



# Addiction Treatment Certification vs. Accreditation

Learn how LegitScript Certification is an important complement to accreditations you may already have.

## Accreditation Evaluates Quality of Care

Bodies such as The Joint Commission and the Commission on Accreditation of Rehabilitation Facilities (CARF) play a critical role in ensuring the safe operation of addiction treatment facilities. Accreditation from these organizations, which typically involves a rigorous on-site survey, demonstrates a facility's commitment to continuous improvement in patient care. These standards of care have been developed over years with input from a variety of stakeholders.

## LegitScript Certification Evaluates Business Practices

LegitScript Certification addresses the notorious unethical business practices that have plagued the addiction treatment community for years. In 2018, when Google and other major advertising platforms stopped accepting ads for addiction treatment, it was because the marketplace was rife with bad actors engaged in "body brokering," deceptive lead generation, and other unethical practices that compromised patient care.

LegitScript Certification takes a 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.

## Why Get LegitScript-certified

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 the public can check to verify that you abide by rigorous business standards. When prospective patients and their families see that you have a LegitScript seal, they know that you are operating in a manner that is ethical and prioritizes their care.

## Understanding Accreditation and Certification

	Accreditation	LegitScript Certification
<b>Scope</b>	Primarily quality of care	Business and marketing practices, business affiliations
<b>Purpose</b>	To ensure that your facility is adhering to the best practices in quality of care and seeking continual improvement	To demonstrate to patients and major ad platforms that your facility is operating ethically in regard to business and marketing practices
<b>Benefits</b>	<ul style="list-style-type: none"> <li>■ Ensure quality of care for patients</li> <li>■ Improve risk management and safety</li> <li>■ Qualify for insurance reimbursements</li> <li>■ Build trust with prospective patients and families</li> </ul>	<ul style="list-style-type: none"> <li>■ Advertise with Google, Facebook, and Microsoft</li> <li>■ Stand out in a crowded field</li> <li>■ Appear in LegitScript's searchable database</li> <li>■ Gain approval from a third party trusted by internet and payments companies</li> </ul>
<b>Organizations</b>	The Joint Commission, CARF, the Council on Accreditation	LegitScript only
<b>Initial Cost for a Single Facility*</b>	\$4,000 - \$20,000+**	\$4,370

\* Includes application fee as well as either on-site visit and/or annual fee

\*\* Pricing varies greatly depending on the accrediting body and your organization's size and revenue. Please contact an accrediting body for an accurate quote tailored to your organization.

Sources: <https://www.danbrownconsulting.com/2017/04/12/example-one-5-3-4/>  
<https://pages.jointcommission.org/rs/433-HWV-508/images/Price%20worksheet.pdf>

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)