
THE COMPLIANCE CRISIS IN

Weight & Wellness Programs

How Providers Can Stay Legal, Avoid Risk, and Grow Profitably with DrWell



Index

03 Executive Summary

04 Unpacking the Compliance Risks
in Weight & Wellness

06 The Payment Processing Minefield

08 **LegitScript & NABP Certification:**
Your New Requirement

09 Why Marketing Weight & Wellness is
Nearly Impossible Without Compliance

10 **DrWell: Your All-In-One**
Compliance + Growth Platform

11 Final Thoughts:
Why Compliance Can't Wait

Executive Summary

The explosive demand for medical weight loss and wellness treatments — particularly GLP-1s and other compounded medications — has created a booming revenue opportunity for healthcare providers. However, it has also introduced a complex maze of legal, regulatory, and operational risks that many practices are unaware of. This whitepaper outlines the hidden compliance risks related to compounded medications, payment processing, and marketing restrictions — and explains how DrWell's fully compliant provider network allows you to grow safely, legally, and profitably.



Unpacking the Compliance Risks in *Weight & Wellness*

The Gray Market of Compounded Medications

Many providers believe that using research-grade medication powders and reconstituting them in-house is acceptable. **It's not.**

What's Illegal

- ✗ Purchasing research-grade peptides or medications not intended for human use.
- ✗ Reconstituting or preparing medications in-office without a pharmacy license.
- ✗ Dispensing without FDA or state board oversight.

These practices are considered drug manufacturing, exposing providers to:

- ◆ DEA and state medical board investigations
- ◆ Civil and criminal penalties
- ◆ Medical license suspension or revocation

Mixing powders in-office = Drug Manufacturing (Illegal)

The Legal Path

Providers must source medications only from **licensed 503A or 503B** compounding pharmacies that are:

- ✓ Certified by LegitScript and/or NABP
- ✓ Operating under FDA and State Board Compliance
- ✓ Maintain a license in all states in which you operate



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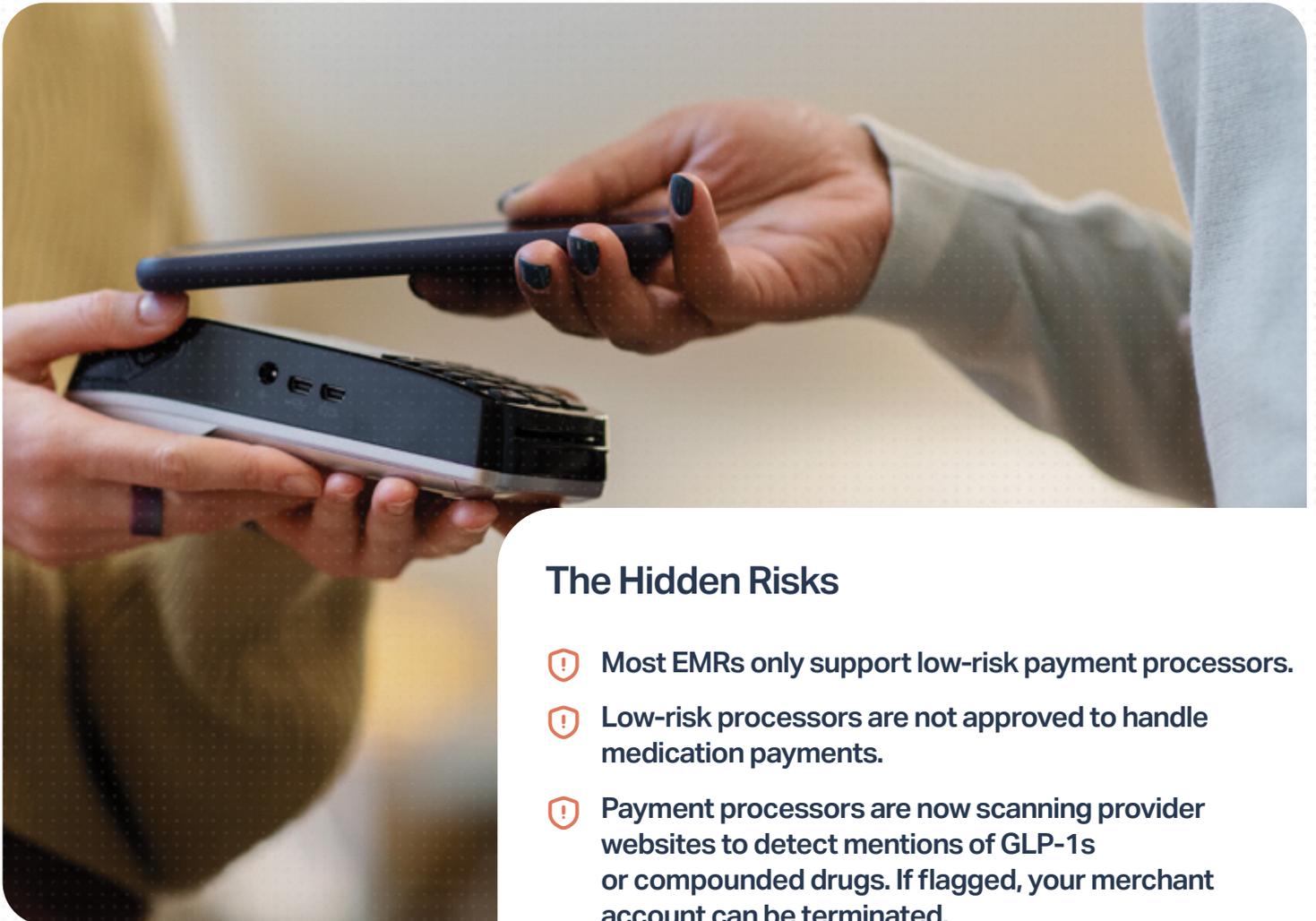
DrWell's pharmacy partners meet these standards and offer the lowest cost of goods in the industry.

The Payment Processing Minefield

Why Most EMRs and Processors **Put You at Risk**

Visa and Mastercard classify the sale of medications as "high-risk."

This classification affects how payments for weight and wellness services must be processed.



The Hidden Risks

- ⚠ Most EMRs only support low-risk payment processors.
- ⚠ Low-risk processors are not approved to handle medication payments.
- ⚠ Payment processors are now scanning provider websites to detect mentions of GLP-1s or compounded drugs. If flagged, your merchant account can be terminated.



The Role of "Backing

High-risk payment processors require a sponsoring bank, also known as a backing bank — a financial institution that assumes liability for your payment activity.

Only certain banks allow processing in high-risk healthcare verticals, and they demand:

- ✓ Full regulatory compliance
- ✓ High transparency in marketing
- ✓ Pharmacy and provider certification

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What is a Backing Bank

A backing bank is the financial institution that underwrites and assumes the risk for a payment processor, allowing it to facilitate credit card transactions — especially in regulated or high-risk industries.

LegitScript & NABP Certification: *Your New Requirement*

Without a LegitScript or NABP certification, your practice is not just at risk — you're likely already out of compliance with your payment processor.

High-risk processors require this certification to:

- ✗ Verify your legitimacy and patient safety protocols
- ✗ Ensure you meet FDA and state pharmacy regulations
- ✗ Maintain ongoing approval from Visa and Mastercard

Getting certified independently is expensive and time-consuming.

With DrWell, You're Covered

Your practice's weight and wellness programs are automatically covered. As a DrWell Provider, your practice is automatically covered under DrWell's LegitScript certification - as long as:

- ✓ You use our vetted 503A/503B pharmacies
- ✓ You utilize our integrated high-risk payment processor



Why Marketing *Weight & Wellness* is Nearly Impossible Without Compliance

What Most Practices Don't Know

Without LegitScript certification:

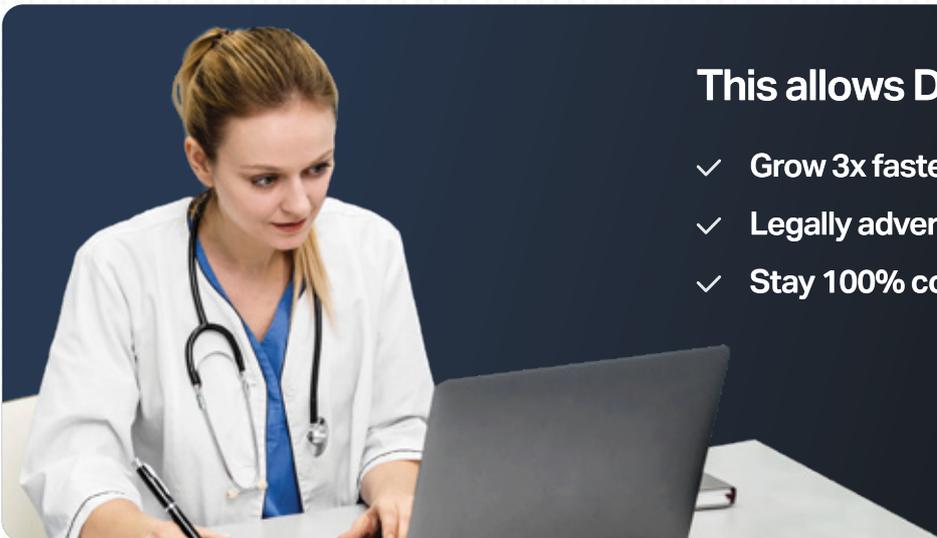
- ⚠ You cannot advertise weight loss or compounded medications on Google or Meta (Facebook/Instagram)
- ⚠ Your ad accounts can be permanently banned
- ⚠ You're left relying on word of mouth or limited organic channels

What DrWell Offers

- ✓ Access to compliant paid advertising campaigns
- ✓ Use of DrWell-branded landing pages to drive traffic to your practice
- ✓ Pre-approved ad creative for GLP-1 and wellness campaigns

This allows DrWell Providers to:

- ✓ Grow 3x faster
- ✓ Legally advertise in a highly restricted market
- ✓ Stay 100% compliant with ad network policies



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DRWELL:

Your *All-In-One*

Compliance + Growth Platform

DrWell is more than just a network — it's a fully integrated compliance, marketing, and growth engine built specifically for weight and wellness providers.

With DrWell, You Get:

Category	DrWell Provider Benefit
Regulatory Compliance	Weight & wellness services covered under our LegitScript certification
Pharmacy Access	503A/503B pharmacies licensed in all 50 states
Payment Processing	Integrated, compliant high-risk merchant accounts
Marketing	Run Google and Meta ads using compliant landing pages
Admin Automation	Reduce admin workload by 50%
Revenue Growth	+\$90,000/year average additional revenue per provider
Upfront Investment	DrWell Subscription Fee - No devices or lasers required



+\$90K

Average Revenue



+3x Faster

Patient Growth



-50%

Admin Burden

Final Thoughts: Why Compliance Can't Wait

The weight and wellness boom presents an incredible opportunity — but it's a legal and financial risk if handled incorrectly.

Without the right certifications, pharmacy partners, and payment stack:

- ✓ Your practice could lose its ability to process payments
- ✓ You may face regulatory action
- ✓ Your growth potential is capped by advertising restrictions

DrWell eliminates all of these barriers and lets you focus on what matters most: caring for patients and growing your revenue.

Join the DrWell Provider Network Today

Become part of a fully compliant, nationally certified network designed to protect your practice and accelerate your growth.

-  LegitScript-certified umbrella protection
-  Access to compliant advertising and pharmacy services
-  Done-for-you automation and payment infrastructure
-  Immediate regulatory peace of mind

Book a free discovery call now and see how DrWell can transform your weight & wellness offering — legally, safely, and profitably.

Protect Your Practice. Grow Without Fear.

Book Your Free Discovery Call 

