



# Addiction Treatment Certification

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

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.

## Grow Your Revenue Online

LegitScript helps you reach prospects where they're looking for help: online. Google, Microsoft, and Facebook **require LegitScript Certification** to advertise.

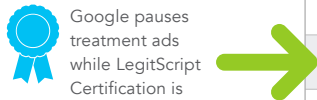
- 86%** The vast majority of treatment seekers use Google search before scheduling an appointment.
- 76%** More than three-quarters visit a treatment center's website while searching for the best facility.
- 2x** The leads generated from an online search are twice as likely to convert.

Source: Dreamscape Marketing

## Achieve Greater Return on Your Advertising Investment

LegitScript Certification offers access to exponentially larger pools of prospective patients. What's more, the cost of online advertising has dropped by an average of 30%\* since the rollout of LegitScript's certification program, offering better value and return on your digital marketing investment.

**FIGURE 1:** The table below shows how LegitScript Certification helped reduce cost-per-click prices of key addiction treatment search terms on Google in 2021 compared to 2017.

Keywords	2017	2018	2021
"Drug Rehab"	\$38.71	 Google pauses treatment ads while LegitScript Certification is rolled out.	\$19.44
"Alcohol Detox"	\$39.19		\$32.99
"Rehab Near Me"	\$29.61		\$21.63

\*Based on CPC prices shown in Figure 1.

LegitScript provides the only certification and monitoring service for US drug and alcohol addiction treatment providers that is relied on by Google, Microsoft, and Facebook to vet advertisers for eligibility.

Apply for LegitScript's Addiction Treatment Certification today at: [my.legitscript.com](https://my.legitscript.com)

## Contact Us

1-877-534-4879

[legitscript.com/contact](https://legitscript.com/contact)

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## Executive Summary: **Addiction Treatment Certification**

### **Prove Yourself Beyond Accreditation**

Accrediting bodies such as The Joint Commission and CARF play a critical role in ensuring the safe operation of an addiction treatment facility. While these bodies generally focus on quality of care, LegitScript Certification takes a more holistic look at a provider's business model, marketing practices, and business affiliations. Not only do our [standards](#) complement accreditation, LegitScript Certification is the **only** program recognized by Google, Microsoft, and Facebook for US addiction treatment providers to advertise on their platforms.

### **Build Trust and Demonstrate Ethical Behavior**

Many patients looking for help know that the marketplace has been rife with bad actors engaged in "body brokering" and other unethical practices that have compromised care. 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 that patients and their families can see that you abide by rigorous business standards.

### **What Leading Addiction Treatment Providers Are Saying About Their LegitScript Certification**



“ LegitScript has allowed us to create greater visibility across all forms of social media and through Google. We have an uptick in clients entering our website, spending extended periods to check us out, and entering treatment. ”

– **Mark Alexander, Executive Director, The Springboard Center**



“ Those who committed bad practices really hurt the industry and displaced the trust of many. However, if you want to increase visibility and support ethical standards in our industry, LegitScript is worth the expense. ”

– **Nancy Belknap, certified counselor**



“ Even if the requirement were to be dropped from Google, Bing, and Facebook, we are honored and proud to be LegitScript-certified and will likely maintain this certification as long as LegitScript offers a certification for this industry. ”

— **Shane Leonard, Co-Founder, Into Action Recovery Centers**

**LegitScript: Making the Internet and Payment Ecosystems Safer and More Transparent**  
– Now and for Future Generations