

# Healthcare Certification Application Checklist: United Kingdom

We are excited to offer telemedicine providers in the United Kingdom the opportunity to participate in LegitScript's Healthcare Certification program, now recognized by Google. Achieving this Certification demonstrates your commitment to compliance and transparency, opening up new advertising opportunities for your services.

Please review the checklist below to help prepare for the application process. As you navigate through the checklist, remember that we are here to help and support you. We highly encourage you to review our [Certification Standards](#), [Terms & Conditions](#), and program [FAQs](#) for a comprehensive understanding of our requirements.

If you have any questions about the certification process or need further assistance, our team is here to help you make this as easy as possible. Please do not hesitate to reach out to us at [certification@legitscript.com](mailto:certification@legitscript.com).

Thank you for choosing LegitScript—we look forward to partnering with you every step of the way on your path to certification!

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## Licensure and Registration

- ☐ Ensure that your active [UK Company House Registry](#) business registration information is accurately reflected on the LegitScript [Licensure Template](#).
  - ☐ If you provide direct telemedicine services, please ensure that you fill out the medical provider name and license number, as seen on the [UK Medical Registry](#), if applicable, at the bottom of the "Telemedicine - Licensure" tab in the LegitScript [Licensure Template](#).
  - ☐ If your entity utilizes Pharmacist Independent Prescribers (PIPs), please ensure that all pharmacist information is clearly provided in the "UK Pharmacies ONLY" tab of the [Licensure Template](#). This includes medical practitioners employed or contracted, including GPhC registration for pharmacists, and General Medical Council (GMC) registration for any physicians in the International section in the "Telemedicine - Licensure" tab, if applicable.

- ☐ If your entity is a pharmacy, please fill out the "UK Pharmacies ONLY" tab of the [Licensure Template](#). Be prepared to disclose registration information for the following regulatory bodies, if applicable:
- General Pharmaceutical Council (GPhC): Please provide information for the pharmacy and pharmacist(s).
  - Medicines and Healthcare products Regulatory Agency (MHRA).
  - Information Commissioner's Office (ICO) registration information.
  - Care Quality Commission (CQC).
- ☐ If your pharmacy is preparing compounded medications, or "specials," please be prepared to fill out our [Compounding Addendum](#).
- ☐ Some questions asked on the addendum may not match the UK's compounding requirements; however, we ask that these questions be assessed in the scope of regulations and organizations relevant to the UK. For example, compounding is regulated by the MHRA, PASG, and the RPS.
  - ☐ Certain criteria, like 503A/503B considerations, may not apply and may be answered as N/A - Not Applicable to reflect jurisdictional differences.
- ☐ If your entity utilizes [Patient Group Directives](#) (PGDs) or participates in [Pregnancy Prevention Programmes](#), please be prepared to disclose detailed information on how your business is in compliance with these programs.
- ☐ Does your entity carry any Controlled Drugs in stock?
- ☐ If so, please provide your [Home Office Controlled Drug License](#).

## Telemedicine

- ☐ If you offer telemedicine services, ensure that you are adhering to all requirements related to providing telemedicine issued by relevant regulatory authorities.
- ☐ If you offer telemedicine consultations with prescribing pharmacists, please ensure that you are compliant with all relevant regulations pertaining to pharmacist prescribing via online consultation. Be prepared to explain how your current telemedicine processes align with the GPhC's [Guidance for Registered Pharmacies Providing Pharmacy Services at a Distance, Including on the Internet](#).
  - ☐ If you offer telemedicine consultations with prescribing doctors, please ensure that you are compliant with all relevant regulations pertaining to medical providers prescribing via online consultation. This includes the General Medical Council's [Good Medical Practice Standards](#).
- ☐ If you offer telemedicine services, please fill out the "International Applicants" tab within our [Telemedicine Compliance Spreadsheet](#).

## Partner Requirements

- ☐ Did you know all “partners” are required to be certified through LegitScript?
  - ☐ Partners are defined as organizations essential to supporting the applicant’s continuum of care, such as partner pharmacies responsible for the fulfillment of prescription medication to patients.
- ☐ Have you searched and verified your partner pharmacy’s LegitScript certification status [here](#)? Is your partner pharmacy “Certified?”
  - ☐ If yes, great! Please be ready to present evidence of the partnership, or have the pharmacy representative email us to confirm this affiliation.
  - ☐ If not, please confirm they are ready and willing to apply for their own certification.
    - ☐ Pharmacies and medical providers partnered with applying merchants who are not LegitScript-certified must submit their own application for LegitScript certification within sixty days after the applicant’s own certification, should they achieve it. Please note that the outcome of their compliance review may affect your own certification, if there is an active partnership. For more information surrounding the healthcare application process, see [here](#).

## Legal Compliance

- ☐ Make sure your website’s language and product offerings follow national laws and regulations.
  - ☐ It is not permissible to advertise or promote prescription-only drugs to the public in a way that encourages the sale of the medications.
    - ☐ This includes any “call to action,” “value claims,” and/or “efficacy comparisons.”
  - ☐ “Off-label” promotion (e.g., advertising a medicine for a use not approved in its marketing authorisation) is strictly prohibited.
  - ☐ If your website does mention prescription-only drugs to the public:
    - ☐ It is *not* permissible to name any medications on the homepage.
    - ☐ You may only advertise claims that are consistent with the [Summary of Product Characteristics \(SmPC\)](#). Any promotional materials or public communications must not go beyond the scope of the product’s authorised indications, dosing, or use as described in the SmPC.
    - ☐ Note: The [MHRA Blue Guide](#) is a great resource in ensuring compliance with UK advertising standards.
  - ☐ Has your business or one of your principals been subject to discipline within the last five years?  
Has your business had any licenses or certifications that were lost, revoked, or not renewed?  
Has your business had to recall products?

- ☐ Please provide evidence/documentation detailing this discipline, and to support any disciplinary action resolutions. Please reference our [Terms & Conditions](#) for examples of Disciplinary Action.

## Patient Services

- ☐ Have you ensured your products and services are up-to-date with regulatory requirements?
- ☐ All pharmacies must display the following information on their website homepage(s):
  - ☐ The pharmacy's GPhC registration number.
  - ☐ The name of the owner of the registered pharmacy.
  - ☐ The name of the Superintendent Pharmacist, if applicable.
  - ☐ The name and physical address of the registered pharmacy(ies) that supply medicines, including relevant phone numbers and email addresses.
  - ☐ The name, address, and contact details for the prescriber (ONLY if performing telehealth services).
  - ☐ The prescriber's registration number and country(ies) they're registered in (ONLY if performing telehealth services).
- ☐ Have you confirmed that all advertising is in compliance with the MHRA Blue Guide, Human Medicines Regulations 2012 (HMR 2012), Advertising Standards Authority (ASA) Codes, Consumer Protection from Unfair Trading Regulations 2008, and General Medical Council (GMC) & GPhC Professional Standards.
  - ☐ For example:
    - ☐ Information in the advertisement must be in accordance with the approved information.
    - ☐ Price Lists must not contain any "call to action" or "price comparisons."
    - ☐ Information about prescription-only medications should be balanced and factual and should accord with wording found on [patient information leaflets](#) (PILs) or information found in the [Summary of Product Characteristics](#) (SPCs).

## Transparency

- ☐ Is your website still under development/expecting updates? Please prepare wireframes/screenshots and the expected timeframe of completion.
- ☐ If applicable, please create a test patient account and provide us with a username and password to access your patient/client portal.

- ☐ Please be prepared to provide us with a list of all jurisdictions your business serves along with any other international jurisdictions your business serves, if applicable. This includes service to The Republic of Ireland or other EU jurisdictions.

## Affiliates

- ☐ Ensure affiliates or affiliations with your business are compliant and operating legally. This includes, but is not limited to: co-owned businesses of the business' owners or principals, supplying wholesalers or distributors, partner pharmacies/provider networks, and marketing or promotional partners.
  - ☐ Common barriers can include affiliations with the sale or marketing of prescription-only or designated substances online, unapproved medicines, or impermissible claims or ingredients.
- ☐ Please be reminded that all [applicable](#) business models utilized/promoted on the submitted domain must be approved by LegitScript, per our [Terms & Conditions](#).
- ☐ Does your platform promote/link to a third party telemedicine provider or pharmacy? If so, the promoted URL is subject to the partner requirements listed within the "Partner Requirements" section of this document.

Questions? Email our team at [certification@legitscript.com](mailto:certification@legitscript.com)