



LegitScript Healthcare Certification

Primer

Healthcare Certification

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LegitScript Certification: Recognized For More Than a Decade

LegitScript was founded in 2007 to create a safer and more transparent commercial internet. From the outset, we offered a solution for certifying and classifying internet pharmacies, many of which were operating with blatant disregard for the law and endangering the public. We began partnering with major platforms in the e-commerce and payments spaces to help them mitigate risk and keep their platforms and merchants clean.

In 2008, LegitScript launched Healthcare Merchant Certification, the first endorsed by The National Association of Boards of Pharmacy. For more than a decade now, our certification program for pharmacies, telemedicine companies, and other healthcare-related businesses has provided a recognized stamp of approval for the internet and payments companies that do business with these healthcare companies. Many banks, advertising programs, social media platforms, and e-commerce websites require certification from a recognized organization like LegitScript to support a merchant account. Our certification is recognized by Visa, Mastercard, Google, Microsoft, Facebook, TikTok, Nextdoor and LinkedIn.

Who Qualifies for 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.
- **Supply chain businesses** including pharmaceutical manufacturers, wholesalers, and distributors.
- Other **healthcare merchants** such as prescription eyeglass and contact lens merchants, price comparison websites/apps, and discount pharmacy websites/apps.

If you have questions about your eligibility, contact us at certification@legitscript.com to see if you qualify.



“ We are a new service, so LegitScript Certification helped build trust with our customers and got us approved as advertisers on Google, Meta (Facebook), Taboola, and others. Without it, we would not be able to advertise on those platforms. ”

Frank Westermann, Co-Founder and Co-CEO, 9am.health

Benefits of Certification

Adhere to Credit Card Requirements

Visa and Mastercard require all pharmacies and telemedicine providers that process card-not-present transactions to be certified and monitored by an approved certification organization, such as LegitScript.

Participate in Online Advertising

Grow your business by promoting your company online. LegitScript Certification is recognized by major internet platforms, including Google, Microsoft Bing, Facebook, and TikTok.

Gain Patient Trust

Once you receive LegitScript Certification, you'll be searchable on our website as LegitScript-certified. LegitScript's website verification tool is used by patients around the world to determine who they can trust. We encourage you to use the LegitScript seal on your website to show visitors your business has been rigorously vetted.

Improve Regulatory Compliance

LegitScript's expertise helps applicants identify and correct inadvertent errors in compliance with pharmacy and telemedicine regulations. Simply pay an application fee and an annual monitoring fee to maintain your LegitScript-certified status.

Cost of Certification

Pricing for Healthcare Certification consists of a one-time application fee and annual certification fee per website.

One-time Application Fee Per Website**	Annual Fee Per Website***
\$975	\$2,150

We will review and certify the domain that you specify you are submitting for certification. If you operate multiple healthcare websites, each website you would like to have certified requires an application and annual certification fee. Please note that all websites you operate must be disclosed as part of your application.

** The application fee is nonrefundable.

*** Annual certification fees will be applicable upon certification.

Certification Standards

LegitScript has 9 standards for certification that fit into one of three categories: registration and compliance, internal practices, and external practices. Our process includes unique standards that showcase our expert analysis and help to identify problematic affiliations.

Registration and Compliance

Our first step is making sure you are who you say you are and that you have the necessary documentation.

1. **Licensure and Business Registration**

Merchants must be adequately licensed for the services they offer and in the jurisdictions they serve. This includes the jurisdiction from which medications are prescribed and/or dispensed, as well as the jurisdiction in which the patient is located, except in circumstances permitted by law.

2. **Legal Compliance**

The applicant must comply with all provisions of applicable laws and regulations, including all applicable laws, regulations and required licensing, registration or authorizations necessary to prescribe and/or dispense medications. Additionally, the website or business must not facilitate the prescribing or dispensing of medications that do not hold the necessary authorization or approval from the applicable regulatory body in that jurisdiction or medications that are otherwise considered unapproved by relevant regulatory bodies.

Internal Practices

We check to see that your affiliates and staff have the required qualifications.

3. **Prior Discipline and History**

The applicant or their business, including principals, key staff, and any medical or pharmacy practitioner associated with the website or business must disclose any prior criminal, regulatory, or civil violations, along with any ongoing, resolved or otherwise addressed litigation, that involves the applicant at any time over the past ten years.

Applicants must not have been subject to recent and/or repeated disciplinary sanctions, warning letters, or similar regulatory action. Disciplinary Action is defined in [LegitScript's Healthcare Merchant Certification Terms and Conditions](#). Prior offenses or other bad acts, may be a disqualifying factor in LegitScript's sole discretion.

4. **Affiliates & Partners**

A merchant's affiliates and partners must comply with all program standards. Affiliates are any individual, business, or entity who previously, currently, or is expected to have a commercial and/or professional relationship with the applicant organization or its principals. This means any person or entity that exercises control over or participates in the business must not be affiliated with or control any other entity that violates these standards. This includes but is not limited to partner pharmacies, businesses or medical practices, supplying wholesalers, co-owned companies, staff, any associated medical personnel, and may include entities that are promoted on the domain seeking certification. All affiliates and partners must be operating legally.

A merchant's partners, 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, are generally required to be LegitScript-certified or accredited by another recognized body, with limited exceptions permitted only at LegitScript's sole discretion.

The applicant must also provide all domain names and websites under its control, and disclose all affiliates.



“ If your goal is to deliver incredible care experiences and you want potential customers to know that you take their needs seriously, LegitScript certification is simply the best way to do that. ”

Steven Gutentag, Co-Founder, Thirty Madison

External Practices

We make sure your patient services or treatment practices are in compliance with applicable laws.

5. **Patient Services**

Applicants' websites must clearly disclose all states, territories, provinces, and/or countries in which applicants' services are available.

6. **Privacy**

The applicant must comply with all provisions of applicable laws and regulations pertaining to protected information or protected health information, including privacy provisions. When required by law, the applicant must post its privacy policy on its website. For example, US-based applicants who collect, store, or transmit Protected Health Information (PHI) must comply with all applicable HIPAA requirements.

Additionally, the applicant agrees that any information regarding transactions, customers, patients, medical information, and, as required by Applicable Law, any other sensitive or confidential information is processed using Secure Socket Layer (SSL) technology.

7. **Validity of Prescription**

The applicant shall only dispense or offer to dispense prescription drugs upon receipt of a valid prescription issued by a person authorized to prescribe under applicable laws. A valid prescription is defined by applicable statutes, regulations, or laws in the jurisdictions served by the applicant.

Applicants must not prescribe, offer to prescribe, distribute, or offer to distribute drugs in a way that violates the laws of the jurisdiction(s) they serve, and must comply with all relevant telemedicine laws or regulations, as applicable. A prescription or prescription drug must not be prescribed or dispensed prior to the provision of care by a licensed medical professional.

8. **Transparency**

The applicant and its affiliates must ensure that all practices and offers are accurate, transparent, and not misleading to patients or the public, including but not limited to any material detail regarding the pharmacy, pharmacy staff, medical practitioners, drugs, treatments, or financial transactions. This includes claims that a product or service has purported benefits that have not been supported by a regulatory body, such as the FTC, FDA, etc.

Failure to provide full and accurate information as requested, as determined by LegitScript's sole discretion, will result in denial. Applicants may undertake reasonable remedial action during the certification process without penalty.

An applicant's business practices may not pose a reputational risk to LegitScript or the LegitScript Healthcare Certification program.

9. **Advertising**

Applicants and certified clients must advertise in a manner that is transparent and in accordance with all applicable laws and regulations. Applicants must ensure that all advertisements are accurate, transparent, and not misleading to the public in any way.

Applicants advertising on internet platforms in apparent violation of the platforms' terms of service may be considered to be attempting to circumvent the goals of the LegitScript certification program. If LegitScript discovers such advertising, it may be grounds for certification denial or revocation.

Application Process

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. We don't cut corners on our process because we're dedicated to helping legitimate healthcare businesses stand out from counterfeiters and earn the trust of prospective customers. Here's how to apply:

1. **Create an account.**

Go to my.legitscript.com to create an account and enter in your contact information. Once you've set up an account, you'll be ready to proceed.

2. **Start a new certification and pay for your application review.**

Before completing the questionnaire, you'll pay the fee for the application review. You will not need to pay the annual subscription fee until after you have been certified. See pricing in the previous section.

3. **Complete the questionnaire.**

You can save your progress and return to the questionnaire at your convenience. See the following section to preview the questionnaire.

4. **Clarify and remediate.**

As our analysts review your application, they may reach out to you with questions or requests for additional information. They may also highlight areas of minor noncompliance that you'll need to remediate before receiving certification. By responding quickly to these requests, you can help streamline the review process.

5. **Pay your subscription fee.**

Once your application has been approved, you'll need to pay the annual subscription fee to finalize the process and be fully certified.

Tips to Expedite the Process

- **Start as soon as possible.** Once you have decided to apply for LegitScript Certification, complete the application as soon as you are able. Applications are reviewed in the order they have been received.
- **Have your documents and information ready.** Having the necessary information will help you move through the questionnaire quickly. Your questionnaire must be complete before review begins. Please see this application overview for the questions you'll need to answer and the documents you'll need to provide.
- **Be thorough.** Although you want to complete your application quickly, it is more important to be thorough and transparent. This will prevent time-consuming, back-and-forth conversation between you and LegitScript's analysts.
- **Respond promptly.** If LegitScript analysts need additional information or request remediation, respond fully as promptly as possible. We are unable to advance your application until all requested information is provided and/or the necessary changes are made.
- **Pay promptly.** You must pay the application and subscription fees to complete the certification process.

Particularly pressed for time? LegitScript offers an option for an **expedited processing service** for applicants wanting to expedite the start of their application review. Write to us at certification@legitscript.com for more information.



“ LegitScript is a symbol of trust. They only work with organizations that have ensured patients receive the highest quality of care. It was important for us to become LegitScript certified and a member of this select group of online providers to let patients know they are in great hands with Roman. ”

Zachariah Reitano, Founder, Roman Health

Healthcare Questionnaire

These are the questions that merchants are required to answer when applying for LegitScript Healthcare Certification. They vary based on the type of applicant, so you may not be required to answer all of them.

Business Information

1. **Please provide a short description of your business model.**
2. **How long has your company been in business?**

Tip - If ownership of the company was recently transferred, please indicate both how long the business has been operating and how long the current owners have held ownership.

3. **Please provide a list of your owners, principals, officers, and directors, along with their corresponding titles.**

Licensure or Registration

1. **Using [this template](#), please review and fill out the licensing and registration information for your business**

Tip - Please ensure all tabs of the template are reviewed and addressed to the best of your ability.

On the business registration tab of the template, please provide registration information from your jurisdiction. For example, if your business is domiciled in the United States, we require your state level business registration. You can find this information on your Secretary of State website, or provide your state tax ID/document number if needed. If your business is domiciled outside of the United States, please provide proof of business registration for your jurisdiction.

On the telemedicine tab of the template, please provide details on how you adhere to telemedicine compliance requirements in each jurisdiction you serve. This includes the physician license number in each applicable state, territory, or country. Please be aware that for US merchants, state-specific telemedicine business registrations, and additional state level licensure, are not required within this tab. Please note, columns after G are intended to collect pharmacy related information. Telemedicine providers are not required to complete these fields unless they have the relevant information on hand. If not applicable, these fields may be left blank.

Websites

1. **Please provide an exhaustive list of all domains owned and operated by your business and/or principals.**
2. **Does your business offer your customers a mobile app?**
If Yes, Follow Up - Please state the name of the app.
3. **Is your primary website currently under construction or in a stage of development? Under construction or development includes missing or incomplete content or placeholder text.**

Tip - Please note: LegitScript can only provide certification of a website that is under construction on a preliminary basis.

If Yes, Follow Up - Please describe when you anticipate the changes will be completed and how LegitScript will be able to review a version of this website before it is published.



“ Most people are now accessing information online, and through [LegitScript Certification], our company is using targeted marketing on online and digital spaces to reach our target audience. ”

Tony Wood, Managing Director, MYDAWA

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

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

If Yes, Follow Up - Please provide any necessary credentials LegitScript will need for log-in access.

Services & Partners

1. **Does your business offer telemedicine services?**

If Yes, Follow Up - Using [this template](#), please outline how your telemedicine practice complies with the applicable laws and regulations of your jurisdiction(s).

As you complete the spreadsheet, please:

- List every jurisdiction where you provide telemedicine services, including both individual US states and/or countries, as applicable.
- Cite laws and regulations and explain how your telemedicine services comply with the specific laws and regulations of each jurisdiction as they relate to, including but not limited to:
 - Establishing patient-practitioner relationship
 - Patient identification
 - Patient consent
 - Online prescribing
 - Medical records and how your business is compliant with applicable privacy laws (i.e. HIPAA for US merchants)

2. **Do you have any business affiliates that have shared ownership with your company, that your company owns, or otherwise have a formal or informal business relationship regarding the marketing or provision of the services offered through your business? 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.**

A merchant's partners, 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, are generally required to be LegitScript-certified, with limited exceptions at LegitScript's sole discretion

Tip - If there are any non-disclosure agreements (NDAs) or privacy restrictions that prevent you from providing a comprehensive response, please indicate so and provide as much information as you are able.

If Yes, Follow Up - Please provide a list of business affiliates.

3. **Does your business operate as a pharmacy, and compound prescription medication?**

Tip - Pharmacies: Please fill out each tab to the best of your ability.

If Yes, Follow Up - Using this [compounding addendum template](#), please review and fill out the compounding information for your business.

4. **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.**

5. **Does your business prescribe, dispense, administer, distribute, or manufacture controlled substances?**

If Yes, Follow Up - For US merchants, please upload a copy of your DEA registration. For merchants located outside of the US, please upload your jurisdiction's equivalent registration required to facilitate the prescription of controlled substances.

6. **If you answered "Yes" in the previous question, please describe how your company's operating procedures address and minimize the diversion of controlled substances.**

Tip - Please enter "Not Applicable" if you selected "No" in the previous question.

7. **For pharmacies only: How can prescribers submit new prescriptions to your pharmacy?**

Tip - Please enter "Not Applicable" if your business model does not apply.

8. **For pharmacies only: How can patients submit new prescription orders to your pharmacy?**

Tip - Please enter "Not Applicable" if your business model does not apply.

9. **For pharmacies only: How are patients able to receive their prescription medications from your pharmacy?**

Tip - Please enter "Not Applicable" if your business model does not apply.

Prior Discipline

1. **In the last five years, have you been subject to any adverse legal, disciplinary, or regulatory actions, and/or fines or reprimands with regard to financial transactions pertaining to the applicant (including the company, its principals, owners, and staff)?**

Tip - Adverse legal, disciplinary, or regulatory action is interpreted broadly and includes any lawsuit, license revocation, suspension, placement on probation, reprimand, warning letter, administrative complaint, cease and desist order, consent agreement, FDA Form 483, and any other similar regulatory communication from any regulatory agency in any jurisdiction.

Please include any monetary penalty equivalent to USD \$2,000 or more, for any revocation, suspension, restriction, or probationary status imposed upon a license or registration by a regulatory authority, or any criminal conviction, fines from the payments industry (e.g. Visa VIRP or Mastercard BRAM fines), or fines from regulators with regard to financial transactions.

If Yes, Follow Up - Please upload a detailed account of the facts, including any remediation steps that may have been taken in response.

Frequently Asked Questions

LegitScript Healthcare Merchant Certification is a powerful way to ensure that your business is operating in compliance with applicable laws and regulations. It's also a necessary part of the approval process for conducting card-not-present transactions with Visa and Mastercard and for advertising on Google and Bing.

Here are some Frequently Asked Questions about our process and services.

Benefits & Standards

Why do healthcare merchants need to be certified?

Major credit card networks such as Visa require certification for pharmacy merchants and telemedicine providers. Additionally, many payment service providers require merchants operating in healthcare industries to be certified to obtain a merchant account. LegitScript Certification is known throughout the payments industry and is recognized by both Visa and Mastercard.

What are the benefits of being LegitScript-certified?

LegitScript Certification helps ensure that merchants can fully participate in online advertising, e-commerce, and payment processing programs. Major credit card networks, such as Visa and Mastercard, make certification mandatory for pharmacy merchants. Without certification from an industry-recognized certifier such as LegitScript, many banks, advertising programs, social media platforms, and e-commerce websites will suspend or terminate your account.

Will the merchant account still be classified as high-risk?

All merchants with Merchant Category Codes related to drugs and pharmacies (MCCs 5122 and 5912) that process card-not-present (CNP) transactions are always designated high-risk. However, healthcare merchants



“ LegitScript certification is not only an industry standard, but it is also quickly becoming a disqualifying factor for many buyers. Websites without proper compliance are continually passed over for those that are. ... If we would’ve applied for the LegitScript Certification sooner, it would’ve opened more doors. ”

Kyle Rao, President, Secure Medical

that have been LegitScript-certified may not be required to pay the annual high-risk fee associated with this classification, resulting in regular, yearly savings.

What are the standards for certification?

The Healthcare Merchant Certification program looks at 9 standards that cover areas such as compliance, transparency, business affiliations, and patient best practices. Please review the Certification Standards section of this primer for more information.

Can international healthcare providers apply for certification?

Yes, our certification program covers most countries around the world. LegitScript has expert policy analysts who are native speakers of more than 15 languages. Contact us at certification@legitscript.com for more information about how our certification program can serve your international business.

What are your terms and conditions?

You can read our full terms and conditions [here](#).

Application Process

How does the Healthcare Merchant Certification process work?

Applicants create an account at my.legitscript.com and pay the application fee, then fill out the application and include supporting documentation. Required documents may vary based on the nature of your business. Once you have completed the application, LegitScript's expert analysts review your application against our Certification Standards.

During the review, analysts may have questions about the application or need additional documentation. There may be areas of minor noncompliance that applicants must remediate before receiving certification. Once certified, applicants receive instructions for displaying a unique seal on their website and can begin taking advantage of the benefits of certification.

How long will the Healthcare Merchant Certification process take?

The length of time it takes to complete a review depends on the order in which an application has been received, the complexity of the application, applicant responsiveness, and the sufficiency and transparency of the answers provided. Because each application review is unique, we are unable to give time estimates.

Does my website need to be complete for your review?

In most cases, wireframe or demonstration websites can be acceptable to start our review process. We ask that you inform the Certification Team when your website goes live so we can perform a final review; however, this typically does not affect the certification status.

What if I have multiple websites?

By default, we review and certify the primary website for your business. If you operate additional healthcare websites that offer or promote significantly different products or services, you would need to submit additional applications for these websites. Please note that all websites you operate must be submitted as part of your application. Failure to include websites related to the business may result in a delay in processing your application.

Who can I speak to about my application?

If you have questions or concerns about an application that you have already submitted, you can contact us at certification@legitscript.com. Our customer success team responds to queries in the order they are received. We're happy to give general information and also help answer questions about supporting documentation; however, we are unable to give estimates regarding the timeline of any application's review. Please check your spam folder in case any email communication has been filtered by your email provider.

How do I know the status of my application?

You can log into your account at my.legitscript.com to access application information, update billing information, add new users, or start a new certification application.

Pricing

How does pricing work?

Pricing for Healthcare Certification consists of a one-time application fee and annual certification fee per website. We will review and certify the domain that you specify you are submitting for certification. If you operate multiple healthcare websites, each website you would like to have certified requires an application and annual certification fee. Please note that all websites you operate must be disclosed as part of your application.

Certified Websites

Is there ongoing monitoring of compliance with the certification standards?

LegitScript performs ongoing monitoring throughout a healthcare provider's certification period to ensure compliance. The LegitScript seal shows your website as certified and reflects ongoing monitoring.

Are certified websites required to use the LegitScript seal?

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 uses custom code to display the date, which shows customers that you are current and active in your certification.

What happens when a website is reported through LegitScript's reporting function?

We take website reporting seriously and make reasonable attempts to investigate the veracity of the claims. If we determine that a company needs to be reported to the appropriate authorities, we promptly do so. If you see a potentially problematic website, we encourage you to report it at legitscript.com/report-a-website.



About LegitScript

LegitScript has been leading the charge for a safer, more transparent internet and payments ecosystem for more than a decade — combining technology and data with a team of human experts skilled in monitoring, certification, and investigations. LegitScript's broad and deep view across the entire commercial internet provides unique insights from all industries and angles, allowing businesses to evaluate, manage, and mitigate risk. That's why LegitScript is trusted by the world's largest internet platforms, payments companies, and regulatory agencies. For more information, visit legitscript.com.

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