



LegitScript



Google and the Treatment Field: Addiction Treatment Certification

John Horton, President and CEO, LegitScript



Our mission is to make the internet and payment ecosystems safer and more transparent — now and for future generations

WHY WE DO THIS



Eloise Parry (1994 — 2015)

We help stop bad actors from harming consumers



- 2,4-Dinitrophenol (DNP) is an industrial chemical that has been sold online in the form of diet pills.
- DNP is highly toxic and commonly used in herbicides, pesticides, and explosives.
- It has been linked to several deaths, including that of Eloise Parry, a 21-year-old university student in the UK.
- In 2017, three people were arrested and charged with manslaughter and with placing dangerous, unapproved food supplements on the market.

WHY WE DO THIS



Paul Le Roux

We deliver information that supports criminal investigations

- Paul Le Roux was involved in the illegal sale of drugs, money laundering, arms trafficking, organized crime, and murder.
- Le Roux operated RxLimited, a massive network of pharmaceutical websites which comprised of 30—50% of known illicit online pharmacies.
- LegitScript monitored and mapped out this network of illegal internet pharmacies and was able to connect the operations to at least half a dozen affiliate networks.

A BRIEF HISTORY



A group of five diverse individuals are seated in a circle on modern, light-colored chairs in a bright, minimalist room. They appear to be in a waiting area or a support group session. The room features a light blue wall with a door handle on the left and a window with blinds on the right. The overall atmosphere is calm and professional.

CERTIFICATION

FOR ADDICTION TREATMENT PROVIDERS

“The desperate parents in Ohio and Kentucky and Michigan that are being lured through **deceptive websites** with palm trees have no idea what their kids are getting into when they get down here.”

“Some treatment centers not only overlook **drug use** — they encourage it.”

“Unscrupulous actors have **taken advantage** of well-intended federal law, and a lack of any good law at the state level, to profit off people at the lowest stages of their lives.”

“He took their money and then plied them with drugs so they would **relapse**, triggering another round of **insurance-funded treatment**.”

“Crooked treatment centers partner with “**body brokers**” to find patients with good health insurance.”

“It haunts me,” said Scott Weber, Alison’s stepfather. “**She trusted in people that she shouldn’t have trusted in.**”

“So the **good guys** are having trouble keeping their beds full. And the bad guys are saying you want to shoot dope in the bathroom, go ahead.”

Our goal is to provide patients, their families, and our partners information about which treatment providers are credible and legitimate, and which are not.



WHO CERTIFICATION APPLIES TO

Certification applies to **Drug and Alcohol** Addiction Treatment Providers in the **US**



In-Person
Addiction
Treatment



Mutual
Support
Groups



Crisis
Hotlines

BENEFITS

-  **Participate in advertising on Google**

LegitScript provides the only certification service for drug and alcohol addiction treatment providers that is recognized by Google.
-  **Stand out from the crowd**

Differentiate yourself from both legitimate competitors and those involved in illicit activities. Build trust with your prospective patients by letting them know you operate safely and legally.
-  **Work with a trusted partner**

As the leader in healthcare-related certification, LegitScript has earned the trust of regulatory authorities and enterprise companies, including Google, Bing, Facebook, Amazon, and Visa.

OUR #1 PRIORITY IS TO GET IT RIGHT

Google will begin allowing advertisers in July



- ✓ Start slowly and carefully to get the process right, beginning with ~30 initial applicants.
- ✓ The goal is to properly certify legitimate entities and accurately block noncompliant ones.
- ✓ Advisory Committee will help ensure the continuous improvement and accountability of the program.
- ✓ Leading experts will keep LegitScript informed about new trends and challenges.

APPLICATIONS

300+

Total applicants to date

The initial 30 applicants will represent a mix of facilities to help us improve our approach

- Various states
- Various sizes
- Various business types

HOW IT WORKS

NORMAL OPERATING PROCESS



Treatment facility completes application form and submits supporting documentation.

legitscript.com/addiction

LegitScript conducts a thorough review. Additional information may be sought from facilities.

Determination is made based upon review findings.

Approved applicants are certified, notified, and receive our certification seal. Google receives information.

LegitScript-certified advertisers can request certification with Google starting in July 2018.

Ongoing monitoring is carried out to ensure continued compliance.

Estimate timelines beyond the initial 30 applicants:

Expect ~10 business days to complete initial evaluation

Expect 3-4 weeks to complete entire certification process

PRICING

Pricing is on a per-facility basis

| Number of unique facilities | Application fee per unique facility | Annual fee per unique facility |
|-----------------------------|-------------------------------------|--------------------------------|
| 1—9 | \$995 | \$1,995 |
| 10—24 | \$945 | \$1,875 |
| 25—49 | \$895 | \$1,745 |
| 50—99 | \$845 | \$1,620 |
| 100+ | \$795 | \$1,495 |



Are you a non-profit?

Fee waivers may be available

A close-up photograph of a wooden stamp block with a dark metal handle. The stamp is resting on a document, and a red rectangular stamp with the word 'CERTIFIED' is visible on the paper. The background is a blurred stack of papers.

CERTIFICATION STANDARDS

CERTIFIED

STANDARDS

1 BUSINESS REGISTRATION



The applicant must be duly **registered** as a corporate entity or legal person (e.g., as a Limited Liability Company) in the state or jurisdiction where it appears to offer services.

2 COMPLIANCE



The applicant must comply with state legal and regulatory **licensing requirements** for addiction treatment facilities or other activities it is engaged in, as applicable.

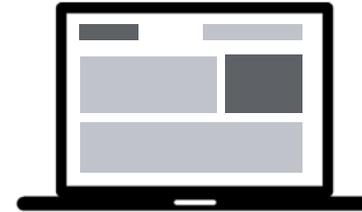
STANDARDS

3 DOMAIN NAME REGISTRATION



The applicant's domain name, if it advertises using its own website, must be **accurate** and **transparently registered** (it may not be privacy-protected). The applicant must also provide all domain name and websites under its control.

4 WEBSITE CONTENT



The applicant's website must conspicuously disclose the **physical address** of the facility/ies where services are rendered and the **nature of services** provided.

STANDARDS

5 POLICIES & PROCEDURES



The applicant must provide **written policies and procedures** demonstrating a commitment to best practices, effective recovery and continuous improvement, and must list the actual treatment or intervention services offered or recommended by the program.

6 QUALIFICATIONS



The applicant must provide **resumes** of the business owner, of business leadership, and of treatment professionals on staff, establishing that the applicant's staff have **expertise** and **training** in addiction treatment, including a medical director and/or a clinical psychologist with addiction training. In some cases, an on-site medical practitioner will be required.

STANDARDS

7 FACILITY LOCATION



The applicant must provide documents proving **ownership** or such other lease agreement (or for MSGs, permission to use) the physical location. In general, privately owned (or “recovery”) residences will not be eligible for certification.

8 PROFESSIONAL SETTING



The addiction facility must be in a **professional (business)**, not residential, setting, as must any other addiction treatment settings, including but not limited to residences, to which the applicant refers participants. While providers that operate **residential treatment centers** qualify, those that solely operate private recovery residences or sober living houses do not.

STANDARDS

9 BACKGROUND & HISTORY



Applicant, including key staff, must submit to criminal **background checks** conducted by LegitScript, and must disclose any prior criminal, regulatory or civil violations. Applicant must also disclose any **litigation** commenced, resolved or otherwise addressed that involves applicant at any time over the past ten years. Prior **offenses**, including any prior regulatory discipline may, in LegitScript's discretion, be a disqualifying factor. Additionally, neither the applicant nor any other business under applicant's current or former control may have been listed on HHS's List of Excluded Individuals/Entities within the last five years.

STANDARDS

10 FACILITY DISCLOSURE



Applicant must disclose all **physical properties** and **corporate entities** under its control and/or to which it refers participants. Any such properties or entities that provide addiction treatment services must also adhere to these standards.

11 INSURANCE



Applicant must maintain and provide **proof of insurance** to operate an addiction treatment facility or service.

STANDARDS

12 PRIVACY



The applicant must comply with all provisions of applicable laws and regulations, and **HIPAA** or **similar privacy provisions**.

13 BUSINESS PRACTICE



None of the applicant's business practices may engage in practices or extend offers that may **deceive** or **defraud** patients or the public in any way, including but not limited to any material detail regarding the treatment facility.

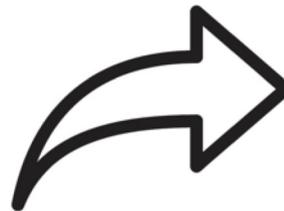
STANDARDS

14 MEDICATION-ASSISTED TREATMENT



Any use or recommended use of pharmaceutical interactions shall be limited to **drugs that are approved** by the appropriate regulatory authority (e.g., the US Food and Drug Administration) for such purpose, and may not rely on miracle cures, designer drugs, unapproved drugs, or other products on LegitScript's "Red Flag" list such as kratom or ayahuasca.

15 INCENTIVES



The applicant must disclose all **incentives offered or provided** to patients or clients to use the applicant's services. In general, applicants that offer incentives such as offering to pay for travel will not be eligible for approval.



THE EXTRA STEP
WILL MAKE THIS WORTHWHILE



"I gave her a hug, and said 'You will absolutely see me again, I'll never let anything happen to you. I'm your mom.' But Hinkle never did see her daughter again."

PATIENTS, AND THEIR FAMILIES, NEED OUR COLLECTIVE HELP

"Like the other mothers, Flory wanted justice. But above all, she wanted Alison's death to **bring change**, to save someone else's life."

“The legitimate players, the **good guys**, are far outweighed by the corrupt.”

GOOD TREATMENT FACILITIES NEED BETTER VISIBILITY

“The **scammers** have made it difficult for the ethical, and sorely needed, treatment centers...”

CLEANING UP THE AD SPACE

2011

9 out of 10
pharmaceutical ads on
Google and Bing were
problematic

LegitScript begins certifying and
monitoring healthcare merchants

TODAY

99.8% sustained
reduction in rogue
internet pharmacy
advertisers

We intend to do the same for advertisers of drug & alcohol addiction treatment

LEARN MORE...



Get answers to the most frequently asked questions about Addiction Treatment Certification

legitscript.com/addictionFAQ

HOW TO GET IN TOUCH



certification@legitscript.com



(503) 764-9497



legitscript.com/addiction

