Draft rules · need clinician and counsel sign-off



CLAIMRIGHT / COMPLIANCE · SURVIVAL

PILLAR · SURVIVAL

Compliance: the section you don't skip

Two sample ads. Both stopped before they ran.

- Behind the stamps: ClaimRight catching an outcome guarantee and a false FDA-approval claim in two sample ads.
- This section covers the claim rules, the FDA disclosure, LegitScript readiness, text consent and STOP, state prescribing rules, visit before prescribe, the licence check, the approval gate, the audit log and Blind Atlas.
- No certification is claimed: LegitScript is not filed, SOC 2 is not started, and no BAA is signed yet.
- These are the controls the practice runs on from day one.

→ 12 controls in this section | Screened first | No certification claimed

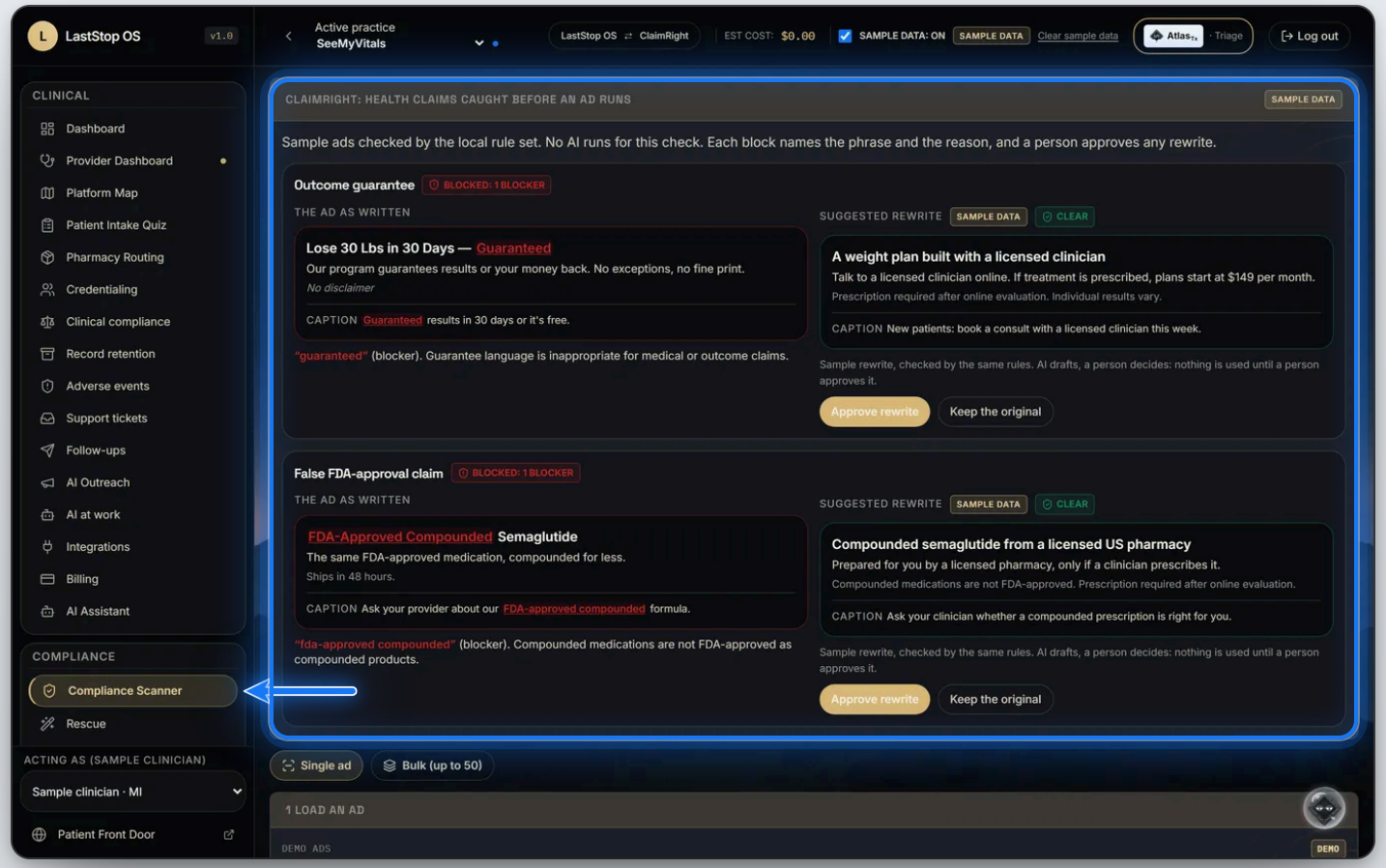
SAMPLE DATA | LIVE IN DEMO · SAMPLE ADS | ClaimRight check

34 ClaimRight | 35 Outcome guarantee: blocked | 36 False FDA claim: blocked

37 FDA status on every program page | 38 LegitScript readiness

39 Text consent, STOP and quiet hours





34 CLAIMRIGHT / COMPLIANCE

ClaimRight

CLAIMS REVIEW
−0.5 FTE
$3,350/mo

→ The exact phrase, named

Rewrite checked by the same rules

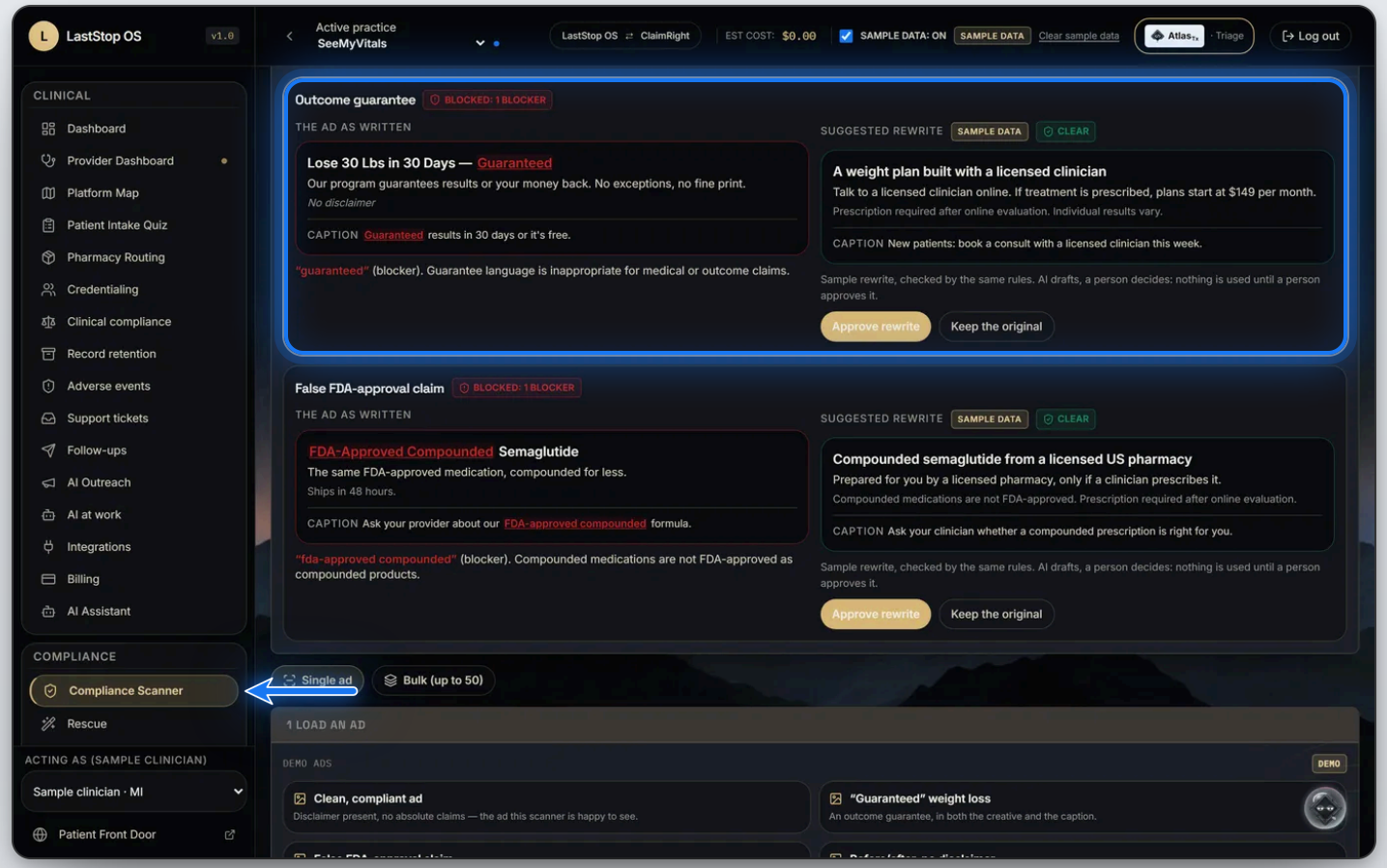
A person approves

SAMPLE DATA | LIVE IN DEMO · SAMPLE DATA | ClaimRight check

- Two sample ads are blocked, each with the exact phrase, the rule it breaks and a rewrite checked by the same rules.
- The screen: "Sample ads checked by ClaimRight."
- A person approves the rewrite or keeps the original; nothing is used until then.
- The claim rules are drafts that need clinician sign-off. Whole-site scanning is built in the engine.

Health claims caught before an ad runs, with the reason and a clean rewrite.

REJECTED



35 CLAIMRIGHT / COMPLIANCE

Outcome guarantee: blocked

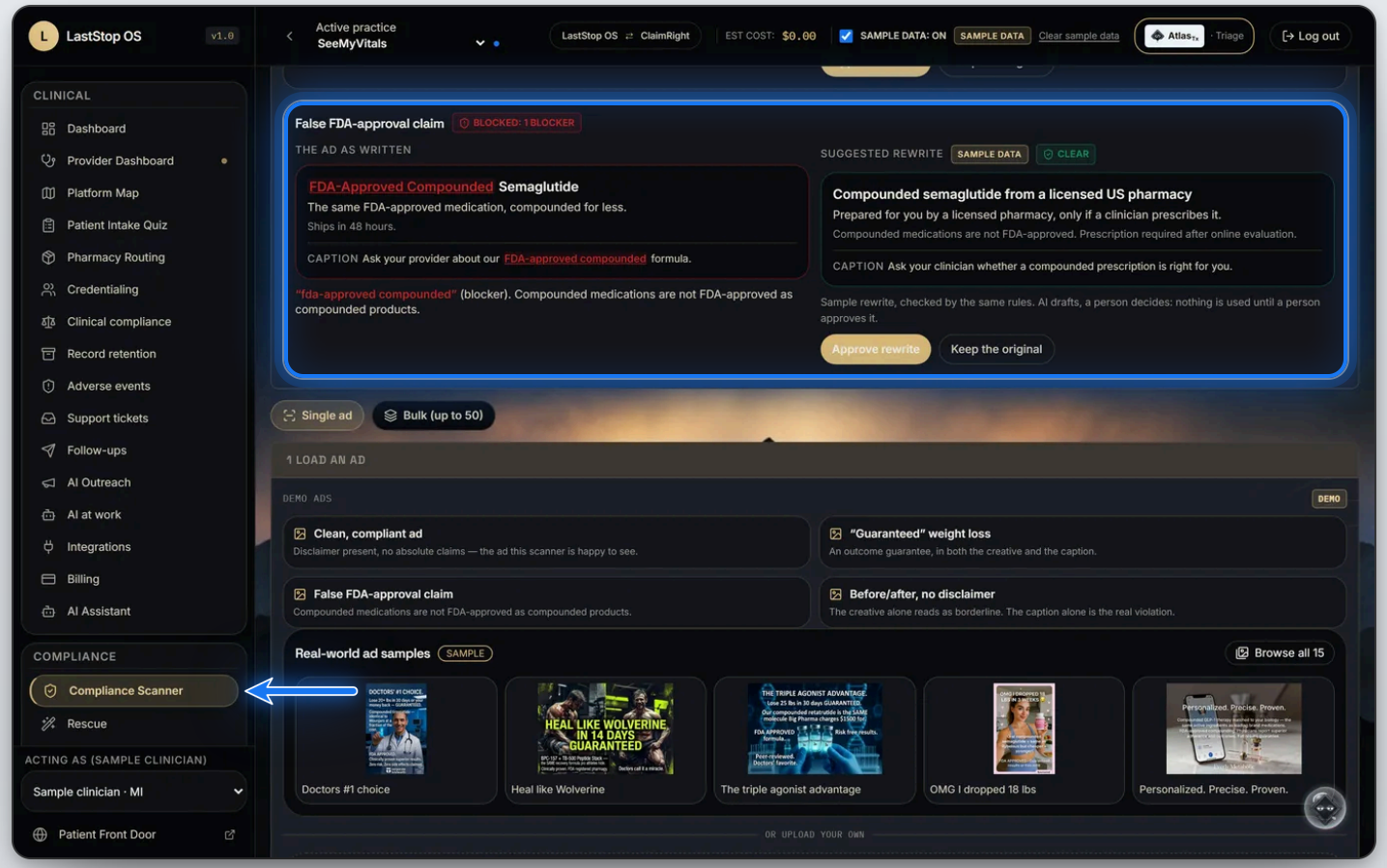
→ "Lose 30 lbs in 30 days — Guaranteed" | Blocker | Your choice goes to the audit log

SAMPLE DATA | LIVE IN DEMO · SAMPLE AD | ClaimRight check

- Sample ad: "Lose 30 Lbs in 30 Days — Guaranteed".
- "guaranteed" is a blocker: guarantee language is inappropriate for medical or outcome claims.
- The rewrite: "A weight plan built with a licensed clinician ... Prescription required after online evaluation. Individual results vary."
- A person clicks "Approve rewrite" or "Keep the original"; the choice is written to the audit log.

"Guaranteed" is blocked. The rewrite keeps the offer and drops the promise.

REJECTED



36 CLAIMRIGHT / COMPLIANCE

False FDA claim: blocked

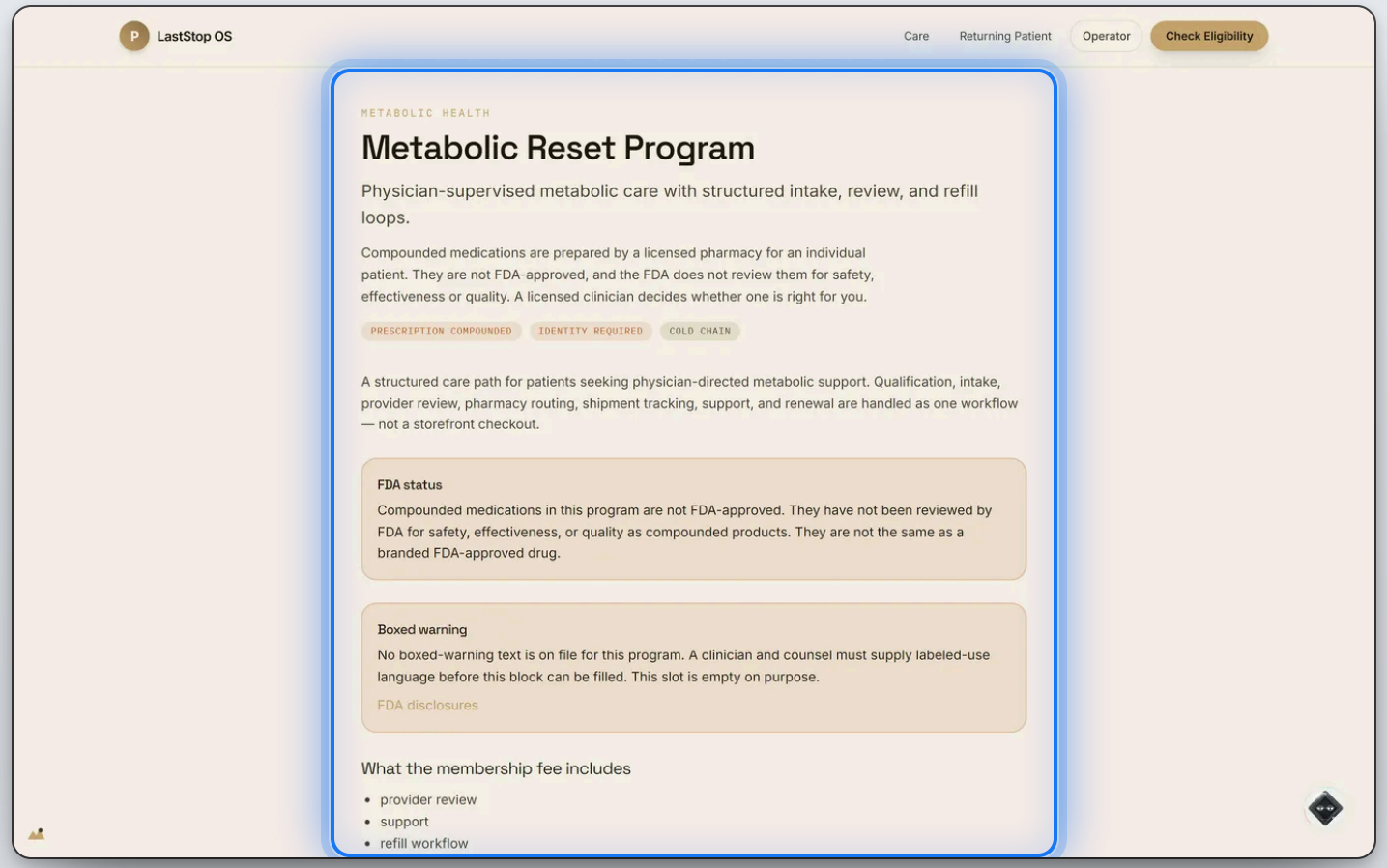
Blocker | Disclosure added | FDA's own wording

SAMPLE DATA | LIVE IN DEMO · SAMPLE AD | ClaimRight check

- Sample ad: "FDA-Approved Compounded Semaglutide".
- "fda-approved compounded" is a blocker: compounded medications are not FDA-approved as compounded products.
- The rewrite adds the disclosure: "Compounded medications are not FDA-approved. Prescription required after online evaluation."
- FDA says it plainly: "Compounded drugs are not FDA-approved."

"FDA-approved compounded" is blocked and rewritten with the real disclosure.

REJECTED



37 CLAIMRIGHT / COMPLIANCE

FDA status on every program page

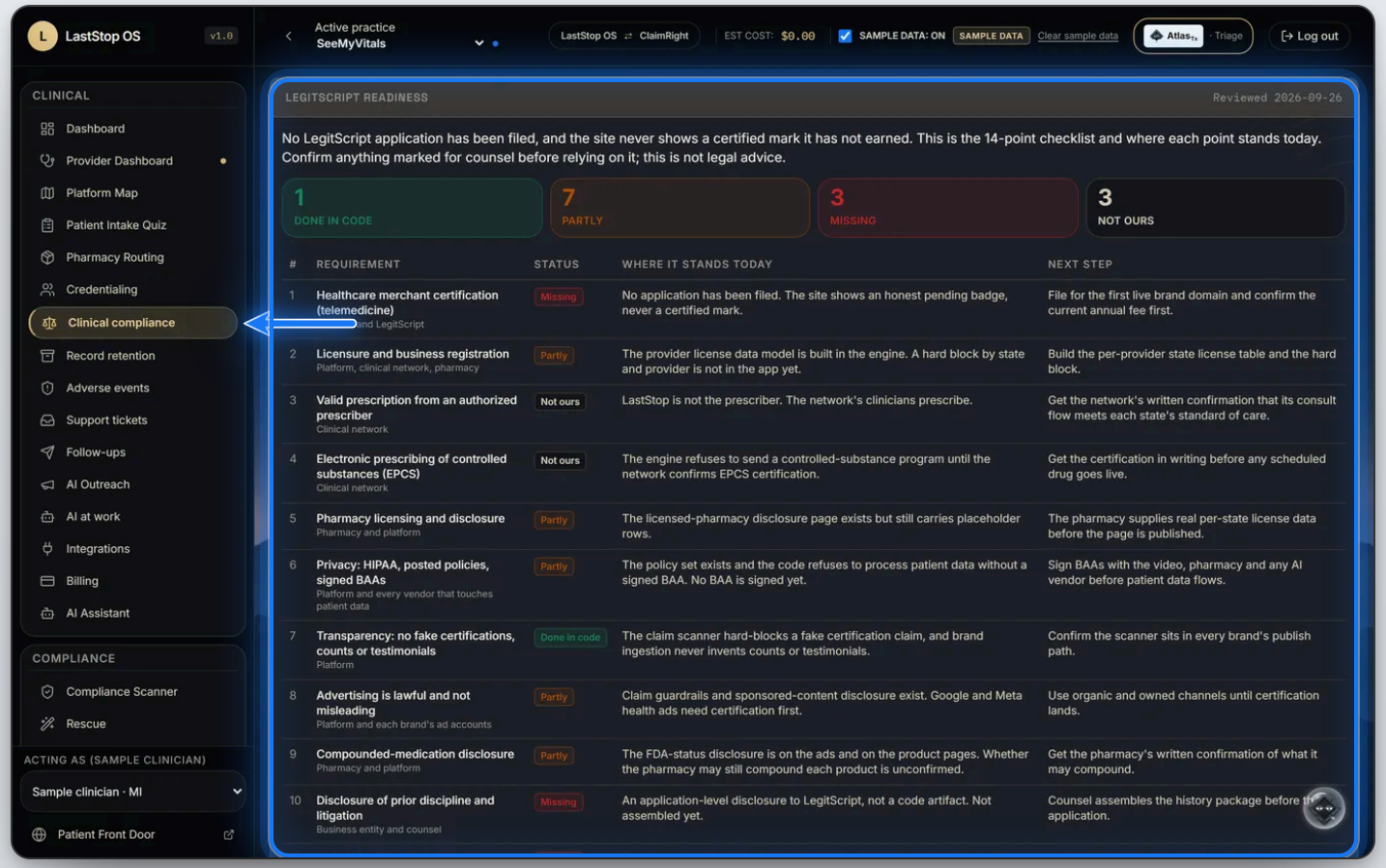
→ Matches FDA's wording | On every compounded program | Warning slot left empty on purpose

SAMPLE DATA | LIVE IN DEMO · SAMPLE DATA

- "Compounded medications in this program are not FDA-approved. They have not been reviewed by FDA for safety, effectiveness, or quality as compounded products."
- The boxed-warning slot is empty on purpose until a clinician and counsel supply the text.
- The wording matches the FDA's own statement.

The disclosure is built into the program page, not pasted on later.

REJECTED



38 CLAIMRIGHT / COMPLIANCE

LegitScript readiness

COMPLIANCE MGR −0.5 FTE $3,350/mo

→ 1 done · 7 partly done

3 missing · 3 belong to partners

Not yet filed

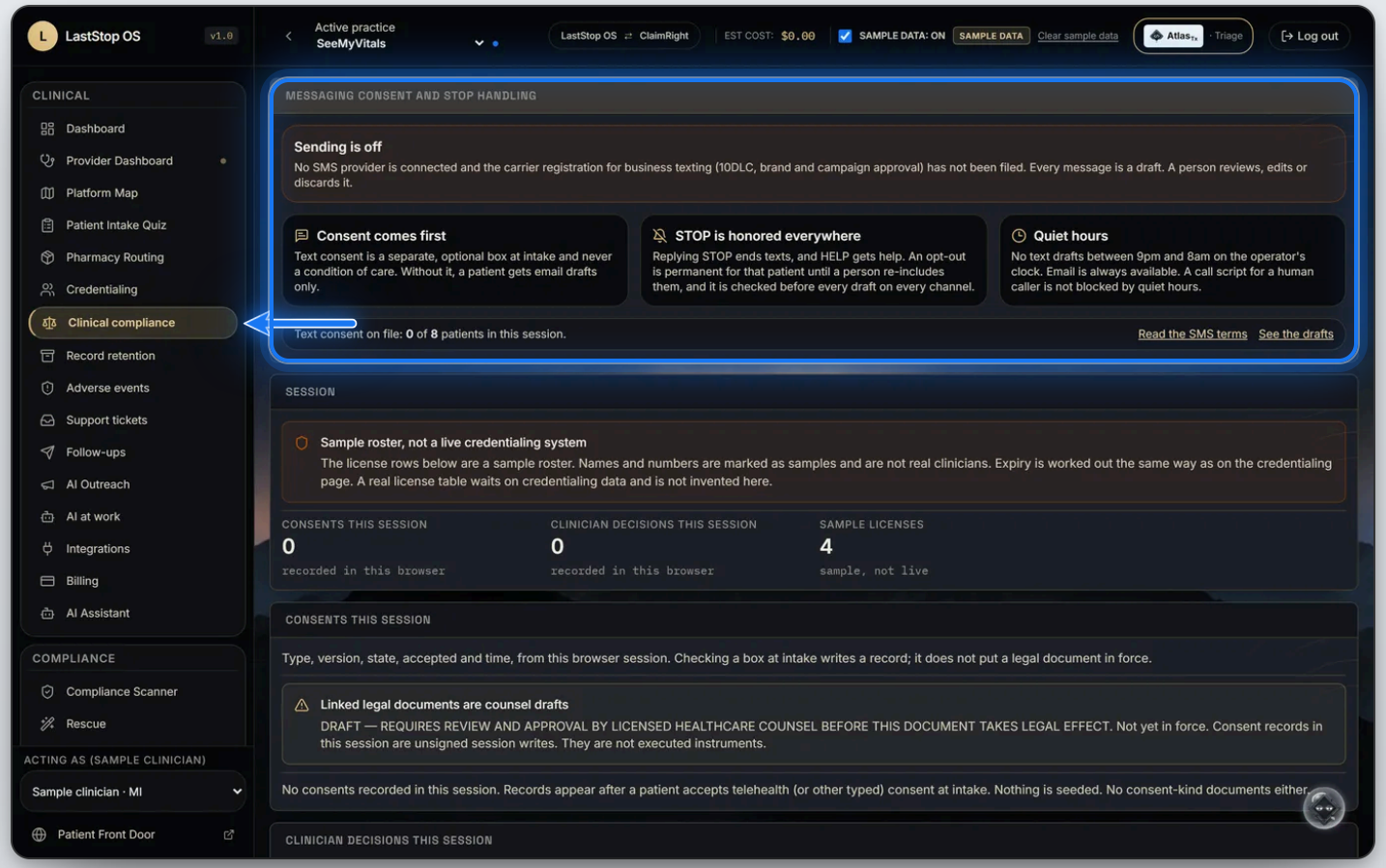
NOT YET FILED

Checklist

- 14-point checklist, reviewed 2026-09-26: 1 done in code, 7 partly done, 3 missing, 3 that belong to the clinician network or pharmacy.
- No LegitScript application has been filed. The site never shows a certified mark it hasn't earned.
- Google and Meta health ads wait for certification.
- Counsel assembles the disclosure package; the application is filed for the first live brand domain.

14 points to certification, tracked in the product. Not filed yet.

REJECTED



39 CLAIMRIGHT / COMPLIANCE

Text consent, STOP and quiet hours

PRIVACY ADMIN
−0.5 FTE
$2,150/mo

→ Consent is optional
STOP and HELP handled
No texts 9 pm to 8 am

RULES LIVE IN DEMO · SENDING OFF
Consent, STOP, quiet hours

- Consent is a separate, optional box at intake and never a condition of care.
- STOP ends texts until the patient opts back in. HELP gets help.
- No texts between 9 pm and 8 am.
- Sending is off until a messaging provider and carrier registration (10DLC) exist. Consent, STOP and suppression for real sending are built in the engine.
- The legal documents linked here are counsel drafts, not yet in force.

Texts only with consent. STOP is permanent. Nothing goes out at night.

REJECTED

SAMPLE data: every screen runs on labelled sample records from a local demo build.

Demo connection — agreement pending: Charm Health, Beluga Health and Hallandale Pharmacy are shown connected in the demo only. Nothing is sent to them. The payment processor is not yet named or contracted.

No patients, orders, revenue or certifications are claimed. LastStop never prescribes or dispenses.

FTE figures are estimates at BLS May 2025 median wages for a practice that has not launched.

SeeMyVitals wordmark and palette are a placeholder brand made for this demo, not the final brand.

