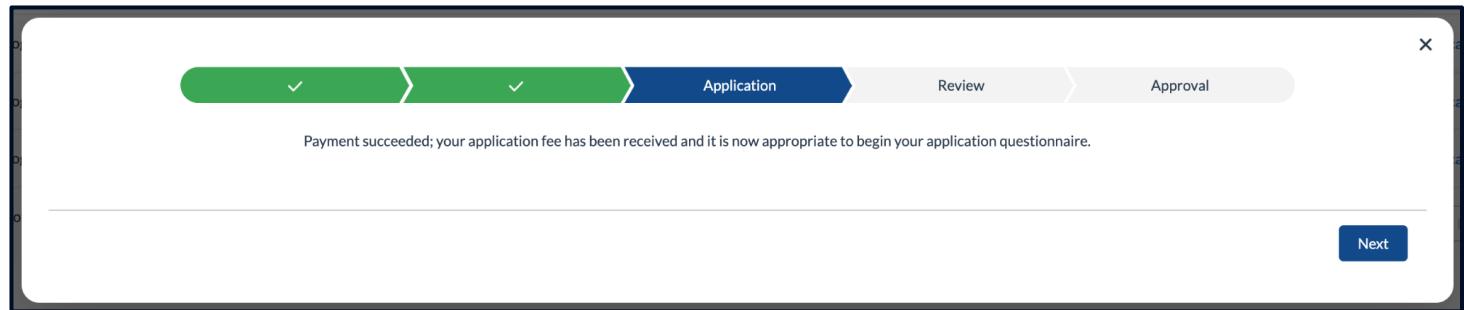
- Your responses will automatically save in case you need to complete the application in stages.
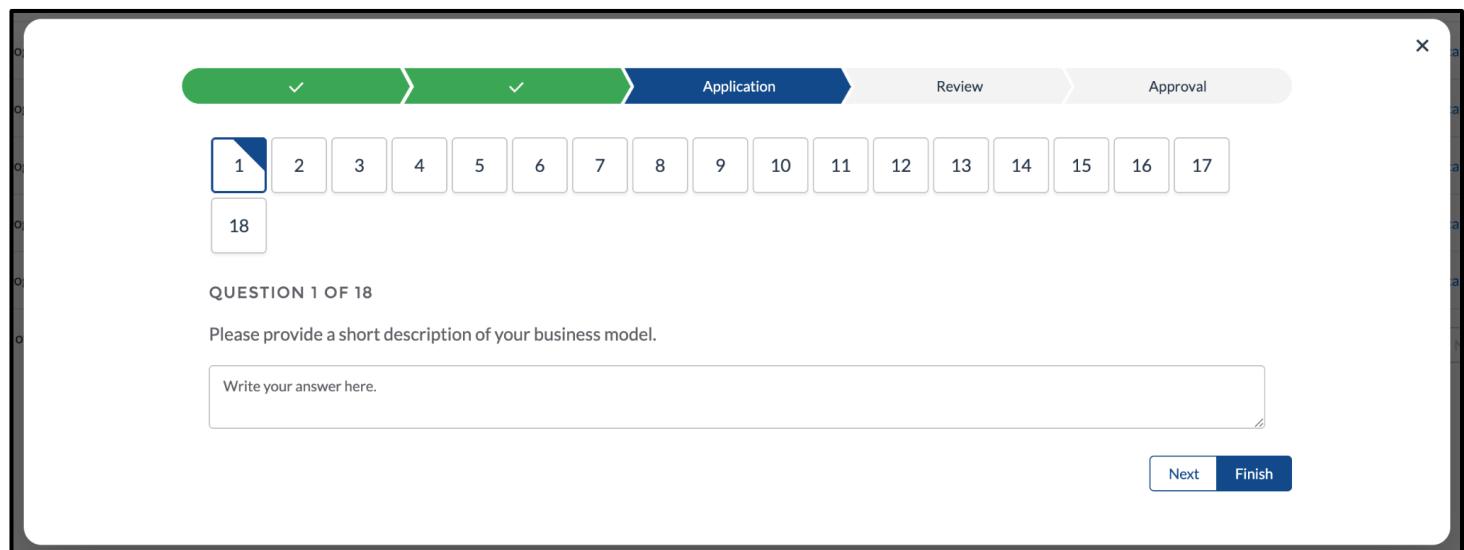
- After a question has been answered, the box will be marked grey. Unanswered questions are in white.
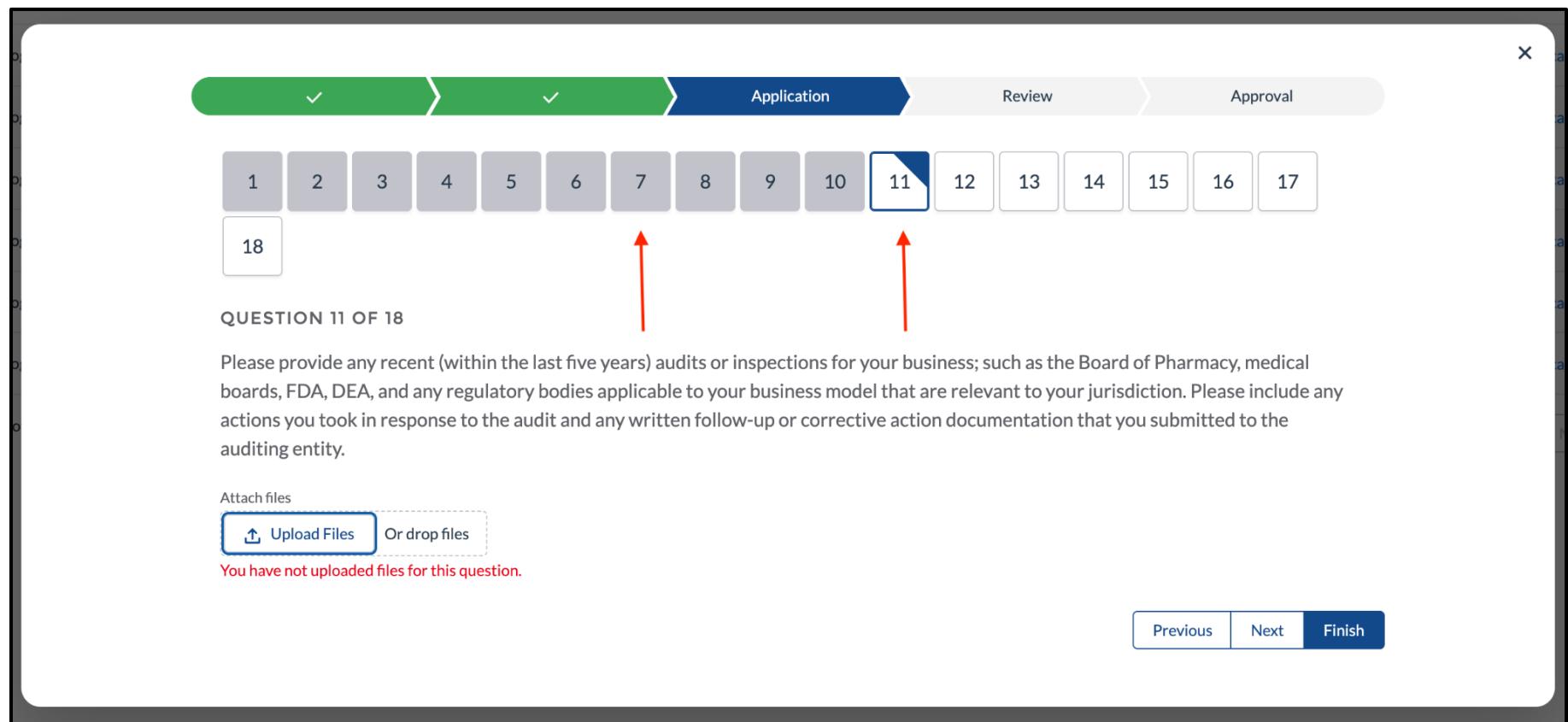
- Tooltips are available throughout the application to provide clarification.
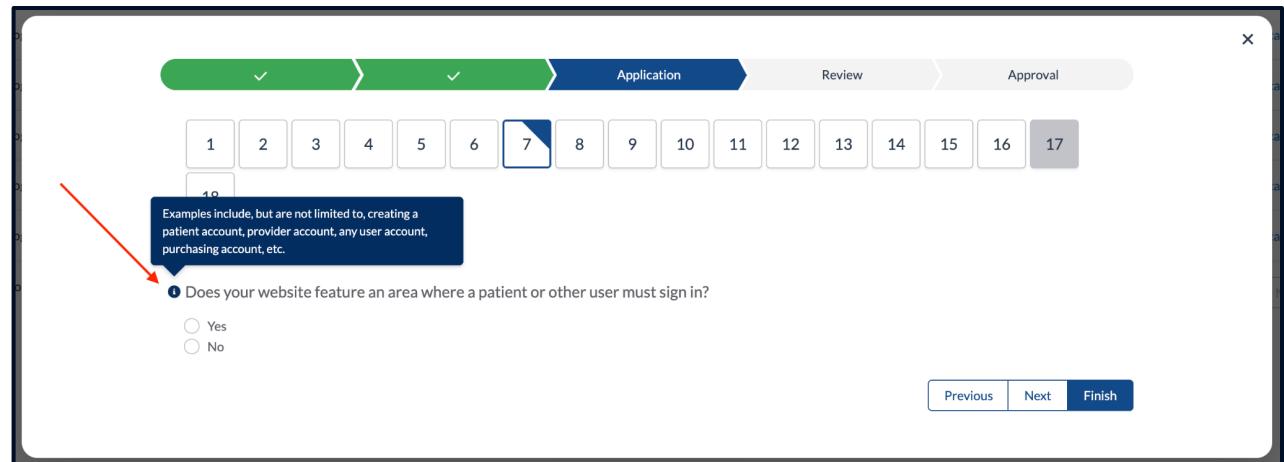
- If a written response is required, but the question is not applicable to your business you can write "N/A."
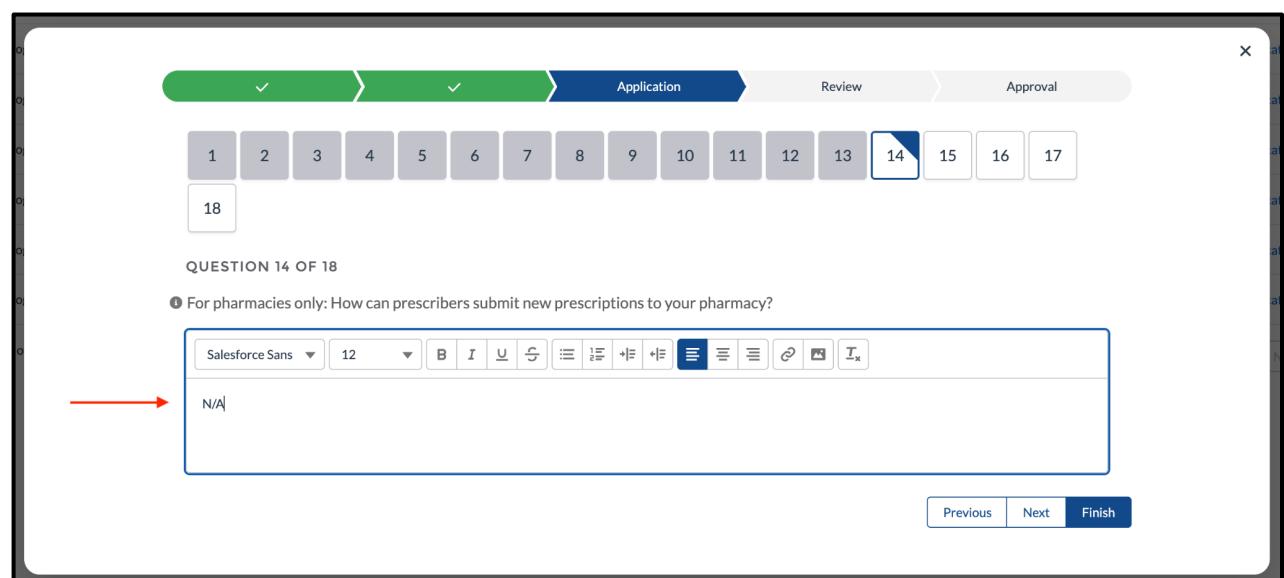
- List any websites your company owns and operates regardless of whether or not you are submitting them for certification.

- Select Finish to submit your application.

![LegitScript logo]

- Confirm submission. In your client portal the status should read Submitted.
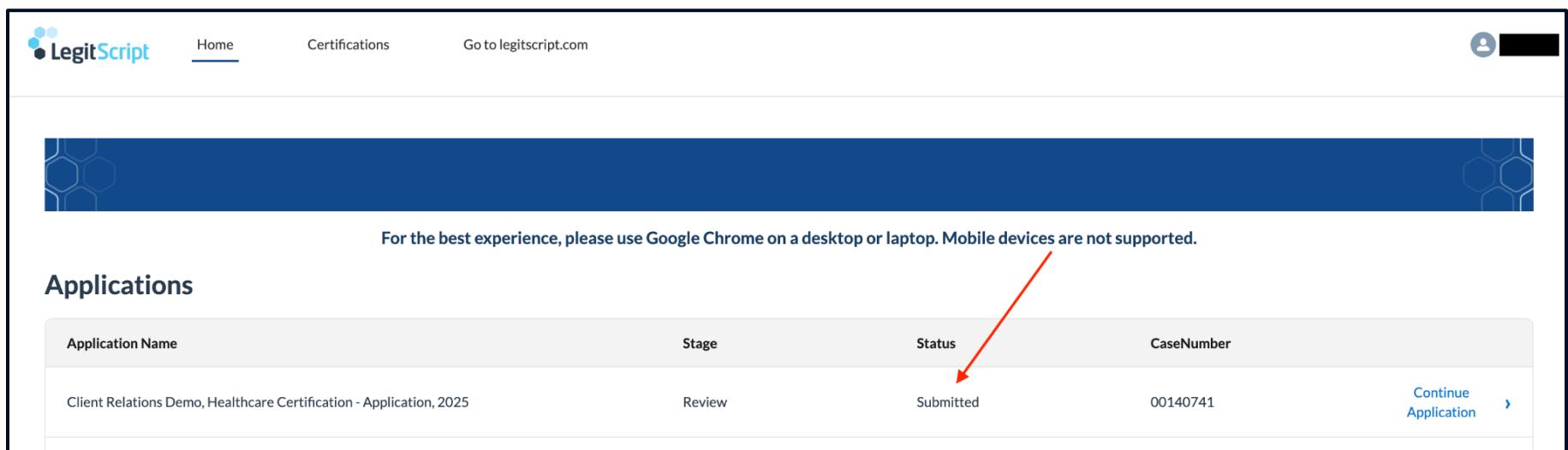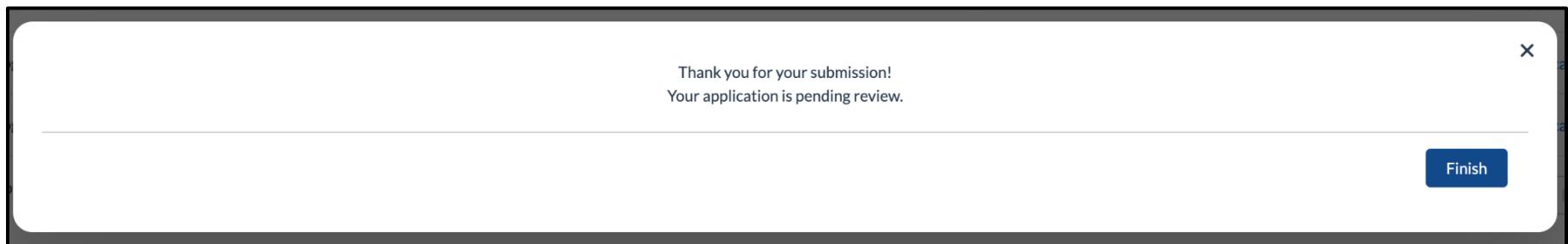
Thank you for your submission!
Your application is pending review.

Finish

LegitScript

Home   Certifications   Go to legitscript.com

For the best experience, please use Google Chrome on a desktop or laptop. Mobile devices are not supported.

Applications

Application Name	Stage	Status	CaseNumber	
Client Relations Demo, Healthcare Certification - Application, 2025	Review	Submitted	00140741	Continue Application ›

- 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

Web: legitscript.com/contact

Keep Up to Date

Newsletter: legitscript.com/newsletter

Blog: legitscript.com/blog

LinkedIn: linkedin.com/company/legitscript-com