

NOTE: It is **strongly recommended** that applicants review our [Certification Standards](#) for the full list of standards assessed during review in order to be certified.



Addiction Treatment Certification Application Checklist

Welcome to the Addiction Treatment Certification application checklist! If you've come this far, you've probably already read through LegitScript's mission, program scope, and pricing structure, and are feeling ready to apply. If you aren't sure, you may want to back up and check out [this blog post](#) to see if our program is right for you!

Our team's mission is to uplift good actors in the addiction treatment industry, enabling them to effectively reach those in need of recovery. As the only certification and monitoring body recognized by Google, Microsoft, and Meta to vet advertisers of drug and alcohol addiction treatment, we uphold high standards. LegitScript's application process is rigorous and thorough. This checklist is an overview intended to help you prepare for completing your application questionnaire.

Please see our [Certification Standards](#) and [Terms & Conditions](#) for a deeper understanding of our requirements. You may also want to review our [FAQs](#).

Who is in Scope for our Program?

- Organizations providing in-person or virtual drug or alcohol addiction treatment services, or information on such treatment.
- Entities facilitating interactions between non-professional members engaged in recovery (e.g. mutual support groups).
- Any organization that provides remote assistance to individuals who are seeking information about addiction or addiction treatment, but does not identify particular treatment services, (e.g. crisis hotlines).

or reference on your website must be reviewed for certification.

- Required documentation includes facility names, addresses, lease or ownership records, liability insurance, and applicable licensure information.
- What facilities don't need certification?
 - You may have some facilities you do not wish to certify. This is fine, as long as they are not listed on your website. We don't allow certified websites to promote addiction treatment centers that LegitScript has not vetted.
 - If you have locations that only offer mental health treatment, for example, those also don't need certification.

Facilities

- Our program certifies by website, and our [pricing structure](#) is on a per-facility basis. Each facility offering substance use treatment that you promote

Licensure

- In the questionnaire, you'll have access to a licensure spreadsheet with several sections. [This templated spreadsheet](#) can sometimes be a daunting task. We'll break it down here tab-by-tab.
 - Corporate Holdings:** Please list all of the addiction treatment businesses your company and principals own. Business registration numbers can vary depending on the state. Most corporate entities must be registered and filed with the Secretary of State, and you can list these filings where your business is providing addiction treatment services.
 - Drug Treatment Services:** you'll put all of your treatment center names, addresses, and facility level licensure here.
 - Comprehensive Staff List:** we are looking for your Key Treatment Providers. Examples include doctors, nurses, and counselors who provide addiction treatment services. Please disclose any employees that are required to hold a state, federal, or professional license or accreditation. Staff members such as behavioral technicians, yoga instructors, dieticians, and the like need not be listed.
 - DEA:** if you have providers that prescribe controlled substances, you'll list them here. Additionally, for each individual you list, you'll want to upload a current copy of their DEA certificate with your questionnaire.

Telemedicine

- For applicants offering telemedicine, there are a series of questions that we'll ask to help us get a clear picture of the scope of your services. If you provide telemedicine services please fill out [this spreadsheet](#) to demonstrate your compliance with each of the jurisdictions where you offer treatment.

Website Content & Transparency

- Are you only promoting the services you offer and are licensed to provide? It is important that any

prospective patient be able to readily understand the services they can expect from your business.

- Is your website clear regarding where your business provides services?
 - We look for the transparent disclosure of the addresses of your treatment facilities. Some organizations chose to protect the privacy of their patients by keeping this information off of their website, which is understandable and compliant in many circumstances.
- Make sure your website contains a HIPAA compliant privacy policy easily accessible to anyone who might visit! For more guidance, please use [this link](#) from the Department of Health and Human Services.
- What are examples of problematic content to avoid?
 - Links on your website that connect patients to addiction treatment centers or practitioners that have not been vetted and certified by LegitScript.
 - Guarantees and statistics should always be supported by evidence such as citations, copies of studies or other scientific research that substantiates them. If not, they could be considered to be misleading.

Domain Name/Whois

- For each website you wish to certify, we ask that the domain name be transparently registered. This can be satisfied in one of three ways:
 1. You can provide a screenshot showing the Registrant, or owner, of your website:
 - You'll login to your Registrar domain control center, like GoDaddy or NameCheap, for example.
 - Select your domain name.
 - Capture a screenshot, with privacy removed, that includes all Registrant information.
 2. You can obtain a valid EV SSL certificate for your website.

3. Lastly, you can always make your Whois information public so LegitScript can verify this information.

- We'll also ask for a complete list of all the domains you and your principals own, even if you don't wish for them to be certified.

Services Offered

- Be sure to have information on hand detailing the exact treatment services you offer.
- Please review your website to be sure that you are only promoting the services you offer and are licensed to provide.

Principals & Business Affiliates

- We'll have several questions about the principals of your organization, and any affiliation they may have with other businesses that offer or market addiction treatment services.

- Your principals will be those with the highest authority in your business, including your directors and officers.

- Please also be ready to detail any referral arrangements your business may have with partners or other businesses.

Discipline

- Please be prepared to fully disclose any ongoing disciplinary action related to addiction treatment services for your company or providers. This includes litigation that has occurred within the last ten years, regardless of the state of resolution. It also encompasses any licensure that has been denied or revoked.
- Likewise, we'll want to know if any employee on your roster is currently on the US Department of Health and Human Services Office of the Inspector General's List of Excluded Individuals/Entities (LEIE). Sometimes a staff member has been on this list, or is in the process of being removed from it. Please be prepared to provide documentation of the removal.

Here at LegitScript, we are passionate about compliance. It isn't just about rules. It's about people. Our program's mission is to uphold wonderful organizations like you doing this whole-hearted work, and to encourage the connection of those in recovery with trusted providers.

If at any point you have questions or concerns about the checklist above, please don't hesitate to reach out to us. We are happy to help!

Email our team at Certification@LegitScript.com