



# Telemedicine Certification

Why get LegitScript-certified? Steven Gutentag, co-founder of Thirty Madison, explains why LegitScript has been essential for his businesses.

Steven Gutentag knows that caring for a chronic health condition can be confusing, costly, and frustrating. There are a limited number of specialists throughout the country, and insurance may not cover the doctor's appointment or the treatment. Gutentag and his co-founder, Demetri Karagas, have been patients themselves, and have dealt with these frustrations countless times. Three years ago, they became determined to find a better way.

Thirty Madison's mission is to bring accessible and affordable specialized healthcare to everyone who needs it. So far they have launched three brands that bring this experience directly to patients — Keeps, Cove, Evens — and plan to continue launching more.

**In the following Q&A, Gutentag talks about his experience of applying for LegitScript Certification, and why he would recommend it to any healthcare or telemedicine provider.**

## **How did Thirty Madison come to target the medications offered by Keeps, Cove, and Evens?**

Thirty Madison is the human-first health company bringing specialized care and treatment to people with chronic conditions. Currently, we have three brands: [Keeps](#) empowers guys with male pattern baldness to take action to keep their hair, [Cove](#) is a comprehensive offering dedicated to migraine care, and [Evens](#) provides specialized care for gastrointestinal conditions. We built these brands — and will continue to build more brands — to provide the tens of millions of people who suffer from these chronic conditions with the ongoing support and affordable treatment they deserve without compromising on quality or convenience.



“ If your goal is to deliver incredible care experiences and you want potential customers to know that you take their needs seriously, LegitScript certification is simply the best way to do that. ”

### **What prompted you to get your Keeps, Cove, and Evens websites LegitScript-certified?**

We know that when it comes to making decisions about your health, nothing is more important than knowing that you can trust your care provider. LegitScript has been a trusted name in healthcare for several years, so the certification lets our customers know they can feel safe using our offerings to manage their chronic conditions.

### **What online platforms do you advertise on, and why is advertising important for your business?**

We can't help people treat their conditions if they don't know about us, so advertising is extremely important to fulfill our mission of making chronic care treatment more accessible and affordable. To meet our potential customers where they are, we advertise on a variety of offline and online channels, including Google and Facebook. As a result of our broad approach, we're growing quickly and always looking for more channels in which we can reach more people.

### **Do you think there is still a stigma for some about ordering medication online? Does certification help build trust?**

The COVID-19 pandemic has brought unprecedented levels of attention to the telemedicine space and more people than ever are seeing its potential as not just a temporary replacement, but a solution to so many of the current issues in the healthcare system. But yes, there's still a lot of stigma around seeking medical care and treatment online. That's just another reason why LegitScript certification is so important—it lets people know that Thirty Madison is a credible and trustworthy healthcare service that's putting patients, and their safety, first.

### **How was the certification process for you?**

The process was robust and included many thoughtful questions, which we knew we would need to be prepared for—no trustworthy certification comes without a high bar to reach. That said, we found the process straightforward and reasonable.

### **How does LegitScript certification help you achieve your goals?**

Given concerns around receiving speciality healthcare via telemedicine, it's all the more important for an innovative business like ours to have a badge of trust that lets potential and current patients know we're a legitimate healthcare provider. We know that trusting a company with your healthcare is not a decision to be taken lightly, and LegitScript certification tells customers that we'll handle their personal medical information responsibly.

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## **How do you see the telemedicine and telehealth landscape changing, both now and in the future?**

Telemedicine is a growing industry still in the early stages, and we expect it to continue evolving as technology advances and people become more comfortable with the idea of remote healthcare. Our hope is that telemedicine will play an increasingly strong role in expanding access to high-quality, specialized care. For Thirty Madison specifically, we aim to continue launching condition-specific brands and grow to become the most effective, easy, and affordable way to treat as many chronic conditions as possible.

## **Do you have advice for other telemedicine or telehealth providers considering LegitScript Certification?**

LegitScript has rapidly become the leading certification for telehealth companies. If your goal is to deliver incredible care experiences and you want potential customers to know that you take their needs seriously, LegitScript certification is simply the best way to do that. In fact, I can't think of a reason not to complete LegitScript certification.

## **Anything else you'd like to add about LegitScript certification?**

Put simply, LegitScript certification is a must-have for any online healthcare company. The telemedicine industry needs to prioritize patient safety over profit every step of the way, and LegitScript certification lets potential customers know that's what you're doing.

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