

New Directions for Women is Now Legitscript Certified

Ann Premazon June 24, 2019



New Directions for Women Passes Rigorous Review Process to Receive LegitScript Addiction Treatment Certification.

(Newswire.net -- June 21, 2019) Costa Mesa, CA -- [New Directions for Women](#) (NDFW), a nonprofit addiction treatment facility announced today it has received certification through LegitScript .

New Directions for Women is committed to providing a safe space for women who have experienced trauma and offers a full continuum of care. Their goal is to ensure women receive the tools and skills to live a life of sustained recovery in a nurturing family-centered environment.

Reluctance to admit they need help is oftentimes a barrier for individuals accessing substance use disorder treatment because of the stigma associated with addiction. It is important to have the option to look for treatment on a private online search. Women and family members throughout the nation rely on online searches to find specialized care but often do not know how to identify quality treatment options from the unethical programs engaged in illicit activities pervading the treatment field.

In 2018, Google, Bing, Facebook, and other major search engines began requiring all addiction treatment programs to undergo vetting before they could advertise their services on their platforms. They chose LegitScript, the leading third-party expert in certifying complex healthcare sectors, to vet programs. The comprehensive review process and ongoing monitoring ensures only reputable, ethical programs have the ability to advertise online. Non-clinical programs and lead generators (which refer potential clients to third party addiction treatment provider) are not able to receive certification. Individuals seeking services should look for the LegitScript seal on addiction treatment programs' websites to ensure they have been certified. Providers without a LegitScript certification may still maintain a website and can be found; this certification applies specifically to advertising.

“The passing of the Affordable Care Act and the implementation of parity created an opportunity for investors primarily seeking financial gain to enter the behavioral healthcare space, particularly addiction treatment. It’s difficult for individuals to know how to discern between a quality program and a dubious one that’s aiming to profit on a vulnerable person. LegitScript certification is a positive step which will increase transparency and help consumers choose a reputable center for their health care.” said Sue Bright, Executive Director at New Directions for Women. “As more needed regulations are incorporated within our industry, we are proud to stay ahead of the curve in all aspects of addiction treatment.”

About New Directions for Women

New Directions for Women has been accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) for nine years and operates the only CARF-accredited sober living home in Orange County. In addition, they are a member of the National Association of Addiction Treatment Providers (NAATP) and the first non-native Wellbriety certified site in the nation. Founded in 1977, New Directions for Women (NDFW) is a world-renowned, exclusively female, nonprofit drug and alcohol rehab program providing residential and outpatient addiction treatment services for women of all ages, including pregnant women, women with children, women who have relapsed, had prior treatments and suffer from a co-existing disorder. Nestled on a three-acre campus in Costa Mesa, California, the state licensed and certified, award winning facility touts a very high recovery rate. NDFW accepts most insurances and has partial scholarship opportunities available for those who need financial assistance. For more information, please call 800.939.6636 or visit www.newdirectionsforwomen.org. PRESS CONTACT Tania Bhattacharyya (949) 313-1192 ext. 300 tania@newdirectionsforwomen.org

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