



CannabizMD

Our Vision

To ensure that the medical cannabis industry operates with a focus on delivering the highest levels of quality care for patients. This requires engagement for and by industry stakeholders through robust educational initiatives focused on industry best practices.

Our Mission

To educate, build and engage an ecosystem of medical cannabis industry stakeholders including healthcare providers, cannabis industry professionals and cannabis policy influencers. CannabizMD supports nascent and established medical cannabis programs in the US and abroad.

The CannabizMD ecosystem includes the medical cannabis company owners/operators; healthcare providers; regulators; researchers; scientists; policy influencers and ancillary service providers. In a dynamic and rapidly accelerating industry, CannabizMD attracts ecosystem members from across the globe via information and programs focused on best practices to support to the medical cannabis industry. The CannabizMD website and programs empower industry professionals to deliver quality patient care and client service as well as how to become leaders in the burgeoning medical cannabis industry.

The values of CannabizMD reflect a desire to support the vision, culture and company values of its ecosystem members. *Tikkun olam* is a Hebrew concept which literally means "repair of the world". This inspires CannabizMD and its partners to behave and act constructively and beneficially for society, create passion, transparency, teamwork, accountability, determination and a strong willingness to evolve.

CannabizMD executes its commitment to diversity, equity and inclusion with its

support of sister social enterprise Tea Pad. The mission of Tea Pad is to break down barriers to entry and advancement in the cannabis industry—no matter gender or race —via education. Tea Pad and CannabizMD programs support the Tea Pad Fellowship Program. For more information, visit www.TeaPad.co



About CannabizMD

Recognizing a void for quality medical cannabis industry content focused on cannabis science, policy and industry

innovation, **Jacquie Cohen Roth, MS**, launched CannabizMD in 2018 and sister social enterprise Tea Pad in 2019. Jacquie is a uniquely qualified cannabis industry pioneer and recognized global leader with an academic background blend of policy studies, international economics and cannabis science. She's a graduate of the inaugural class Master of Science Medical Cannabis Science and Therapeutics from the University of Maryland School Of Pharmacy (UMSOP, Honors, 2021). Jacquie is now an adjunct professor in state and federal cannabis laws and policy at UMSOP.

Jacquie has been routinely recognized as a trailblazing female entrepreneur in the traditional healthcare industry and now, in the medical cannabis industry. She has an active commitment to the wellness of the Chesapeake Bay and public health policy.

Target Audience

Healthcare Providers

- Physicians
- Nurse Practitioners/RNs
- Physician Assistants
- Pharmacists
- Mental Health Professionals
- Medical, Pharmacy and Nursing Students
- Alternative Health Professionals

Cannabis Industry Professionals

- C-suite Executives
- License Owner/Operator
- Ancillary Service Providers
- Scientists + Researchers
- Industry Entrepreneurs

Target Market

The U.S. medical market leads global market projections with an estimated market value to be US \$62.7 billion by 2024. The European market is next with a value estimated to be US \$22.3 billion, followed by Oceania and Africa to be US \$1.5 billion and US \$1.3 billion respectively).

U.S.
Asia
Mexico
Europe
Canada
Oceania
Caribbean
Latin America

Source: Prohibition Partners, November 2021. The Global Cannabis Report. Prohibition Partners, pp.40-42.



Content Categories on CannabizMD.com

CannabizMD website content empowers medical cannabis industry professionals to deliver quality patient care and client service. Content is authored by industry professionals who hold advanced degrees in cannabis science, medicine, research and relevant industry leaders and influencers.

Patient Cases

Shares engaging, first-person stories of patients of all ages living with a wide range of health issues whose lives have been improved by the use of medical cannabis and/or CBD. This category also includes stories shared by caregivers of medical cannabis patients.

Profiles

Editorial and video profiles of cannabis industry license owners/operators, scientists,

entrepreneurs, regulators and policy influencers. These are the leaders making a difference in today's medical cannabis industry and tomorrow's.

Compliance

Focuses on how best to conform to industry standards, policy and law to achieve industry success.

Policy + Law

Covers and analyzes the impact of cannabis

policy and regulations impacting medical cannabis patients, providers and industry stakeholders. Includes content on avoiding legal pitfalls in a medical cannabis practice or business.

Business Best Practices

Examines and highlights proven best practices and innovations in medical cannabis including marketing, technology, accounting, finance, and human resource management.

CannabizMD 2022 Calendar

CannabizMD bring together leading medical cannabis experts for its program which are centered on advancing the needs of the medical cannabis industry from U.S. state to global markets. Programming is focused on the primary pathologies healthcare providers treat with medical cannabis as well as cannabis policy, regulation and innovations in technology.

January 2022

- Global Standardization of Provider Cannabis Science Education

February

- Outlook on Federal Cannabis Legalization

March

- Innovations in Medical Cannabis: Data + Technology

April

- Neurologic Disorders: Parkinson's Disease + Multiple Sclerosis (MS)

May

- Pain: Acute + Chronic Pain

June

- Medical Cannabis Science + Policy Forum

July

- Adverse Effects + Contraindications

October

- Cancer

November

- Hospice and Palliative Care

December

- Medical Cannabis Science + Policy Forum



Partner Opportunities 2022

CannabizMD is a B2B medical cannabis science and policy education platform, empowering industry professionals to deliver quality patient care and client services. With burgeoning U.S. and global markets on the cusp of legalizing medical cannabis at an increasing pace, cannabis science and policy education need to adapt to encompass a paradigm for quality patient care. Partnering with CannabizMD provides key audience lead generation, leveraging a positive association with CannabizMD and sponsoring partners.

- CannabizMD.com:** A digital campaign delivers a global medical cannabis industry audience with a lower entry point for a significant positive impact for your marketing dollars. A White Paper Sponsorship positions your company or service as an authoritative and knowledgeable voice in the medical cannabis industry. We offer content creation services delivered by uniquely qualified cannabis science and technology writers.
- CannabizMD Webinars:** CannabizMD webinars bring together leading global medical cannabis experts for single roundtable discussions centered on therapeutic applications of medical cannabis, regulatory considerations for clinicians, scientists and entrepreneurs along with innovations in cannabis technology.
- CannabizMD Forums:** CannabizMD Cannabis Science + Policy Forums are day-long with roundtable discussions centered on the scientific healthcare providers and medical cannabis industry professionals in the U.S. and global medical cannabis markets. Roundtable discussions focus on the scientific and therapeutic use of medical cannabis along with regulatory issues relevant to both clinical practice and research with a final discussion on innovations in cannabis technology.
- eNews Sponsorship:** CannabizMD connects with its audience regularly via an email campaign. CannabizMD's email open rate is well above industry average.

CannabizMD Partners



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