

Physicians, Dispensaries, and Products: What's Happening with Medical Marijuana in Florida



Presentation to the Georgia Study Commission on
Low THC Medical Oil Access

October 5, 2018

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Physicians

- Florida law requires:
 - physicians have no direct \indirect interest dispensary or lab.
 - Complete a 2 hour annual course
 - Conduct patient exam while physically in same room
 - (Age) < 18 requires 2 physicians approval
 - Only low THC for pregnant patients
 - Review PDMP for patients' Rx History

Physicians- Who is making the recommendations?

A Tampa Bay Times examination of the 1,432 doctors in the program reveals **Florida has turned into a magnet for physicians with troubled pasts.**

- 2.8 times as likely as other doctors to have been disciplined by the Board of Medicine
- 2.4 times as likely to have been charged with a crime
- 108 of them were responsible for \$69.4 million in malpractice judgments and settlements, some for maiming or killing patients.

Physicians – Marketing



Physician group marketing set up at Reggae Rise Up, a recurring music festival held in St. Petersburg, Florida.

- Offering all inclusive pricing and finance plans for medical marijuana and money back guarantees. **Would we allow this for Xanax or Oxycontin? Is this how your family physician operates?**

| All-Inclusive Pricing | |
|---|---|
| STANDARD PLAN | FINANCE PLAN |
| \$169 /7 Months | \$30 /Month |
| Full Medical Cannabis Recommendation (Low-THC/CBD + High - THC) | Full Medical Cannabis Recommendation (Low-THC/CBD + High - THC) |
| Money-Back Guarantee If You Don't Receive Recommendation | Money-Back Guarantee If You Don't Receive Recommendation |
| Includes Renewals every 70 days, up to State-Mandated Maximum of 7 Months | Includes Physicians Renewals Up to State-Mandated Maximum of 7 Months |
| All-Inclusive* No Hidden Fees | All-Inclusive* No Hidden Fees |
| | Financing option cannot be canceled until the initial 7- Month commitment is complete |

We strive to be Florida's most affordable medical marijuana option. Patient access to medical cannabis is our #1 priority.

Medical Marijuana Clinic Billboard Largo



NEW TONIGHT

HIGH INTEREST

LARGO | PINELLAS COUNTY



70°
6:03

Nature Coast Cannabis- Inverness



Assisting companies locating or expanding in the Emerald Nature Coast during the "Green Rush".

We plan to be at the cutting edge of what is possible in the fields of Industrial Hemp and Medical Cannabis.

Physician Marketing

GET YOUR MEDICAL MARIJUANA CARD

Florida now Allows medical use of marijuana for individuals with debilitating medical conditions as determined by a licensed Florida physician. a few conditions are listed:



- Cancer
- Epilepsy
- Glaucoma
- HIV
- AIDS
- Post-traumatic stress disorder (PTSD)
- Amyotrophic lateral sclerosis
- Crohn's disease
- Parkinson's disease
- Multiple sclerosis

GET THE HELP YOU DESERVE
CALL TODAY 954-326-0114
SERVING ALL SOUTH FLORIDA



Physician Marketing



**Like Weed?
Get Legal**

Get your card in 2 weeks
Find Out If You Qualify
ChoiceMedGroup.com

When did we start determining medicine by if we “like” to take it or if it is “made easy?”

Unsolicited internet pop up ads appearing on Facebook, Twitter and Instagram.

Blimps appearing over Tampa Bay and our beautiful shorelines that are often packed with youth.

Both of these types of advertising are prohibited for dispensaries under Florida law, but not for physician groups.



Physician Marketing



Marketing medicine on street corners and making false claims on the impact on the opioid crisis.

Physician Marketing



Florida's law does not allow smoking. How is this about medicine?

Physician Recommendations

- Florida law requires:
 - Cannot be smoked
 - Include the amounts and forms of marijuana authorized and the types of delivery devices needed
 - Record in the MMJ registry within 7 days
 - Obtain consent form

Florida Medical Marijuana Products



Now through May 31st, 5% of all Tillamook Strawberry cartridge sales will go towards the support of veterans suffering from PTSD, through Mission Zero.

From their website: “The strain is a slightly sativa dominant hybrid made up of **84% THC** and 0.76% CBD, which may be helpful for MMJ patients that have chronic anxiety or stress, loss of appetite, or inflammation.”

Florida Medical Marijuana Products



Florida's Finest Art's OG is now available at [Sutterra Wellness Centers](#)! This strain is an indica-dominant hybrid, made up of 78.7% THC and possesses a rich and earthy aroma with a hint of bittersweet chocolate. Patients may find this strain helpful in easing chronic pain and inflammation, and is a great choice for anyone that wants to feel relaxed and boost their mood.

Get this! Now through August 18th, 5% of all sales of the Art's OG cartridge will go to [Mission Zero](#), an organization dedicated to ending the PTSD and veteran suicide epidemic.



Art's OG variable-flow cartridges are now available for in-store pickup, delivery, and online order. Visit [FloridasFinest.com](#), today! #TheKeyIsOG

Florida Medical Marijuana Products



From their Website:

“TruShatter is full spectrum cannabis oil preserving the plants cannabinoids and terpenes making it a part of our entourage line providing patients with whole plant benefits. TruShatter is packaged in 1 gram amounts and is for use with the Trulieve Concentrate Pen. Each package is individually labeled to show the amount of active ingredient which ranges based on potency.”

<https://www.trulieve.com/shop/trushatter-1-gram-indica>

AltMed Medical Marijuana- Shatter

NOW AVAILABLE!
müv™

PRODUCED BY
ALT MED
FLORIDA

FOR PATIENTS FOR PHYSICIANS PRODUCTS CONTACT US



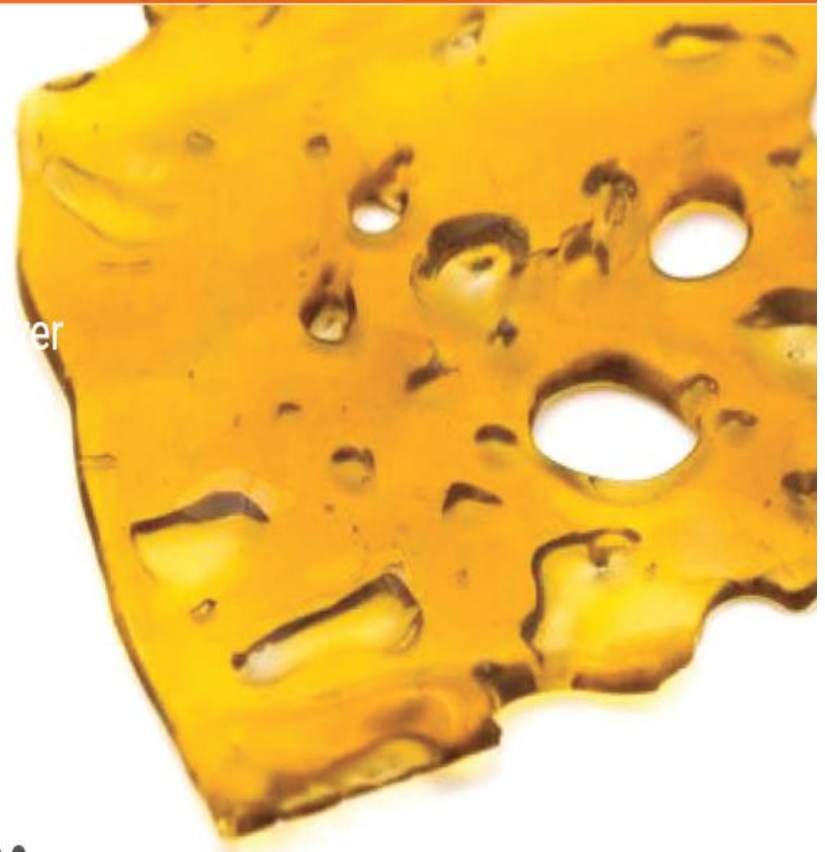
Shatter!

TERPENE-RICH, STRAIN-SPECIFIC CONCENTRATES



Clean ethanol extraction for a consistent, superior extract every time.

ORDER NOW



Why we care about MMJ Products

- National Poison Data System from 2005 to 2011
 - Decriminalization was associated with
 - increased reports of unintentional exposures in young children.
 - 30% increase per year of MJ-related calls to poison control.
 - transitioning to decriminalization associated with an average increase of 11.5% in MJ-related calls to poison control per year.
 - MJ-related calls to poison control centers in non-legal states showed an average increase of only 1.5% per year from 2005 to 2011

MMJ Products



Why we care about MMJ Products

A more recent review of National Poison Data System data showed similar increases in edibles-related calls to poison control centers from 2013 to 2015.

Suggests that accidental exposures may become more common as more states legalize recreational or medical cannabis use.

The need for additional regulation of edibles is evident given the frequency of cannabis overdoses and accidental pediatric exposures.

Source: Cao D, Srisuma S, Bronstein AC, Hoyte CO. Characterization of edible marijuana product exposures reported to United States poison centers. *Clinical Toxicology*. 2016;54(9):840–846. <http://dx.doi.org/10.1080/15563650.2016.1209761>.

Why we care about marketing and storefront sales

- Past month use is higher in states that allow distribution of medical marijuana through store front dispensaries.
- The density of local dispensaries is associated with a greater number of hospitalizations with a primary or secondary marijuana abuse/dependence DSM-5 mental disorder code.
 - **An additional 1 dispensary per sq. mile in a zip code was associated with a 6.8% increase in the number of hospitalizations with a mj abuse/dependence code.**

Sources: Pacula, RL.; Powell, D.; Heaton, P.; Sevigny, EL. Assessing The Effects Of Medical Marijuana Laws On Marijuana And Alcohol Use: The Devil Is In The Details. Cambridge, MA: National Bureau of Economics Working Paper Series; 2013. Christina Maira, Bridget Freisthler, William R. Ponicki, and Andrew Gaidus. The impacts of marijuana dispensary density and neighborhood ecology on marijuana abuse and dependence. Drug Alcohol Depend. 2015 September 1; 154: 111–116.
doi:10.1016/j.drugaldep.2015.06.019

Why we care

- Availability of medical marijuana (through dispensaries and delivery services) at the city-level is positively related to current marijuana use and higher frequency of use
- Regulations on the number and densities of marijuana outlets may be a sufficient means to restrain overall levels of marijuana use within cities

Source: Examining the relationship between the physical availability of medical marijuana and marijuana use across fifty California cities Bridget Freisthler a,*, Paul J. Gruenewaldb

Cultivation and Dispensaries

- 14 Medical Marijuana Treatment Centers (MMTC) approved by the state (licensed to cultivate, process, transport, dispense) in Florida. After 100,000 registered patients another 4 licenses are issued, and 4 more each time another 100,000 is reached. **FL now allows 18 MMTCs.** Number of Qualified Patients: **131,258** (DOH September 2018)
- Each MMTC can operate up to 25 dispensaries. Upon reaching the 100,000 MMJ patients threshold another 5 can become operational. Currently 30 dispensaries per MMTC are allowed. Cap expires in 2020.
- Current limit: 540 Dispensaries in Florida

Cultivation (AltMed)



Cultivation (AltMed)



AltMed MMJ Growhouse

AltMed Apollo Beach marijuana dispensary and growhouse

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The facility is able to grow 8,000 to 9,000 pounds of marijuana annually.

VERONICA BREZINA

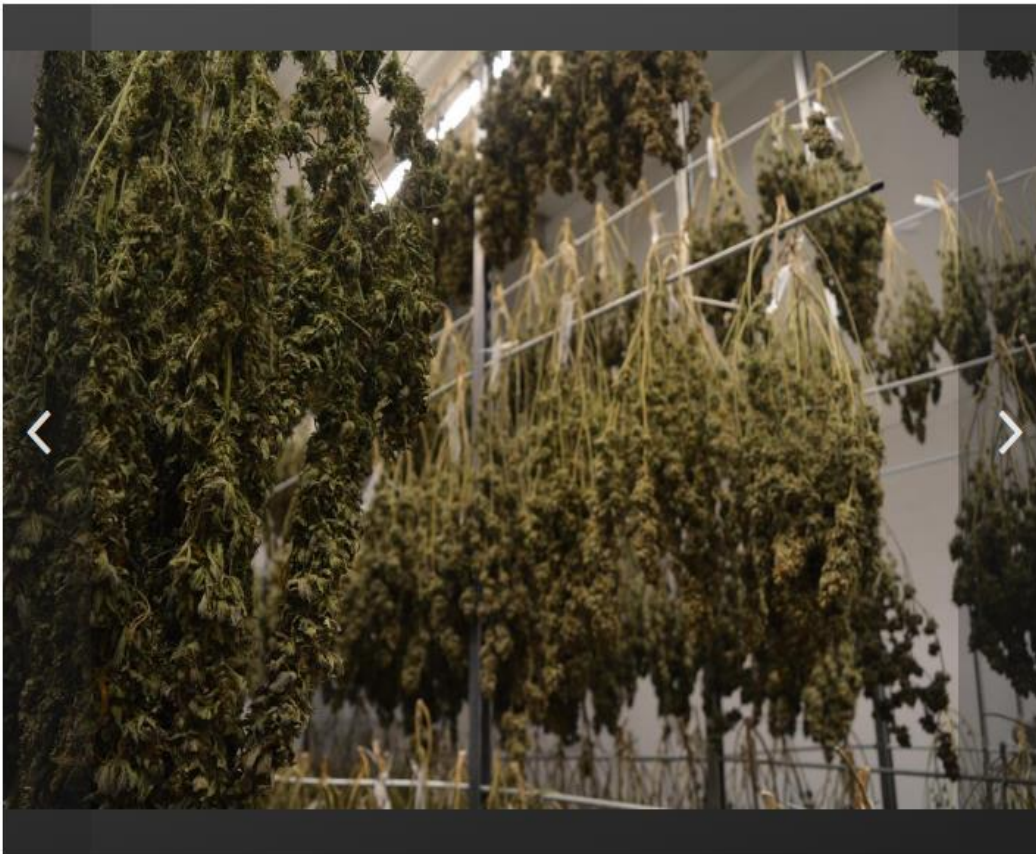


Source: Tampa Bay Business Journal, 2018

AltMed Marijuana Growhouse- Drying

AltMed Apollo Beach marijuana dispensary and growhouse

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The dried marijuana plants hang above.

VERONICA BREZINA

Source: Tampa Bay Business Journal, 2018

AltMed Processing Hash Oil

AltMed Apollo Beach marijuana dispensary and growhouse

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Todd Beckwith shows the equipment and the step by step process it conducts.

VERONICA BREZINA

Source: Tampa Bay Business Journal, 2018

Complete Wellness

At Knox, we're very proud to offer our patients a 100% completely natural product. The extraction process consists of removing the cannabinoids out of the plant and transferring it into an oil format. While most of the industry continues to use alcohol or butane for the extraction process, Knox utilizes CO2 extraction equipment that was specifically designed for our company by former NASA engineers. The CO2 process is a natural solvent that is non-toxic and non-flammable while alcohol and butane reintroduces toxins into the patient's body. In addition to CO2 extraction, our products undergo a winterization process that further purifies the cannabis oils. We've invested countless hours researching and developing the best method to produce a consistent, all-natural product, for our patients. Knox is firmly committed to producing the purest product for our patients

Studies have shown that medicinal cannabis can be instrumental in the successful treatment of a number of medical and behavioral health conditions. In 2016, Floridians overwhelmingly approved Amendment 2, which authorized the use of medicinal cannabis for the treatment of the following medical conditions:

- ▶ Acquired Immune Deficiency Syndrome (AIDS)
- ▶ Amyotrophic Lateral Sclerosis (ALS)
- ▶ Cancer
- ▶ Crohn's Disease
- ▶ Epilepsy
- ▶ Glaucoma
- ▶ Positive Status for Human Immunodeficiency Virus (HIV)
- ▶ Parkinson's Disease
- ▶ Post-Traumatic Stress Disorder (PTSD)
- ▶ Multiple Sclerosis (MS)
- ▶ **Any terminal condition** diagnosed by a physician other than a qualifying physician issuing the physician certification.
- ▶ **Chronic nonmalignant pain** caused by a qualifying medical condition or that originates from a qualifying medical condition and persists beyond the usual course of that qualifying medical condition.
- ▶ As well as any other debilitating medical condition for which your physician believes that the medical use of cannabis would likely outweigh the potential health risks.

First Steps to Better Care

These are the steps to get started:

1. Establish a relationship with a qualifying physician registered with the Office of Medical Marijuana Use.
2. Have your qualifying physician enter your email address into the Medical Marijuana Use Registry. If you have a caregiver, both parties need to be entered into the Registry by the qualifying physician.
3. Complete the online application for the patient and their caregiver.
4. Remember to include the registration fee to The Office of Medical Marijuana Use.
5. Once a Medical Marijuana Use Registry Identification Card application has been approved, the patient and their caregiver may receive a temporary card until the permanent is mailed.
6. Don't forget that Medical Marijuana Use Registry Identification Cards remain active for one year.

Ready to place your first order?

Complete this checklist first:

- Are you a Florida Resident or Seasonal Resident?
- Are you a qualified patient on the Medical Marijuana Use Registry?
- Did you submit a completed application to the Office of Medical Marijuana Use?
- Have you received your Medical Marijuana Registry Identification Card?

All patients and caregivers must obtain a Medical Marijuana Use Registry Identification Card to fill an order for low-THC cannabis, medical cannabis, or a cannabis delivery device from Knox Medical or any Medical Marijuana Treatment Center.

Statewide home delivery available

Stay Connected

888.441.KNOX (5669)

www.knoxmedical.com

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KNOX



Knox Products

Whether your qualified physician recommends CBD, Blended, or High THC medical cannabis products, Knox has several options to address your qualified health condition(s). Our current line includes: suppositories, topicals, sublingual drops, and vaporizer cartridges.

CBD Products

CBD products contain less than 0.8%THC. These products are popular amongst patients suffering from ALS, anxiety, epilepsy, intractable seizures, HIV, Parkinson's, PTSD. CBD products produce a mild state of relaxation without the psychoactive effects of High THC.

Regor (CBD)

Regor is an indica-dominant cross between Cannatonic and Afghan Skunk strains. Regor's high CBD content and low THC profile has users reporting very little psychoactive effects. Regor is great for treating Seizures, Chronic Pain, Autism, Inflammation and Anxiety.

Zeltor (CBD)

Zeltor is an evenly balanced hybrid. It has a high CBD content based on its mix of two legendary strains: Harle-Tsu and ACDC. This strain is known for effective treatment of a variety of disorders: depression, pain relief, fatigue, headache, stress and menstrual cramps. Patients report feeling uplifted, happy, focused, and calm after using this newest form of medical cannabis. While it leaves the body relaxed, it also gives an energetic and euphoric uplift to patients.



BLENDED Products

Elara

The newest addition to our catalog of first class products that contains a perfect 1:1 ratio of THC:CBD and blends many of our top strains into one product that harmoniously combines all the top characteristics of each strain. We feel our patients will benefit tremendously from this combination of medical cannabis in treating all different types of medical conditions. Available in creams, suppositories, vape cartridges, and sublingual drops.



High THC Products

Baldor (High THC)

Baldor is a hybrid product with a high THC content which clinically gives this product high psychoactive effects. Its effects include full body relaxation with a gentle cerebral invigoration easing the patient into a calm euphoria. Baldor is excellent for treating Chronic Pain, Depression and Nausea as well as daytime relief of anxiety.

Gemma (High THC)

Gemma is a hybrid product that has a high THC content with a moderate potential for clinically significant psychoactive effects. This strain has won numerous Cannabis Cup Awards and is very useful for pain relief in cancer patients. It is also useful in the treatment of Severe Pain, Nausea and Appetite Loss. After using this product, most patients report feeling relaxed, happy, euphoric, uplifted and creative.

Hydra (High THC)

Hydra is a sativa strain which was created in the Netherlands in the 1990s. It provides patients with good relief from anxiety, nausea, stress, and migraines. This legendary strain combines sativa's cerebral elevation with the heavy resin of the indica strains. Patients report feeling clearheaded coupled with focused energy after using. Hydra is also good for aiding patients with lung related illnesses due to its high level of terpenes.

Odra (High THC)

Odra is a hybrid product with a high THC content which clinically gives this product high psychoactive effects. Its users describe feeling relaxed, happy, euphoric, and drowsy with an emphasis on its wonderful effects on migraine headaches. Odra is also good for treating ADD, ADHD, Nausea and Stress Disorders.

Polaris (High THC)

Polaris is an indica-dominant strain that has a moderate THC content which gives it clinically significant psychoactive effects. It delivers a fusion of cerebral euphoria and physical relaxation. Polaris is useful for the treatment of Muscle Tremors/Spasms, Chronic Pain, Stress, Insomnia, Appetite Loss, Bipolar Disorder, Alzheimer's disease and Parkinson's disease.

Sagitta (High THC)

Sagitta is an indica strain known for leaving patients feeling calm, uplifted and relaxed. It is best known for treating conditions such as: insomnia, chronic stress, anxiety, bipolar disease and muscle spasms and tremors. Its high THC level is responsible for the alleviation of anxiety and replacement with a calm euphoria.

Subra (High THC)

Subra is a sativa strain known for its fast acting, energizing, and dreamy cerebral effects. This legendary strain is useful in the treatment of Stress, Pain and Depression with long lasting relief. It is a top choice among medical patients which leaves them feeling happy, uplifted, euphoric and relaxed.



Dispensaries

Dispensaries numbers

- Also determined by regional population.
- **Central Region-** Brevard, Citrus, Hardee, Hernando, Indian River, Lake, Orange, Pasco, Pinellas, Polk, Seminole, St. Lucie, Sumter and Volusia.
Total population is 6,468,118 which is 31% of the state's population. **The Central Region can have no more than 132 dispensaries.**
- Utilize seed to sale tracking system (real time and 24 hr. access by FL DOH)

Dispensary Rules

- Florida law requires:
 - Employees 21 or older and pass background check
 - Trained on legal dispensing requirements
 - Implement a drug free workplace
 - May not display products in waiting area
 - 24 hour delivery – cannot dispense from MMTC between 9pm and 7am