

NAATP
NATIONAL 2019





NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

General Session 3 Now What? The State of Internet Marketing in 2019

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Now What? The State of Internet Marketing in 2019

Moderator



Marvin Ventrell
Executive Director
NAATP

Panelists



Caitlin Clark
Asst. Director of Operations
LegitScript



John Horton
CEO
LegitScript



John McGhee
Managing Partner
WEBCONSULS



Peter Thomas
Quality Assurance Officer
NAATP



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The NAATP Role

Peter Thomas
Quality Assurance Officer
NAATP

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Looking Back on our Current Conversation:

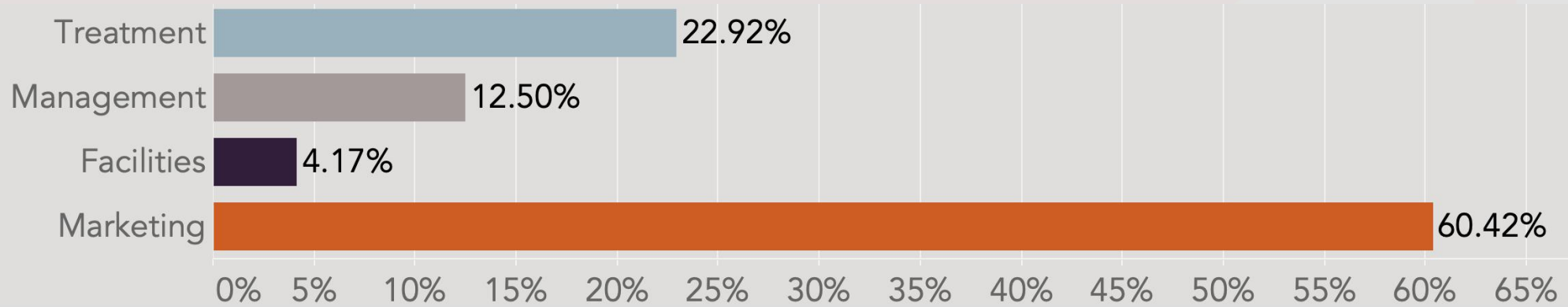
- 2016 National Conference: Ft. Lauderdale, FL
 - Organization Branding and Online Presence: How to Establish Your Unique Value
 - Ethics and Professionalism in the Addiction Treatment Service Industry
 - The NAATP Code of Ethics and New NAATP Complaint Policy and Procedure
 - Ethics and Professionalism in Practice
 - Marketing Treatment: Running a Successful and Ethical Practice
- 2017 National Conference: Austin, TX
 - Protecting our Brands: Treatment Provider Business Development, Ethics, and IP
- 2018 National Conference: Denver, CO
 - The National Association and the Quality Assurance Initiative
 - Aligning Google and the Treatment Field: Transparent Ethical Marketing
 - Ethics Code 2.0 Compliance
 - Deceptive or Transparent: There is a Bright Line
- 2019 National Conference: Washington D.C.
 - Now What? The State of Marketing in 2019
 - Quality Assurance: Marketing and Ethics

Corrective Action

NAATP Quality Assurance 2016-2019

- Jan-2016: Ethics Complaint Process
- Jul-2017: NAATP QA Initiative Launched
- Sep-2017: Google Restricts AdWords
- Jan-2018: NAATP Released Ethics “2.0”
 - Removed 78 facilities from membership
 - Revised Complaint Process
 - Updated Membership conditions
- Mar-2018: Treatment Discernment Guide
- Jul-2018: NAATP Congressional Testimony
- Jan-2019: Accreditation Requirement
- Mar-2019: Released Ethics “2.5”
- Mar-2019: Released of Outcomes Toolkit
- Apr-2019: Beta Release of QA Guidebook

NAATP Ethics Complaints



- Most NAATP Ethics complaints relate to online marketing
 - We receive several email complaints for every formal complaint submitted.
 - Almost all relate to marketing
- In most cases, reported behaviors are not violations
 - Education is key to understanding how Google Ads work
 - Most companies advertising on your name, are not advertising on your name
 - Most ads for location searches are not bidding on the searched location

What We've Seen: The Digital Landscape

- Deceptive and misleading content is down overall: Not just ads
 - Greater regulatory scrutiny
 - Better educated consumers
 - Less profit available from deceptive sites
 - Efforts to shift behavior rather than penalize previous bad acts is having an impact
 - One of our members shuttered over 100 unbranded websites to comply with our Code -
- A year later they're still offline
 - Incentivizing transparency works
 - LegitScript Certification ripples out beyond ads
 - Has led to fewer unbranded or aggregation sites
 - Better transparency on branded pages

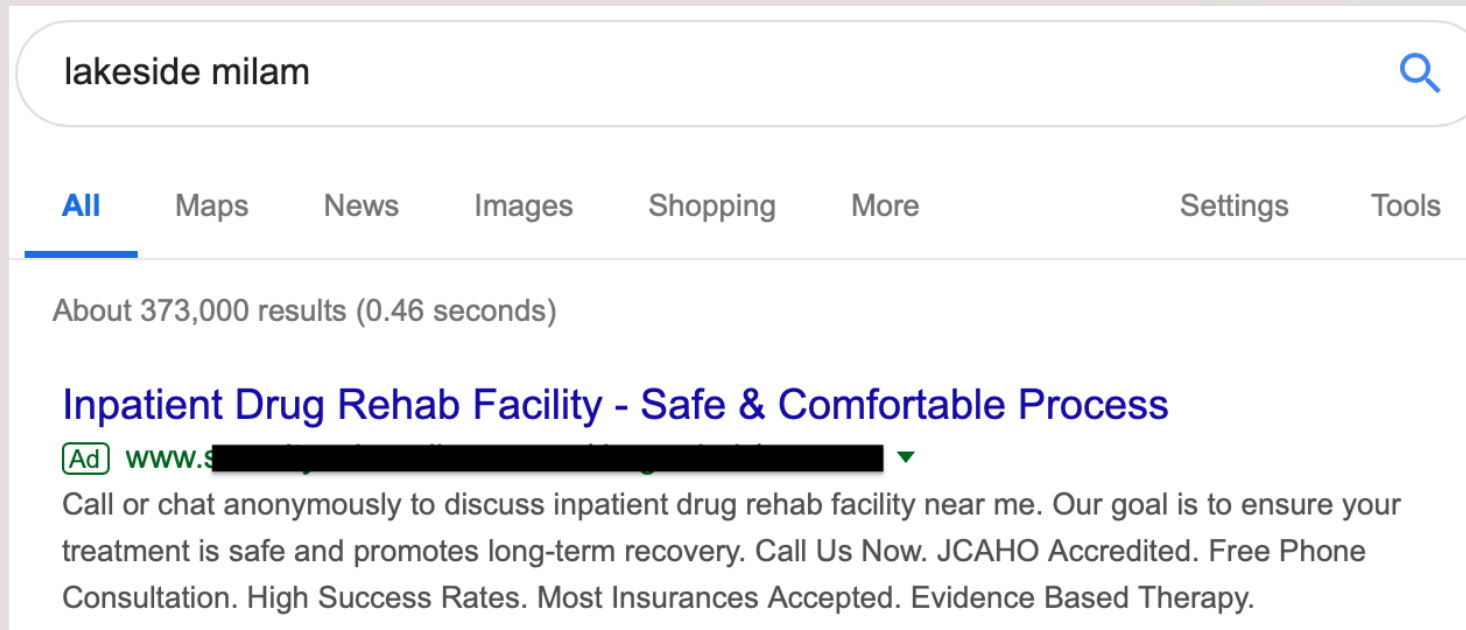
What We've Seen: Google Ads

- NAATP has seen a significant reduction in deceptive ads
 - Most recent complaints are not violations of the NAATP Code, LegitScript Standards, or Google Policy
 - Ads are not always what they appear to be: There is significant complexity
 - Broad-Match
 - Dynamic Keyword Insertion
 - Location Searches
 - Most remaining deceptive ads appear on mobile devices. We continue to advise Google and LegitScript as we become aware of these ads
 - Google has worked to close loopholes in restricted terms

Broad Match

- Google's algorithm has identified some treatment center names as relating to generic treatment terms such as "Drug Treatment Centers"
 - When a consumer searches for a specific facility, the algorithm equates this with "Drug Treatment Centers"
 - If a treatment center is bidding on this generic term with a broad match type, their ad may display even when the keyword they bid on (in this case Drug Treatment Center) has no common words with the actual search term
- If you notice ads showing up against searches for your facility name, you can request the advertiser include your company as a Negative Keyword
 - If your company name is "*Location* Addiction Treatment" or a similar name, this may not be feasible
 - Google Policy allows bidding on company names
 - [FTC Caselaw](#) supports Google's Policy, and restricts efforts to prevent this practice

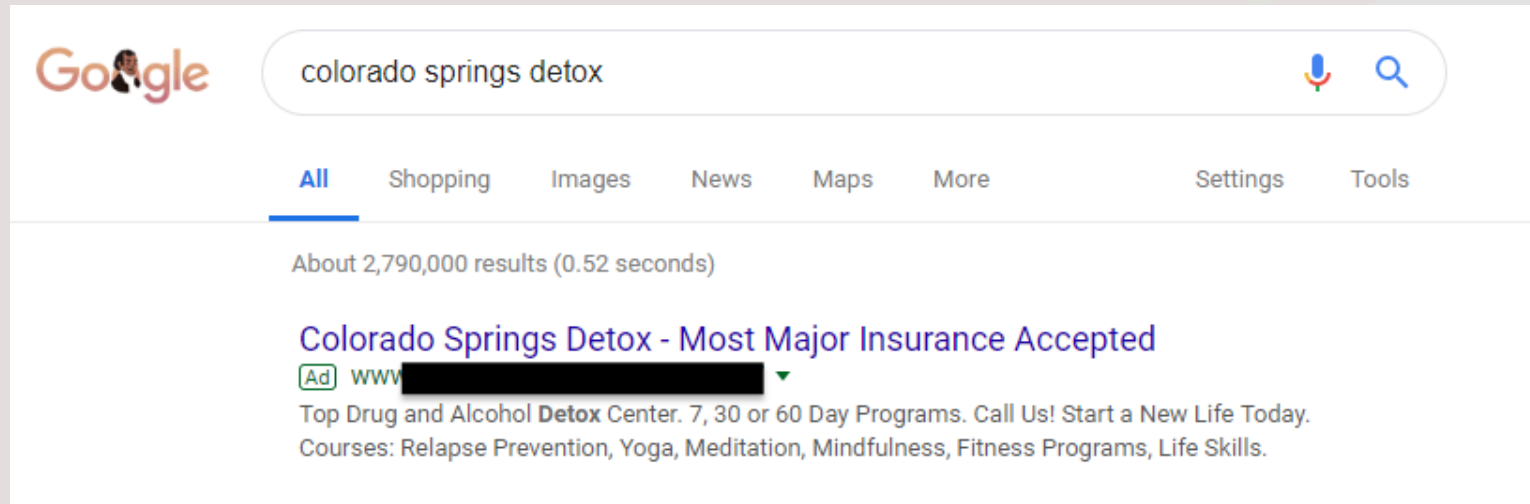
Broad Match Example



A screenshot of a Google search interface. The search bar at the top contains the text "lakeside milam" and a magnifying glass icon. Below the search bar, there are tabs for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected and underlined. Below the tabs, it says "About 373,000 results (0.46 seconds)". The first result is an advertisement titled "Inpatient Drug Rehab Facility - Safe & Comfortable Process" in blue text. To the left of the title is a small green box with the word "Ad" in white. Below the title is the URL "www.s[REDACTED]". The ad text reads: "Call or chat anonymously to discuss inpatient drug rehab facility near me. Our goal is to ensure your treatment is safe and promotes long-term recovery. Call Us Now. JCAHO Accredited. Free Phone Consultation. High Success Rates. Most Insurances Accepted. Evidence Based Therapy."

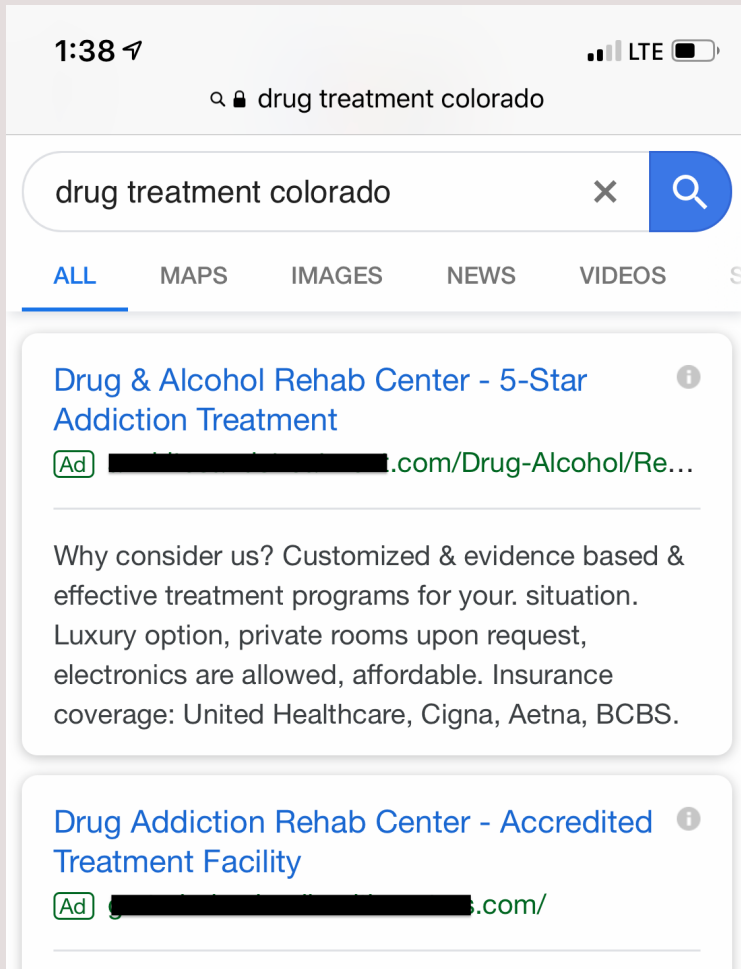
`https://[REDACTED]/lp3/?matchtype=b&network=g&device=c&adposition=1t1&keyword=inpatient%20drug%20rehab%20facility&campaign=Drug-`

Dynamic Keyword Insertion



- The ad here is for a facility that doesn't operate in Colorado
 - The facility is advertising on "Detox"
 - It runs a national ad campaign which includes Colorado Springs
 - These criteria led to the ad being placed
 - Dynamic Keyword insertion places the search term into the ad heading dynamically
 - We encourage facilities to be aware of this, and make adjustments to avoid inadvertently misleading consumers

Location Based Searches



- In this search, “Colorado” is likely irrelevant
 - This search was made in Tennessee
 - The ads are for treatment centers that:
 - Are bidding on “Drug Treatment”
 - Placing ads for searches made in Tennessee

Location Based Searches

drug treatment on saturn

All News Images Videos Shopping More Settings Too

About 4,060,000 results (0.81 seconds)

Alcohol/Drug Treatment Center - Non 12 Step & Dual Diagnosis
(Ad) www. [REDACTED]
Best Alcohol and **Drug Treatment** Center. Custom **Treatment** Plan. No Medicare/Caid. Free Insurance Check. Rooms With a View. Deluxe Accommodations. Secluded Mountain Setting. Highlights: Serving Since 2013, Providing Co-Ed Programs.

Drug Treatment Just For You - Your Life. Your Move
(Ad) www. [REDACTED] (720) 263-[REDACTED]

Southern African Treatment Resistance Network (SATuRN) RegaDB ...

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5630899/>

by J Manasa - 2014 - Cited by 6 - Related articles

Feb 6, 2014 - Southern African **Treatment** Resistance Network (SATuRN) RegaDB HIV **drug** resistance and clinical management database: supporting ...

- There are no treatment centers on Saturn.
 - Search made in Colorado
 - Ads are placed based on:
 - “Alcohol and Drug Treatment Centers”
 - Targeting searches made in Colorado
- [http://\[REDACTED\].com/drug-rehab/?keyword=alcohol%20and%20%2Bdrug%20%2Btreatment%20centers&qclid=](http://[REDACTED].com/drug-rehab/?keyword=alcohol%20and%20%2Bdrug%20%2Btreatment%20centers&qclid=)

What Now: The State of Marketing in 2019

- The solutions are imperfect, but have led to significant progress
- Much of what may seem deceptive is not
 - Google AdWords is complex and nuanced
 - There is a shared responsibility to move the field forward
- It's time we move beyond reducing deceptive practices, and shift our focus to enhancing the quality and efficacy of addiction treatment services



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The LegitScript Addiction Treatment Provider Certification Program: How it Relates to Google, Facebook, and Others

John Horton
CEO
LegitScript

Caitlin Clark
Asst. Director of Operations
LegitScript

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

WHAT DOES LEGITSCRIPT MONITOR?



Alcohol



Designer Drugs



Drug and Alcohol
Addition Treatment

CERTIFICATION



Financial



Fraud



Gambling



Hate/Harm



Healthcare

CERTIFICATION



Illegal Adult



Intellectual Property



Additional Areas

Affiliate Programs; Bail Bonds;
Cryptocurrency; Debt Collection;
Lead Generation; Mug Shot
Publication; Unauthorized
Aggregation; Weapons; Wildlife;
and much more.

WHY DO THIS

DRUG AND ALCOHOL ADDICTION TREATMENT CERTIFICATION



**Patients and their families
need our collective help**



**Good treatment facilities
need better visibility**

"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."

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

Source: NBC, July 2017

CLEANING UP THE AD SPACE

JULY 2018

Since LegitScript started certifying drug and alcohol addiction treatment providers on Google, the number of problematic ads have dropped significantly.

TODAY

99.3% reduction in
problematic drug and alcohol
addiction treatment desktop ads

A BRIEF TIMELINE AND PROGRAM UPDATES

DRUG AND ALCOHOL ADDICTION TREATMENT CERTIFICATION



A BRIEF TIMELINE AND PROGRAM UPDATES

DRUG AND ALCOHOL ADDICTION TREATMENT CERTIFICATION

Pricing Update

BENEFITS



Participate in advertising on Google, Facebook, and Bing

LegitScript provides the only certification service for drug and alcohol addiction treatment providers that is recognized by Google, Facebook, and Bing.



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.



Gain approval from a trusted third-party

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.

WHO CERTIFICATION APPLIES TO

CERTIFICATION APPLIES TO DRUG AND ALCOHOL ADDICTION TREATMENT PROVIDERS IN THE US



**In-Person
Addiction
Treatment**



Google  Bing facebook

**Mutual
Support
Groups**



Google  Bing

**Crisis
Hotlines**



Google



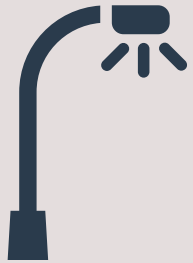
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Certification Standards

LEGITSCRIPT'S CERTIFICATION STANDARDS

FIT INTO THE FOLLOWING CATEGORIES



TRANSPARENCY

Standards: 3, 4, 10, 13, 15, 16



COMPLIANCE

Standards: 1, 2, 5, 6, 7, 8, 11, 12, 14, 18, 19



PRIOR DISCIPLINE

Standard: 9



BUSINESS AFFILIATIONS

Standard: 17



To view our certification standards in detail, visit:
legitscript.com/addiction-treatment-standards

4 STANDARDS ARE UNIQUE TO LEGITSCRIPT

AND SHOWCASE HOW OUR EXPERT ANALYSTS CONDUCT THE REVIEW PROCESS



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 names and websites under its control.



BUSINESS PRACTICES

The applicant's businesses and partners may not 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.



TRANSPARENCY

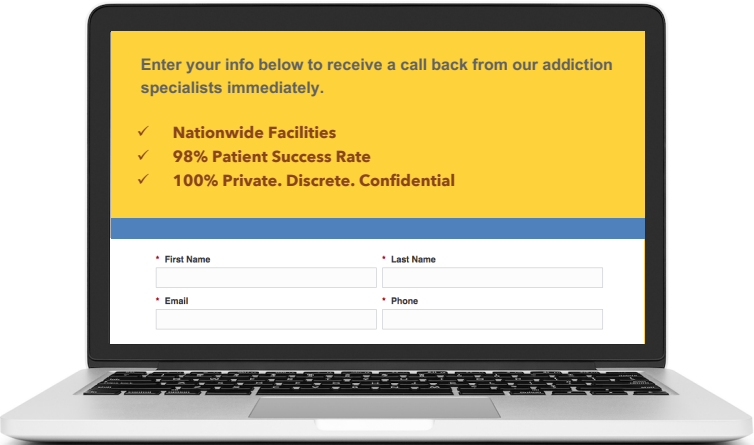
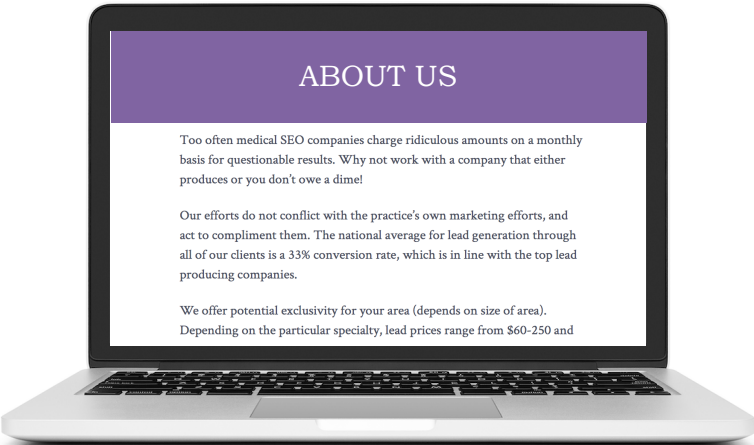
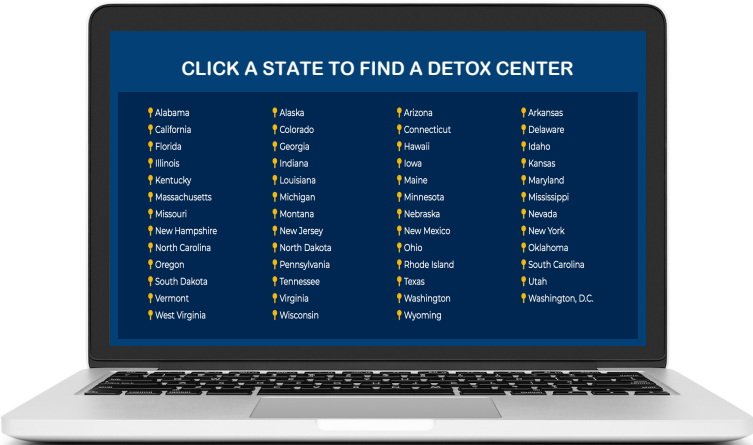
Failure to provide full and accurate information as requested, at LegitScript's sole discretion, will result in denial. Applicants may undertake reasonable remedial action during the certification process without penalty.



CO-OWNERSHIP

Co-ownership of, or any formal or informal business affiliation with, lead generators (as defined in the certification application) is prohibited. Upon submission of your application, any affiliation with a lead generator may be grounds for immediate denial.

EXAMPLES OF PROBLEMATIC BEHAVIORS





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Certification by
the Numbers

CERTIFICATION STATS

Number of applicants certified to date:

630

Number of facilities certified to date:

1,580

Certification counts are accurate as of April 25, 2019.

A decorative graphic consisting of several hexagons in various shades of blue and grey, arranged in a cluster. Some hexagons are solid colors, while others are outlines. The colors range from light blue to dark navy and grey.





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Frequently Asked Questions

FAQ

Q

Are lead call generators or sober living homes allowed to advertise?

A

Not currently.

Things to know.

1

Lead Generator

- Your website is not owned, operated, or commonly controlled by the entity that owns or operates the addiction treatment provider to which it refers internet users.
- You refer potential clients to third-party addiction treatment providers, irrespective of whether those addiction treatment providers independently meet LegitScript certification criteria.

2

Sober Living Home

A facility that is not providing clinical services or addiction treatment, but that instead provides a cooperative living environment and is typically located in a private residence or similar setting and is not part of a larger treatment program offered by an addiction treatment provider.

FAQ

Q Exactly how long does the certification process take?

A It depends.

Things to know.

- 1 LegitScript has seen extremely high demand in the first year of the Addiction Treatment Certification program.
- 2 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**
 - The **sufficiency** and **transparency** of the answers provided
- 3 Because each application review is unique, we are unable to give time estimates.

FAQ



How can I inquire about the application I submitted?



Contact us

certification@legitscript.com

Things to know.



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 your supporting documentation; however, we are unable to give estimates regarding the timeline of your application's review.

FAQ

Q Is ongoing monitoring involved?

A Yes.

Things to know.

- 1 Drug and alcohol treatment centers certified by LegitScript agree to ongoing monitoring while they are in the program to ensure **continued compliance**.
- 2 This ongoing monitoring serves an important purpose; namely, it ensures that certified applicants continue to align with our **Certification Standards**, even as their businesses grow and evolve.
- 3 During monitoring, LegitScript may ask for additional information and documentation.
- 4 More information about this requirement can be found in our **Terms and Conditions** (sections VII(b), (e))

FAQ

Q How long does the certification last?

A One year.

Things to know.

- 1 The process for re-certification happens every one year.
- 2 **Re-certification** is a review of all documentation, staff information, and licensure, as well as a review of the applicant's online marketing practices. This may include requests for additional information or documentation.
- 3 **Applicant response** time plays a large role in the speed of re-certification.



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Everything you need to know about LegitScript Addiction Treatment Certification



Get your one-stop guide to LegitScript Addiction Treatment Certification. This comprehensive 16-page primer includes FAQs, the full list of certification standards, questionnaire checklist, and tips to expedite your review.



legitscript.com/addiction-primer

[Learn More](#)



For more information:



legitscript.com/addiction



legitscript.com/contact



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Implementing Your Strategy

John McGhee
Managing Partner
WEBCONSULS

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Presentation Overview & Objectives

- Give tangible solutions to current challenges.
- Illustrate how these solutions are part of a larger strategy.
- Demonstrate how this strategy is both ethical and profitable.
- Show how this strategy is valuable in a multitude of scenarios.

Brand Terms

- Other treatment center's Google Ads showing for your brand name.
- This is unintentional in the majority of cases.
- There are actions you can take right now to help reduce instances of this occurring.

Broad Match Keywords

- Google Ads accounts that use Broad Match bidding mean few rules are established to dictate what keyword searches trigger your ad.
- This leaves it up to Google to determine what searches are relevant or a close match.
- Google makes many treatment centers brand names synonymous with addiction-related terms.
- Searches for brand names can trigger ads from other centers ads bidding on general addiction-related terms.

Broad Match – No Rules

- If no rules are established, the keyword “Michigan rehab” can be considered a close match to the search “Florida rehab.”
- This can also mean your ad shows for many irrelevant searches, such as:
 - Juice Cleanse Detox
 - Free Drug Rehab
 - Cancer Recovery Center
 - Celebrity Rehab with Dr. Drew

Establishing Rules

- Negative keywords must be added to block searches that contain irrelevant terms (cancer, juice, celebrity, etc).
- Blocking “Florida” establishes a rule. Your ads won’t show for searches that contain the word Florida.

Action Item

- Go to the raw search data to identify irrelevant searches. Add irrelevant terms, including other centers brand names as negative keywords.
- Ethical – Assures you aren't bidding on other centers brand names.
- Profitable – Eliminates wasted spend on irrelevant searches with low conversion rates.

Ad groups	<input type="checkbox"/> Search term	Match type	Added/Excluded	Ad group	↓ Clicks	Impr.
Ads & extensions	Total: Search te... [?]				389	907
Landing pages	<input type="checkbox"/> arizona medicaid residential treatment centers in columbus oh	Phrase match (close variant)	None	Residential Treatment Center	2	2
Keywords	<input type="checkbox"/> alcohol abuse help	Exact match	✓ Added	Alcohol Abuse Help	1	1
Audiences	<input type="checkbox"/> where to get help for alcohol abuse	Broad match	None	Alcohol Abuse Help	1	1
Demographics	<input type="checkbox"/> alcohol help sinuses	Phrase match	None	Alcohol Help	1	1
Settings	<input type="checkbox"/> can alcohol help neck break outs	Phrase match	None	Alcohol Help	1	1
Locations	<input type="checkbox"/> does alcohol help with period cramps	Phrase match	None	Alcohol Help	1	1
Ad schedule	<input type="checkbox"/> does drinking alcohol help kill bad bacteria in colon	Phrase match	None	Alcohol Help	1	1
Devices	<input type="checkbox"/> does rubbing alcohol help ringworm	Phrase match	None	Alcohol Help	1	1
Advanced bid adj.	<input type="checkbox"/> dose rubbing alcohol help pass a drug test	Phrase match	None	Alcohol Help	1	1
Change history						

Digital Strategy – The Bigger Picture

- The money spent in the example (see previous slide) is wasted because it targets searches that have very low relevancy.
- The lower the relevancy or precision of your keywords, the lower the conversion rate.
- The lower the relevancy or precision of your keywords, the higher the cost per click.
- A treatment center in Michigan will typically have a higher conversion rate and lower cost for the search "Michigan rehab" than a search for "Florida rehab."

Digital Strategy – The Bigger Picture

- Supply & Demand
- Every treatment center has a group of people who want & need exactly what they offer. This is that treatment center's "unique demand."
- Each treatment center's unique demand is different, varying based on a multitude of factors such as location, facility size, staff credentials, licenses, insurance, programs/therapies offered, etc.
- Those searching for treatment, in your unique demand, have the lowest cost per acquisition (CPA).

How This Strategy Helps You

- Maximize advertising to your unique demand first. Capture as many low cost and highly relevant leads as possible.
- Ethical – More transparency, shortens the process of researching & ultimately receiving treatment.
- Profitable – Lower overall CPA.

How This Strategy Helps The Industry

- Google Ads is an auction-based system.
- If centers are not focusing on precision, they're likely advertising to Google searchers in another center's unique demand pool – driving up their costs.
- Ethical – Not advertising for programs, services, geographic areas that aren't relevant to/offered by the center.
- Profitable – Moving budget into your unique demand leads to a lower CPA, and lowers the costs for others in the industry.
- Michigan vs. Florida

How This Strategy Helps Society

- Focusing on relevance & precision in your digital strategy helps those seeking treatment get better information – and get it faster.
- Reaching out for help with addiction takes courage, and is a very delicate time for those seeking treatment.
- Misinformation, intentional or unintentional, increases the chance an individual will give up on seeking treatment. Some will never try again and will never receive treatment.
- Utilizing this strategy ultimately helps get more people the treatment they need, which is an industry goal.



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- Pinpoint your unique demand
- Regularly monitor your search data
- Develop a Google Ads strategy that targets that unique demand

Takeaways



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Thank you!

National Association of
Addiction Treatment Providers

NAATP.org
info@naatp.org
888.574.1008

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