HEALTHCARE

A Guide to Getting Started with Certification

Why LegitScript Certification

For more than 15 years, LegitScript's Certification Program for pharmacies, telemedicine providers, medical spas, and other healthcare-related businesses has provided a recognized seal of approval for legitimate merchants. Certification enables these businesses to work with major advertising platforms, payment processors, and other third-party partners — helping these businesses demonstrate credibility, maintain compliance, and grow responsibly.

Because of the complex and highly regulated nature of healthcare, many banks, e-commerce websites, and advertising and social media platforms require certification from a recognized organization like LegitScript to support a merchant account or advertising account.

One of the major benefits of LegitScript Healthcare Merchant Certification is that it makes businesses eligible to advertise on platforms including Google, Meta, Microsoft (Bing), TikTok, Nextdoor, Yahoo, Netflix, and LinkedIn. But the merits go beyond that. Because our certification program is also recognized by Visa and Mastercard, it enables you to build trust with payment processing partners, which safeguards your business from merchant account freezes, payment holds, and costly shutdowns. The result is smoother approvals, faster reinstatements, increased marketing reach and greater stability so you can focus on delivering services with confidence.

Finally, LegitScript Certification builds trust with your customers and patients by verifying that you operate ethically, with the highest standards of patient care. Increasingly, members of the public look for the LegitScript seal on a website to feel confident the business is operating in compliance with applicable laws and regulations.

Who Needs LegitScript Certification

LegitScript Certification is open to a variety of healthcare-related businesses worldwide. This includes:

- **Pharmacies** including internet pharmacies, mail-order pharmacies, brick-and-mortar pharmacies, local pharmacies with remote dispensing, internet veterinary pharmacies, and sterile compounding pharmacies

- **Telemedicine** and **telehealth** providers that facilitate prescribing

- **Medical spas** (med spas) that provide telemedicine or prescription services, or ones that facilitate card-not-present payment transactions for prescription medication

- **Supply chain businesses** including wholesalers and distributors

- **Pharmaceutical manufacturers**

- **Prescription eyeglass** and **contact lens** sellers

- **Price comparison** and **discount pharmacy** apps/sites (U.S. only)

Eligibility

To qualify, your business model must be in scope for certification. If you have questions about your eligibility, contact us at certification@legitscript.com to see if you qualify.

Why Certification Matters

Advertising Eligibility

Grow your business by promoting your company on the world's largest online platforms. LegitScript Certification is recognized by Google, Microsoft (Bing), Meta, TikTok, Nextdoor, Yahoo, Netflix, and LinkedIn.

Adherence to Credit Card Requirements

Visa and Mastercard recognize LegitScript certification as an approved organization to streamline the high risk merchant registration process for pharmacies and telemedicine providers that process card-not-present transactions (MCCs 5122 and 5912).

"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

Trust and Credibility

LegitScript Certification is a trusted verification program and signals legitimacy. Let patients and customers know that you operate transparently and legally by displaying the LegitScript seal on your website. Furthermore, you'll be searchable on our website as LegitScript-certified. Our website verification tool is used by patients around the world to determine who they can trust.

Regulatory Alignment

Healthcare is one of the most complex and highly regulated businesses in the world, making compliance a challenge. LegitScript's experts track regulations and stay abreast of trends to support applicants in identifying and correcting inadvertent errors in compliance with applicable laws and regulations.

What You'll Need Before Applying

When you apply for Healthcare Merchant Certification with LegitScript, you'll be asked to answer questions and provide documentation that demonstrates your compliance with all applicable laws and regulations. Your process will go more smoothly if you have ready the following documents:

Licensing and Registration

- **Business registration** information for all jurisdictions

- All relevant **healthcare licenses** (pharmacy, controlled substance, telemedicine, physician, wholesaler, etc.)
  - Additionally, the completed licensure spreadsheet

- Completed telemedicine compliance spreadsheet for provider-specific jurisdictional compliance (for telemedicine applicants only)

- Compounding addendum for compounding pharmacies or physician-compounding businesses only

Business and Website Details

- **Description** of business model and services offered

- **Privacy policy** (as required legally in the jurisdiction in which you are providing services)

LegitScript

Affiliate and Partner Info

- List of all **affiliates** with commercial/professional ties

- **Certification status** of partners (LegitScript or NABP)

  - Partners essential to a merchant's continuum of care, like fulfillment pharmacies, are typically required to hold LegitScript certification or equivalent accreditation, unless otherwise approved by LegitScript

- **Declaration of links** to third-party in-scope entities

Documentation for Transparency

- Patient portal **test credentials**, if applicable

- **Screenshots/wireframes** for websites under construction

Costs and Fees

Application Fee* (Per Website)	Annual Certification Fee** (Per Website)
$975	$2,150

* The application fee is nonrefundable

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

You can include multiple websites in a single application. However, each domain requires its own application fee and annual certification fee. For example, if you submit three websites on one application, the one-time application fee will reflect the cost of three single websites ($975 x 3 websites = $2,925). The same is true for annual certification ($2,150 x 3 websites = $6,450).

Please note that all websites you operate must be disclosed as part of your application.

Tips for a Smooth Start

- Be proactive about preparing and providing your documentation.

- Understand your service jurisdictions.

- Review all affiliate relationships and prepare to disclose them.

- Ensure your product offerings meet the platform and all legal and regulatory guidelines.

- Disclose prescription processes clearly.

- Be aware of and disclose prior disciplinary actions.

- Track compounded product quality rigorously.

- If using a service partner, ensure they are LegitScript-certified (in the U.S., NABP accreditation is also acceptable).

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

LegitScript: Making the Internet and Payment Ecosystems Safer and More Transparent — Now and for Future Generations