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## American Council of Cannabis Medicine, Next Frontier Task Force Finalizes Program Agreement With Insurance Industry Leader

### Performance Health to Utilize Standardized, Industry Program and Platform For Operational and Technical Interactions With Customers

Washington, DC — Today the American Council of Cannabis Medicine (ACCM) announced that the Next Frontier Task Force along with Association Health Partners, finalized participation of Performance Health, to utilize the ACCM's industry-wide, standardized program, and platform to manage their patients' medical cannabis experience. As a leading third-party administrator from the insurance industry, with an intense focus on the customer, lead their desire to be a first of its kind benefit provider.

This is a prime example of how the task force is bringing together stakeholders from insurance, membership, and third-party payer groups to facilitate expanded participation in the medical cannabis arena. This relationship provides a foundation for significant expansion in the insurance industry.

"We have been working intensely with forward-thinking, innovative leaders from the insurance industry. Seeking ways for their members/patients to benefit from medical cannabis within the legal constraints of the current landscape, became a driving mission," says Mark Block, Co-Chair of ACCM's Legislative Committee. "Working with a committed leader like Performance Health made it possible to break barriers and make these significant industry advancements possible. We look forward to working with their members/patients starting in May."

Performance Health has a significant client base, built on long-term relationships. They specialize in controlling costs and providing industry-leading, personalized service. With significant customer focus, and taking an aligned interest approach, they have grown substantially. Staying very close to the customer led them to seek out legal avenues and appropriate approvals to develop and provide medical cannabis for their customers. Performance works with businesses of all sizes, with a significant portion of their practice made up of large, self-insured employers.

ACCM providing the programming, infrastructure, and standardization to facilitate interaction, between dispensaries/pharmacies, and insurance company customers, was a key element to getting this program done. With AHP utilizing CannaScriptsPBM to power the medical cannabis portion of their integrated health and wellness offerings, it made everything familiar, and easy to understand throughout the process and, their organization.

“Once they had a green light on their end, it was very simple to bring everything together. Because the process and experience mirrored what they are used in their current prescription drug relationships, advancement came quick.” Says, Jeff Kanter, COO of Association Health Partners. “Performance Health is currently aligned with the Member First Health Network. In fact, they were introduced to us by one of our other program partners, also in the network. Adding patient accessibility to the CannaLnx Community was also attractive as a value-added benefit for their customers .”

The American Council of Cannabis Medicine is the “Voice of American Medical Cannabis.” ACCM represents America’s medical-cannabis industry, which supports millions of U.S. jobs and is backed by a growing grassroots movement, supporting millions of beneficiaries. Members produce, process, and distribute medical cannabis through state-licensed programs, as well as, supporting companies, the healthcare industry, physicians, researchers, health/wellness providers, insurance companies, systems, and patient advocacy groups. They participate in ACCM's 15 standing area-centric committees.

In 2022 ACCM launched the landmark Next Frontier program along with the standardized industry platform to facilitate member-based group interactions with industry pharmacies and dispensaries. [www.nextfrontier.us](http://www.nextfrontier.us)

ACCM was started in 2016 as a Capitol Hill working group and has developed into a mission-driven 501c4. Our pressing objective is to facilitate legislation that advances medical cannabis at the federal level and improve state access.

Reach the American Council of Cannabis Medicine at 202-349-9650 or [www.accmforum.org](http://www.accmforum.org)