



GUIDE

HEALTHCARE CERTIFICATION

# From Application to Approval

A Step by Step Guide



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# Ready, Set, Certify

If you've read our [Healthcare Certification 101 guide](#), you already know all of the reasons why it pays to be certified: access to major advertising platforms, more seamless payment processing, and improved patient trust.

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](mailto:certification@legitscript.com).

# 1. Application Process: Your Roadmap

1. **Create an account** in our client portal [certification.legitscript.com](https://certification.legitscript.com)
2. Pay the nonrefundable **application 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. As part of the questionnaire you will upload the documents outlined in the Healthcare 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 to expedite 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 licensure, business registration, website content, affiliates, privacy policies, patient practices (services, products), and promotional activity. They 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.

### Incomplete Documentation

Use checklists and upload relevant templates like the compounding addendum, healthcare licensure, telemedicine sheets. Check our [Healthcare Certification page](#) to download all of the resources you'll need to complete your application.

\*Note: **Every** applicant will need to complete the **Corporate Holdings** tab of the licensure spreadsheet.

### Unverified Partners

Your partners play a crucial part in your business, which means they're also an important part of your application review. A merchant's partners, such as partner pharmacies responsible for the fulfillment of prescription medication to patients, are generally required to be LegitScript-certified or accredited by another recognized body. Be sure to verify whether your partners hold a **Certified** or **Legitimate** status before submitting your application on our website using the [See the Status of a Website tool](#). Please be advised that there is a maximum of 5 free look-ups per week per IP address.

## Website Under Construction

We understand that your website may not have yet launched as you pursue certification. In these instances, we ask you to provide wireframes or snapshots of your website along with clear go-live timelines. We ask that you inform us when your website goes live so we can perform a final review; as an incomplete website will typically lead to a preliminary certification.

### About Preliminary Certification

Preliminary Certification is a temporary status **typically** granted to applicants who meet LegitScript's Certification Standards but have certain aspects of their business still in development, such as a website that has not yet launched. This designation allows applicants to demonstrate compliance in advance and transition seamlessly to full certification once all components are live.

Preliminary Certification offers the same benefits as regular certification, and your status will be publicly verifiable on LegitScript's website. However, the certification seal code will be issued only once the conditions of preliminary certification have been met.

## Inadequate Provider Transparency

Applicants' websites must clearly disclose all states, territories, provinces, and/or countries in which applicants' services are available. The applicant must also provide all domain names and websites under its control, and disclose all affiliates.

## Unclear Policies or SOPs

It's important that your business have clear written policies and standard operating procedures (SOPs) around processes such as quality assurance, batch testing reports, and compounding, where applicable. Please have this documentation ready.

## Undisclosed Disciplinary History

Please disclose any prior criminal, regulatory, or civil violations, along with any ongoing, resolved or otherwise addressed litigation, that involves the principals, key staff, and any medical or pharmacy practitioner associated with the business. Additionally, please describe remediation plans associated with any adverse history.



## 4. Post-Approval: What Comes Next

### Ongoing Monitoring

LegitScript performs ongoing monitoring throughout a healthcare merchant's certification period to ensure compliance. This ensures your business stays aligned with our Certification Standards across licensure, legality, patient safety, and promotional practices.

### Seal Usage

Certified healthcare providers are encouraged to display their custom LegitScript seal on their website, 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](mailto: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.

**Bonus Resource:** Visit our [post-certification webpage](#) to learn more about how to maximize the benefits of your certification.

## 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 Is Not a Free Pass

One of the most valuable benefits to LegitScript Healthcare Merchant Certification is that it unlocks advertising eligibility on platforms including Google, Meta (Facebook/Instagram), Microsoft (Bing), TikTok, and others.

However, each platform has its own advertising policies to which you must still comply. Noteworthy examples of these policies include:

- **Claims requirements:** ensuring your ads refrain from making prohibited disease/health claims or structure/function claims
- **Prohibited content rules:** refraining from advertising products or services prohibited by the platform
- **Landing page standards:** ensuring the pages your ads link to adhere to the policies of the platform

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.

## 5. Ongoing Best Practices


LegitScript wants to support you in maintaining ongoing compliance so that you can avoid disruption to your ad campaigns and potential problems with your payment processing. 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 website, documentation, and business practices to ensure they continue to conform.
2. **Licensure and registration.** Ensure all healthcare provider, pharmacy, or business licenses remain valid and current in all jurisdictions where you operate.
3. **Staff changes.** Inform LegitScript if any staff, especially those involved in prescribing or dispensing, products, services, licensure, areas of operation, etc., change. Additionally, certified entities are required to notify LegitScript within 30 days after becoming aware of any staff that is subject to disciplinary action.
4. **Domain ownership and website content.** Ensure your website clearly displays required information and scrutinize any changes to website content to ensure it adheres to Certification Standards.
5. **Affiliates and partners.** Monitor relationships with partner pharmacies, telemedicine providers, and distributors to ensure they remain in compliance. Inform LegitScript of any changes to your affiliates or partners.
6. **Advertising copy.** Avoid using [unapproved health claims](#) or misleading descriptions.
7. **Be responsive.** If LegitScript contacts your team with any post-certification inquiries, respond quickly and completely. Failure to engage could jeopardize your certification status and downstream partnerships.

# Appendix: Application Process Screenshots

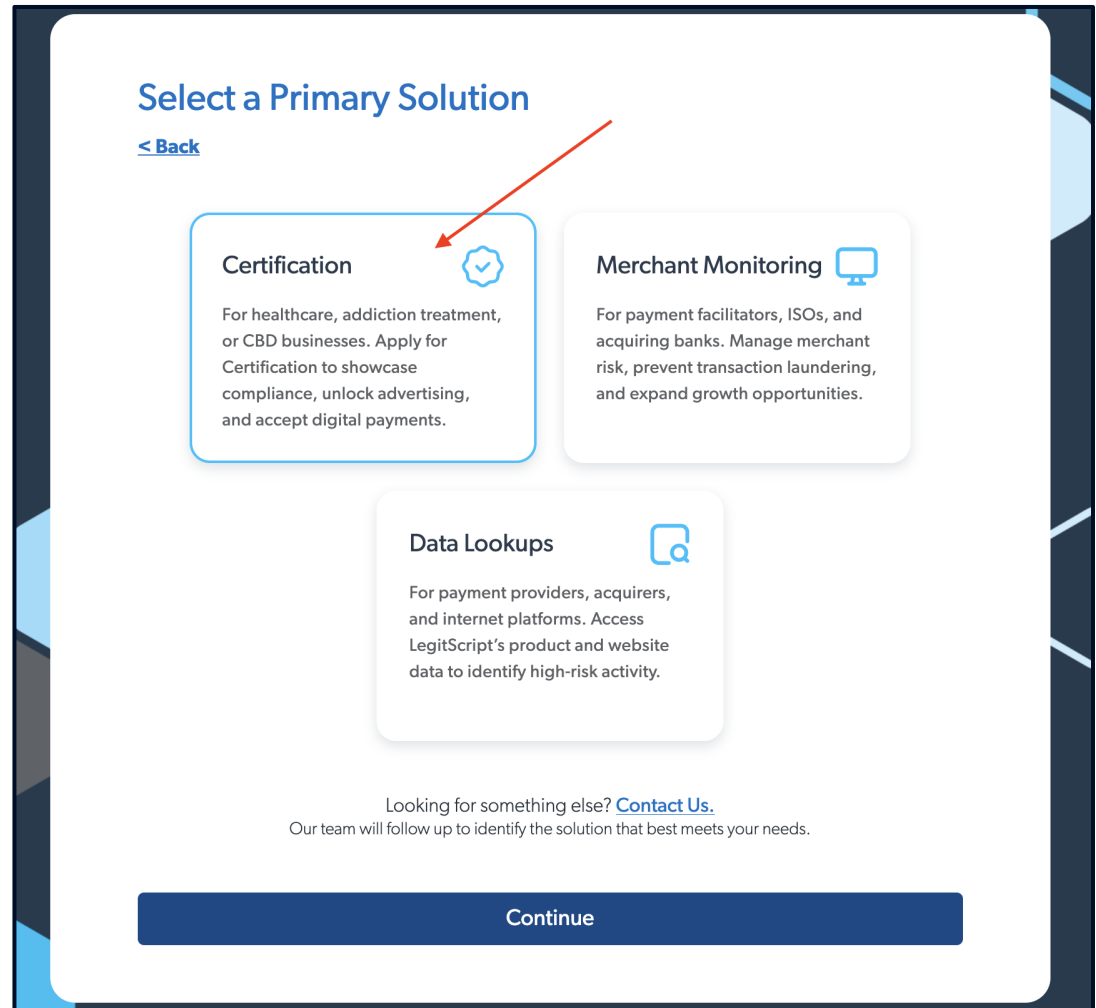
## Create an Account

- Go to [certification.legitscript.com](https://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.

A screenshot of the LegitScript login and sign-up interface. The interface is a white card centered on a dark blue background. At the top of the card is the LegitScript logo. Below the logo is the heading 'Welcome' in blue. Underneath is the text 'Log in to LegitScript to continue to Salesforce Experience Cloud Production.' followed by a text input field labeled 'Email address\*'. Below the input field is a dark blue button with the text 'Continue' in white. At the bottom of the card, it says 'Don't have an account?' followed by a blue link 'Sign up'. A red arrow points upwards to the 'Sign up' link.

## Start a Certification

- Select the option for Certification.

A screenshot of a web interface titled 'Select a Primary Solution'. It features three selectable options: 'Certification', 'Merchant Monitoring', and 'Data Lookups'. The 'Certification' option is highlighted with a blue border and a red arrow pointing to its icon. A '< Back' link is at the top left, and a 'Continue' button is at the bottom. A footer note mentions a 'Contact Us' link for other needs.

**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.

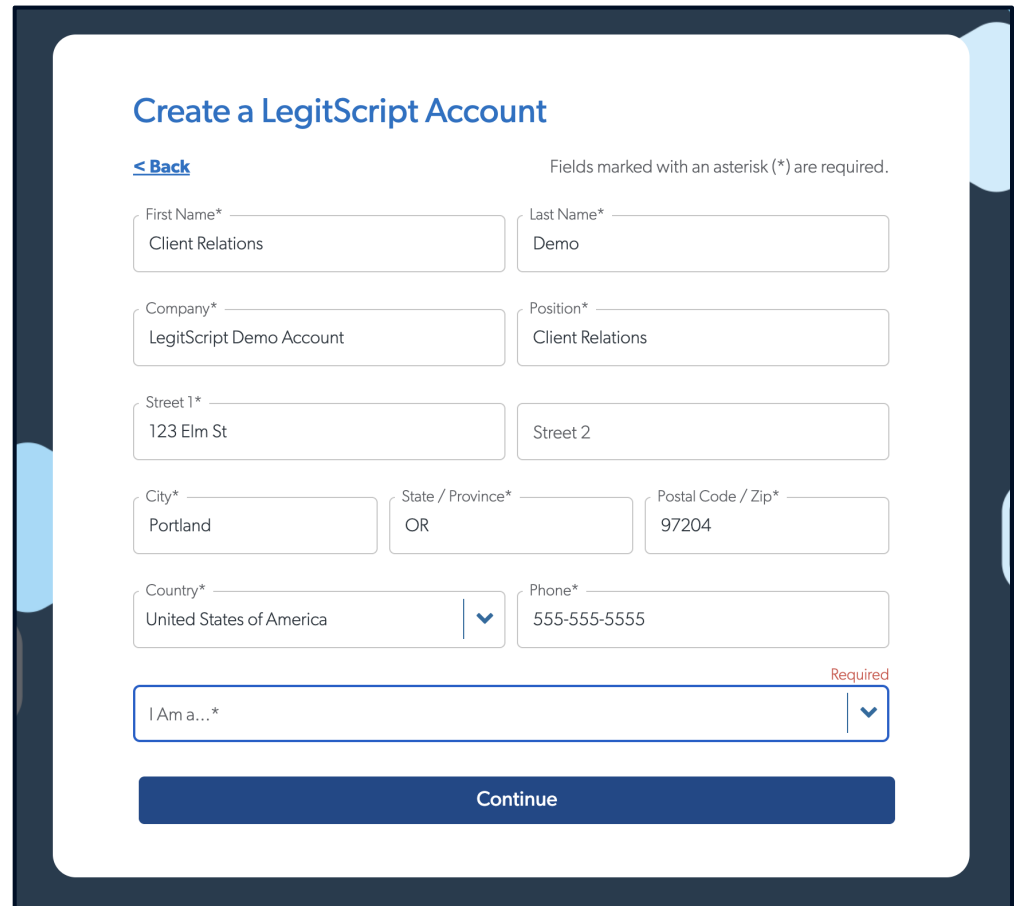
**Data Lookups**

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 and a dropdown arrow. A blue "Continue" button is at the bottom right.

### 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

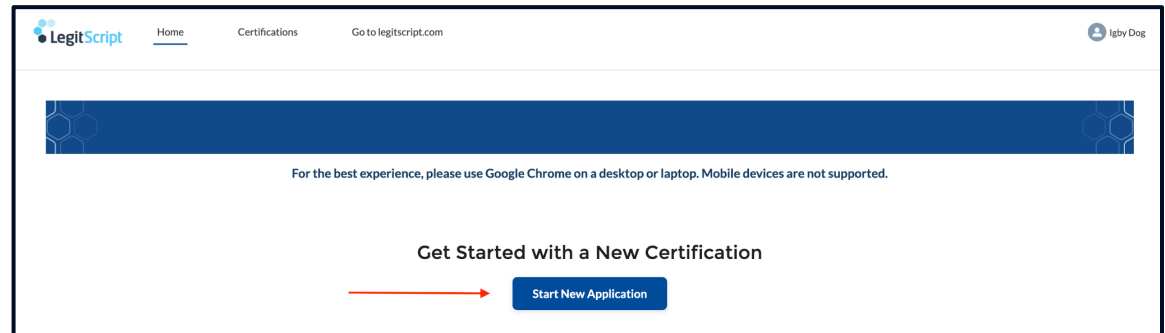
Country\* United States of America Phone\* 555-555-5555

I Am a...\* Required

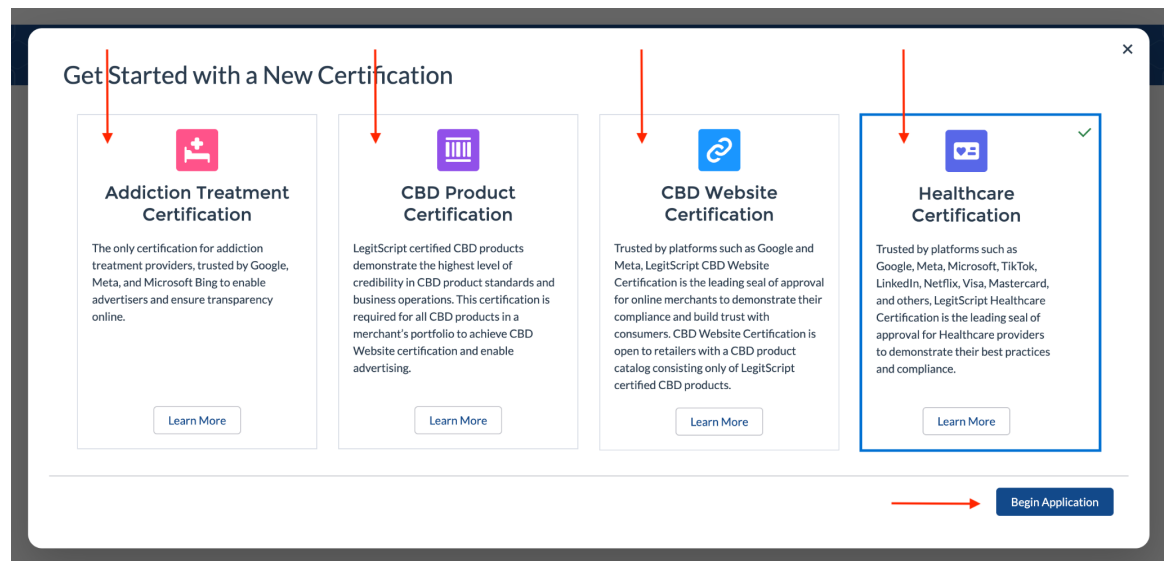
Continue

## Start an Application

- Select Start New Application.

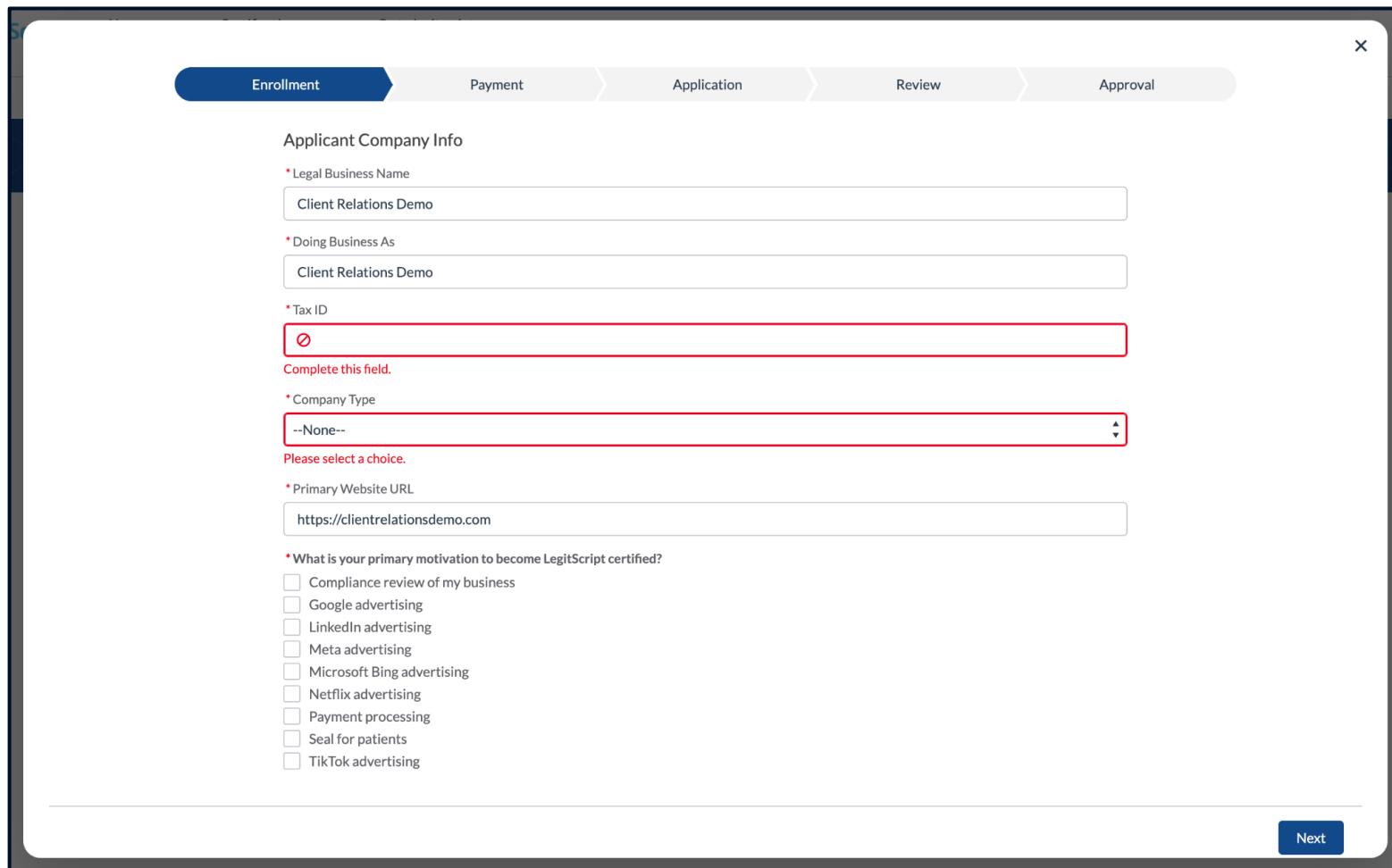


- Select the correct certification category for your business.

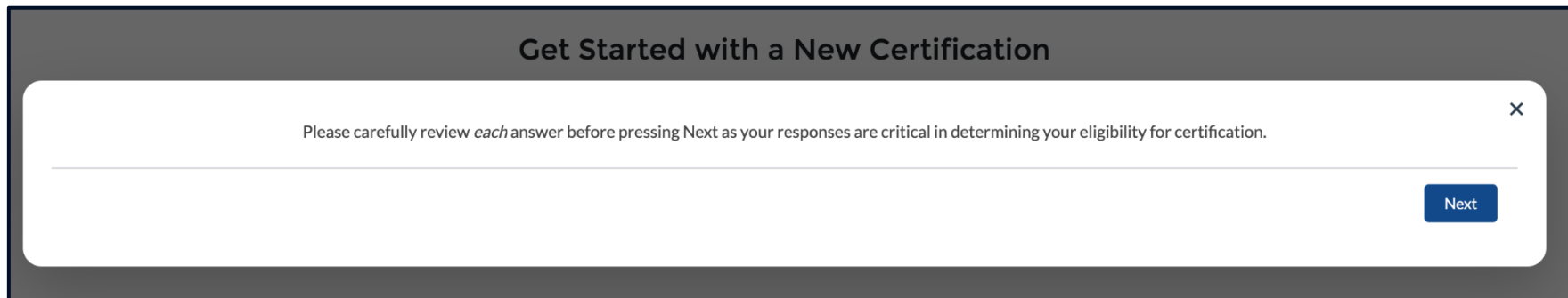




- Complete the Applicant Company Info section.

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.

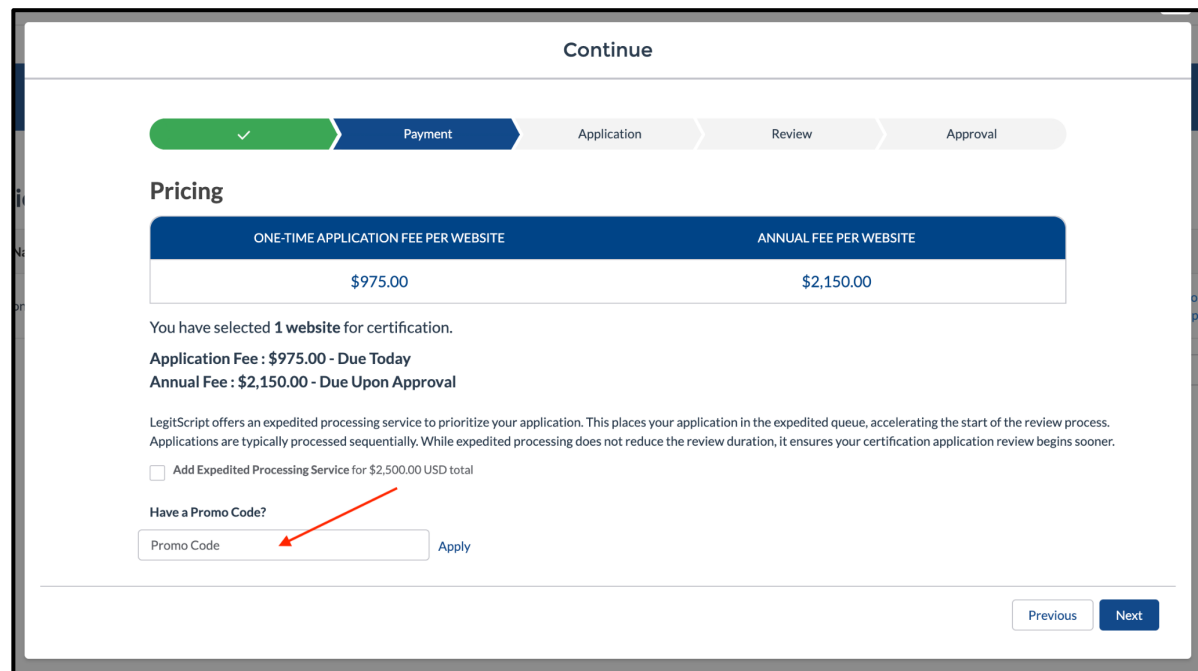


**Get Started with a New Certification**

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?

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  


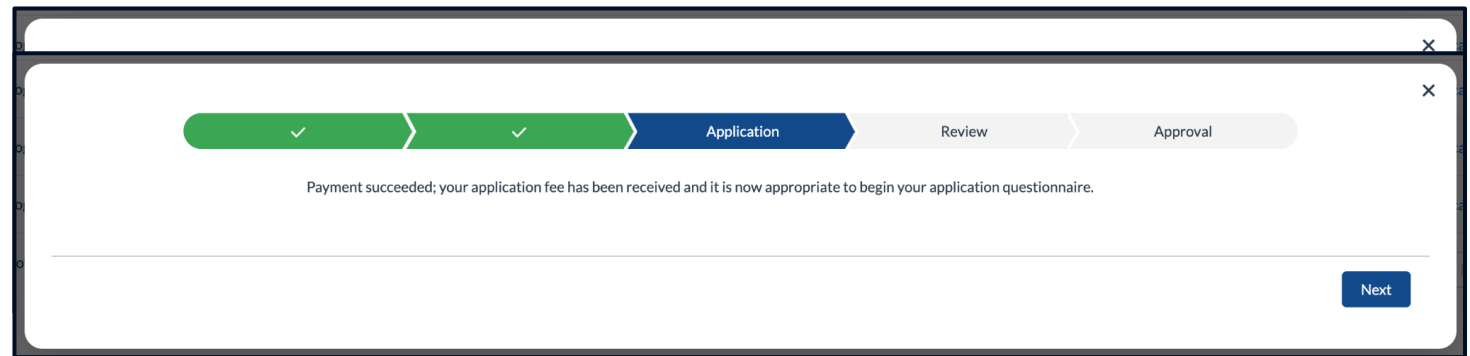
Country

ZIP code

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

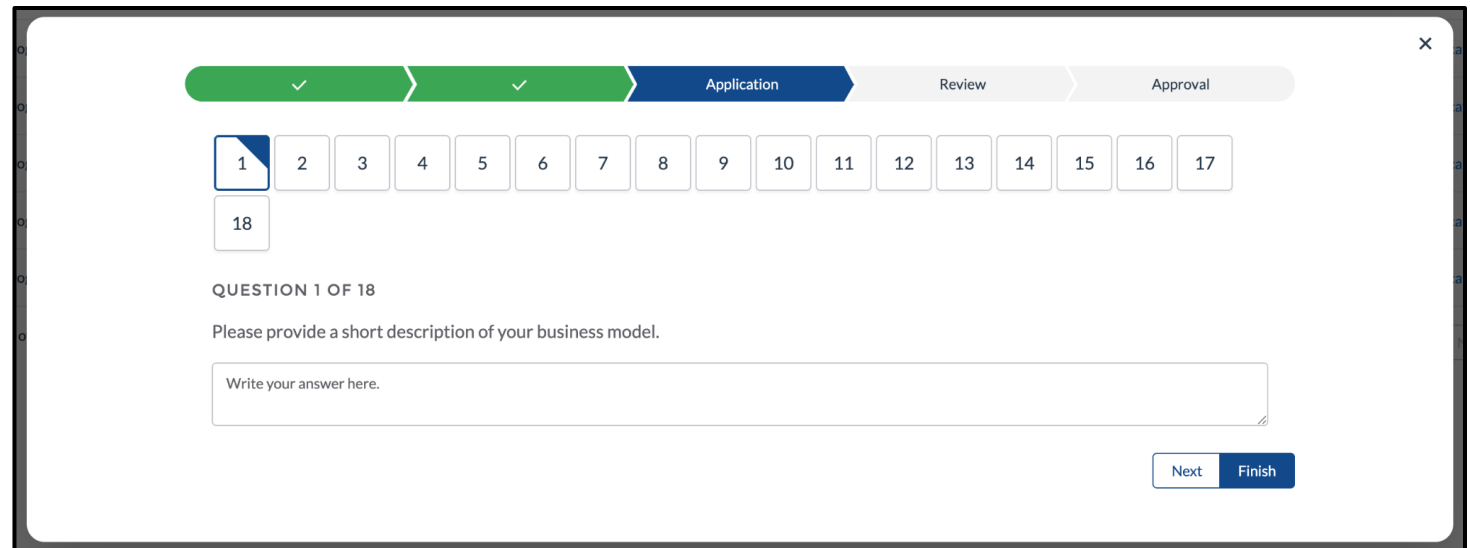
Pay Now (\$975.00)

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



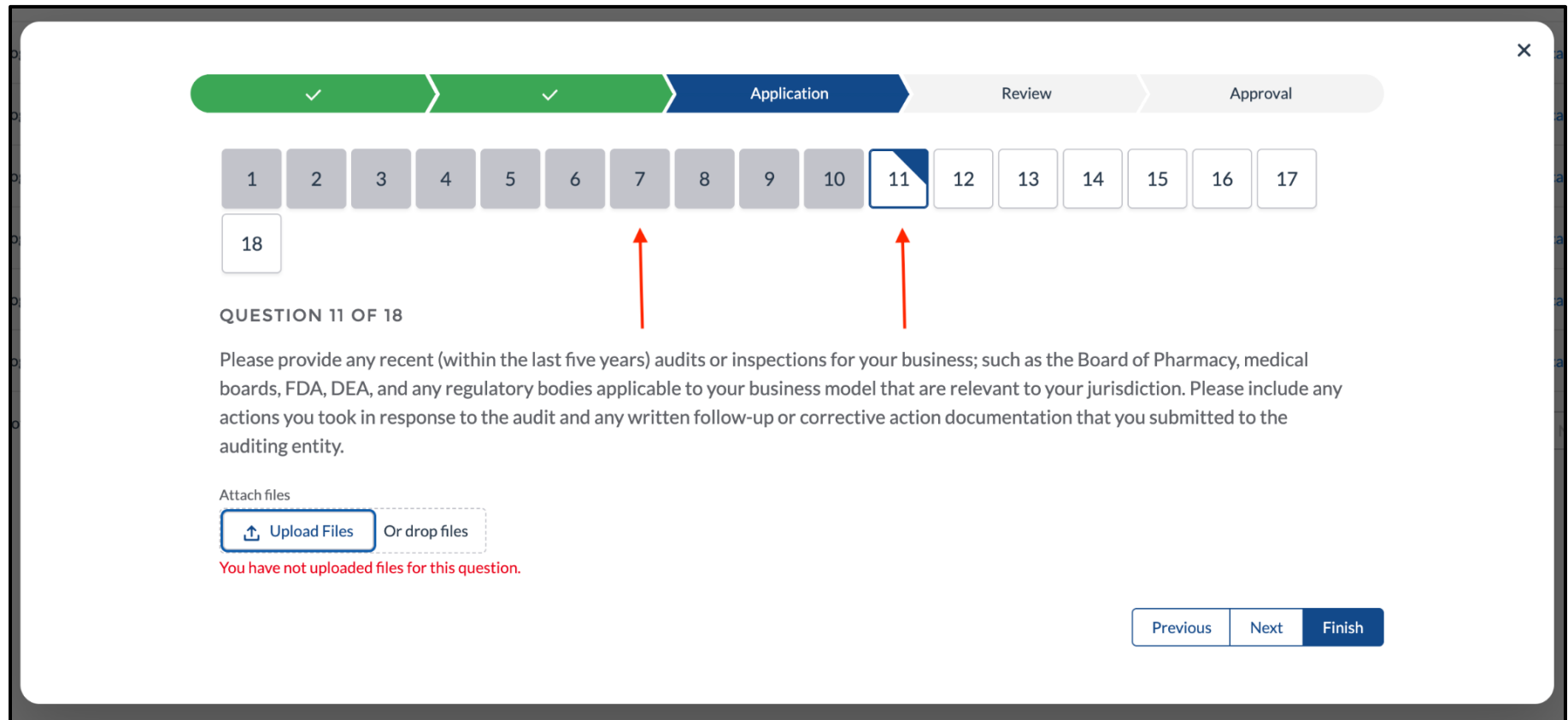
The screenshot shows a progress bar with three stages: 'Application' (selected), 'Review', and 'Approval'. Below the progress bar, a message states: "Payment succeeded; your application fee has been received and it is now appropriate to begin your application questionnaire." A "Next" button is located at the bottom right.

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



The screenshot shows a progress bar with three stages: 'Application' (selected), 'Review', and 'Approval'. Below the progress bar, a list of 18 questions is displayed. The first question is selected, and a text input field is provided for the answer. The text "Write your answer here." is visible inside the input field. A "Next" button and a "Finish" button are located at the bottom right.

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



Progress bar: ✓ ✓ Application Review Approval

Questions: 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.

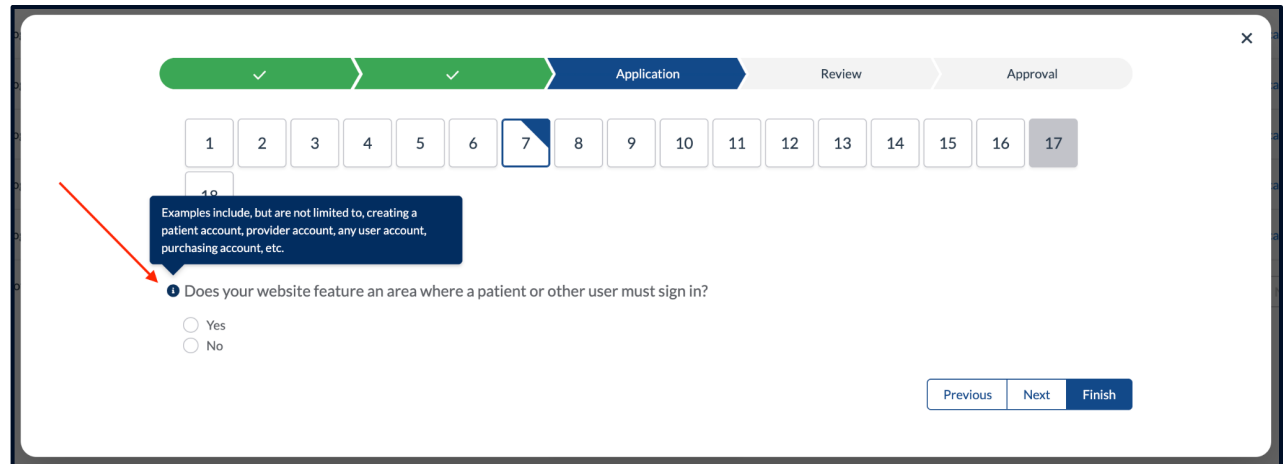
Attach files

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

Questions: 1, 2, 3, 4, 5, 6, 7 (active), 8, 9, 10, 11, 12, 13, 14, 15, 16, 17

18

Examples include, but are not limited to, creating a patient account, provider account, any user account, purchasing account, etc.

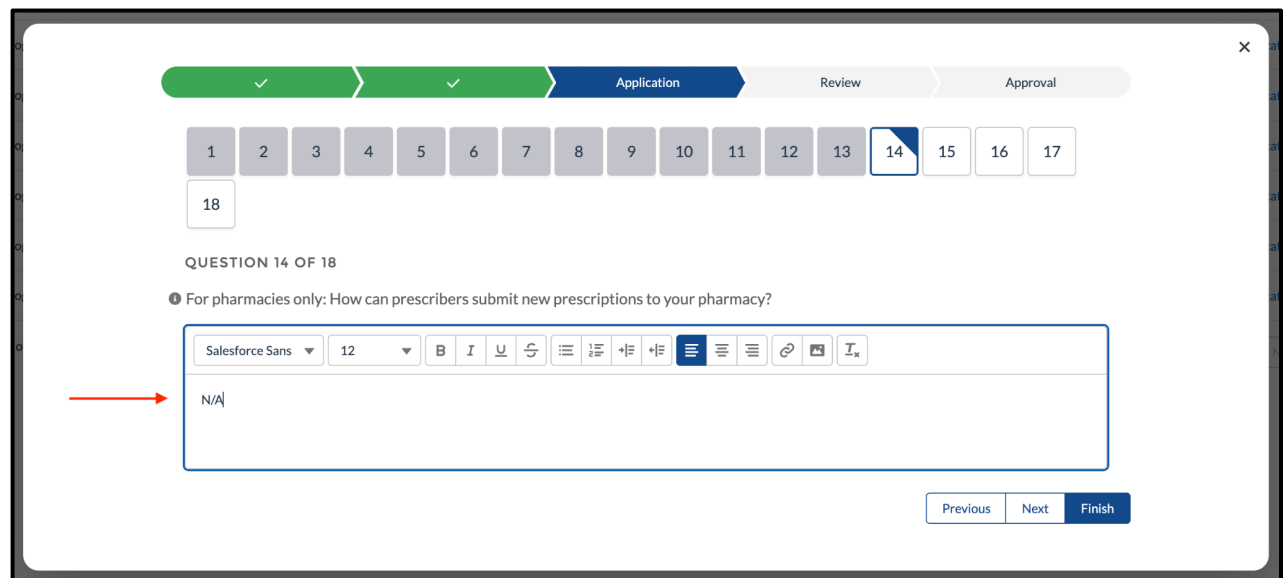
1 Does your website feature an area where a patient or other user must sign in?

☐ Yes

☐ No

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

Questions: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 (active), 15, 16, 17

18

QUESTION 14 OF 18

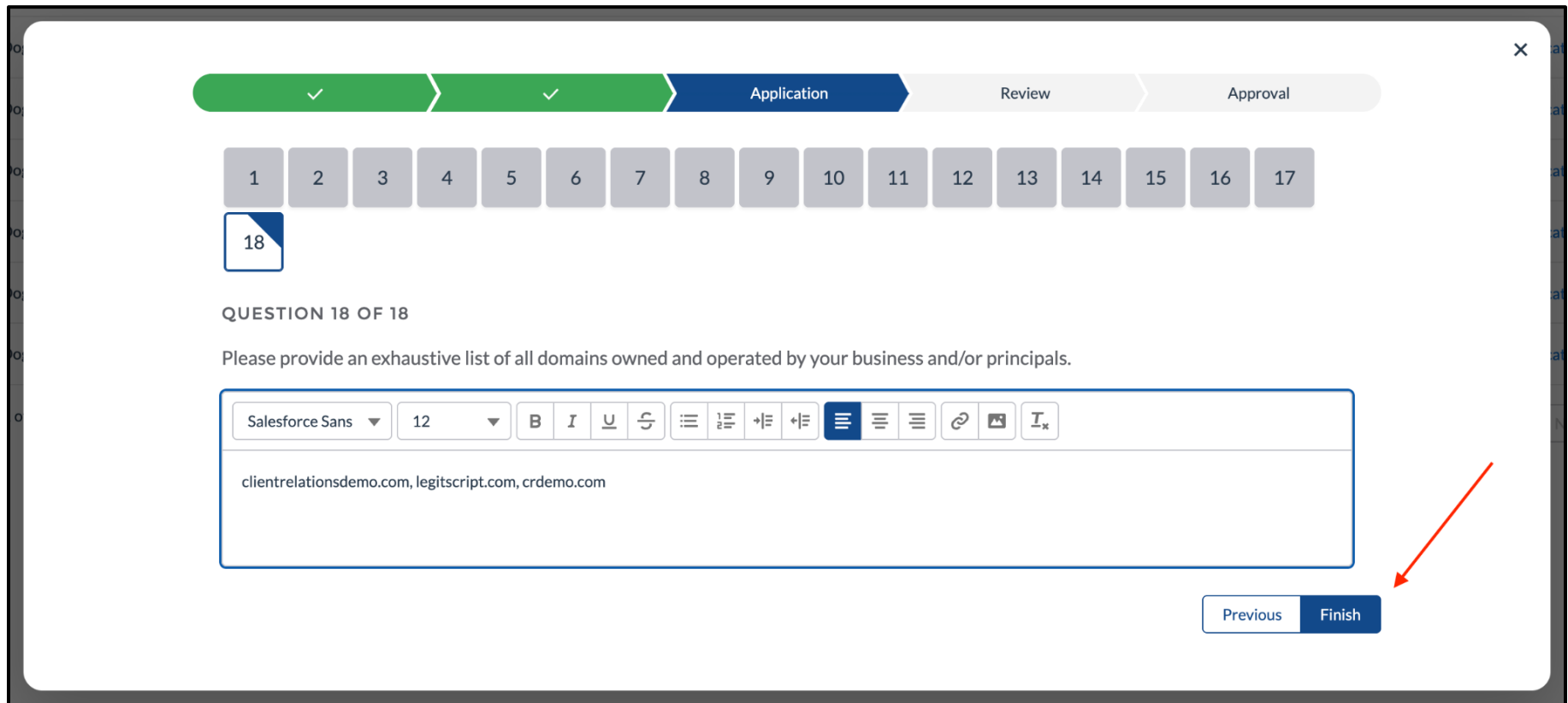
1 For pharmacies only: How can prescribers submit new prescriptions to your pharmacy?

Salesforce Sans 12 B I U    

N/A

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 process. 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, while button 18 is blue with a white diagonal line. 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 this is a rich text editor with a toolbar containing options for font (Salesforce Sans), size (12), 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 are two buttons: 'Previous' and 'Finish'. A red arrow points to the 'Finish' button.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

QUESTION 18 OF 18

Please provide an exhaustive list of all domains owned and operated by your business and/or principals.

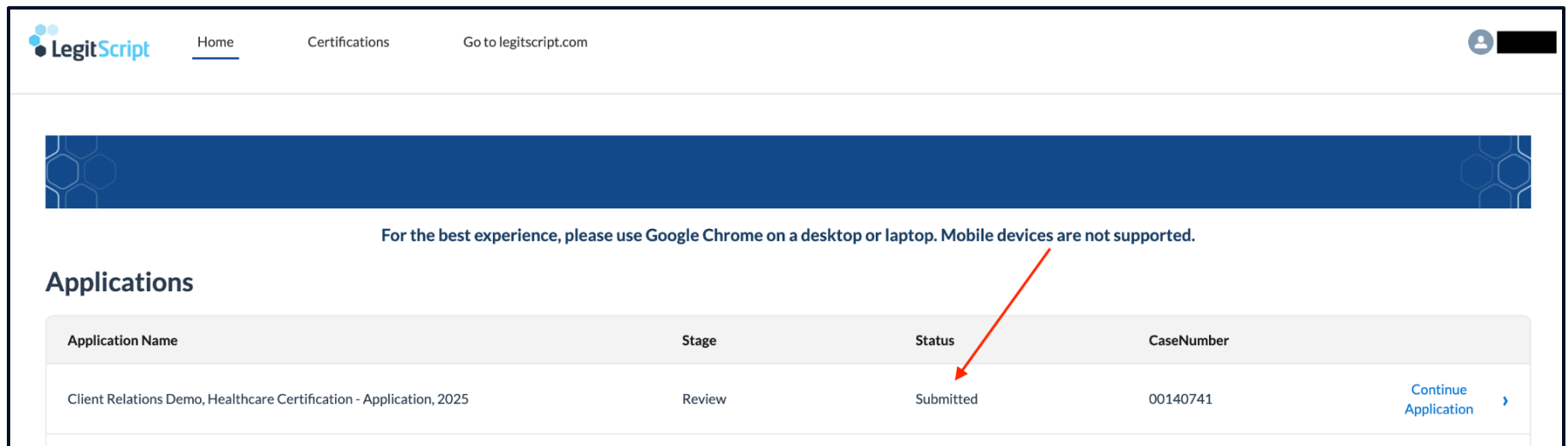
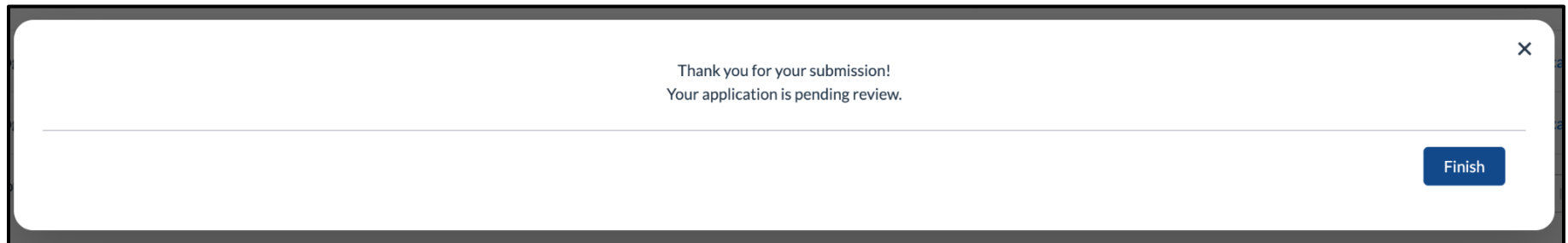
Salesforce Sans 12 B I U         

clientrelationsdemo.com, legitscript.com, crdemo.com

Previous Finish



- 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 Healthcare Merchant Certification has provided a recognized stamp of approval for merchants to demonstrate compliance to the internet platforms and payments organizations that do business with healthcare companies like yours. 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](mailto:certification@legitscript.com)

## Contact Us

Web: [legitscript.com/contact](https://legitscript.com/contact)

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