



Healthcare Certification

LegitScript helps you grow your business, build trust with prospective patients, and achieve better return on investment.

Is LegitScript Certification right for your business? If you are unsure how certification from LegitScript fits in with your goals, consider what it can help you accomplish.

Show Up Where Users Are Searching For You

LegitScript helps you reach patients where they're looking for help: **online**. It's through search engines and social media that most patients are now finding their healthcare services. LegitScript Certification is recognized by major internet platforms, including Google, Microsoft Bing, Facebook, and TikTok.

7%

7% of the searches on Google each day are healthcare-related. There are **75,000** healthcare searches performed every minute — about 1 billion searches every day.

77%

77% percent of patients use online search in researching healthcare providers, including pharmacies and telemedicine.

3x

Patients who booked appointments or scheduled services conducted **3x** as many searches online than those who didn't.

21%

1 in 5 people book appointments and services through their computer or mobile phone, and that number continues to rise.

Source: Google, The Digital Journey to Wellness Report

Build Trust and Demonstrate Ethical Behavior

Because so many patients are now turning online for their healthcare needs, the internet is rife with illegitimate practitioners offering illicit drugs and problematic services. LegitScript's industry-leading certification helps you stand out from the crowd and stand up for the highest levels of commercial integrity. Your certified website is listed in LegitScript's searchable database so patients see that you abide by rigorous business standards.

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Apply for LegitScript's
Healthcare Certification
today at:
my.legitscript.com

Contact Us
1-877-534-4879
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Achieve Greater Return on Your Advertising Investment

Is online advertising a good choice for you? Whether you operate entirely online or primarily through brick and mortar, the answer is yes. Pairing your LegitScript Certification with a digital marketing strategy offers access to much larger pools of prospective patients, regardless of whether your goal is to complete a transaction online or drive business to your in-person facility. LegitScript Certification helps you access digital advertising on major search engines and social media platforms.

Some of the reasons business like yours are advertising online include:

- **Better ROI.** A recent study by Google showed that the average return on investment on Google Ads is 800% — that is, \$8 earned for every \$1 spent.
- **Local search.** According to a Google report, searches for “store open near me” (such as “pharmacy open near me”) grew by over 250% in 2019. Make sure your ad shows up right when your patients are ready to act.
- **Cost-effective.** Pay-per-click (PPC) advertising helps you more accurately target your audience and gives you precise control over your budget.

What Leading Healthcare Providers Are Saying About Their LegitScript Certification



“ There is no doubt in my mind that LegitScript is a symbol of trust and a sign of credibility for every single potential member who visits our site. ”

– Zachariah Reitano, Founder, Roman Health



“ Given concerns around receiving specialty healthcare via telemedicine, it's all the more important for an innovative business like ours to have a badge of trust that lets potential and current patients know we're a legitimate healthcare provider. ... LegitScript Certification tells customers that we'll handle their personal medical information responsibly. ”

– Steven Gutentag, Co-founder, Thirty Madison



“ The LegitScript certification is essential to our business as it builds trust and allows us to advertise on digital platforms like Google and Meta (Facebook). ”

— Frank Westermann, Co-founder and Co-CEO, 9am.health