

# CANNABIS CARE TEAM

HISTORY 101  
QUALIFYING CONDITIONS  
ENDOCANNABINOID SYSTEM  
DOSING & DELIVERY METHODS  
TERPENIOLS AND CHEMOVARS  
MANAGING SIDE EFFECTS  
STAYING WITHIN YOUR SCOPE  
CUSTOMER ENGAGEMENT  
CUSTOMER LOYALTY

# *Dispensary*

## STAFF TRAINING

### INCLUDES:

**TWO REGISTERED NURSES**

**+FOUR HOUR EVIDENCED-BASED TRAINING COURSE**

**+COMBINATION OF LECTURE AND ACTIVE LEARNING  
BEST PRACTICES**

**+SPECIFIC TO YOUR PRODUCTS**

**= KNOWLEDGABLE STAFF AND HAPPY CUSTOMERS**

CANNABISCARETEAM.COM

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CANNABIS CARE TEAM  
— EDUCATION BEFORE MEDICATION —



# Menu of Services

## The Premium Package

- Initial dispensary staff training course & one every ten new hires
- One educational event per month
- Six hours in-house patient consultations per month
- Two pieces of collateral per month
- Call a Cannabis Nurse

## The Patient Package

- One educational event per month
- Six hours in-house patient consultations per month
- Two pieces of collateral per month

## Dispensary Staff Training

Although 94% of dispensary staff personnel provide specific cannabis advice to patients, only 20% have received any formal training on the medical benefits of cannabis. Most, 71% provide guidance based on their own experience. (Huag, N., 2020) Our training provides evidence-based science using best practice teaching methods for adult learners. We start with cannabis basics and teach your staff how to take that information and apply it to the products you have on your shelves.

## Patient Educational Events

Most dispensaries feel an obligation to provide education to their medical cannabis patients, but aren't sure how to do it. Nurses, the most trusted professionals in the world, have been providing patient education their whole careers and educational events led by licensed health care professionals are the perfect addition to what you already offer. Events are individualized and based on the needs of your customers. We can teach patients about their condition and what products may work best for them or just how to get started with cannabis. It's up to you!

## Patient Consultations

92% of dispensary customers use cannabis to treat the symptoms of medical conditions. (Ryan-Ibarra, S., 2015) Today, patients are suffering with more complicated conditions, take an abundance of medications, and need individualized guidance, education, and support. We can provide consultations in your dispensary, by tele-health, or by phone.

## Treatment Journals

Patients have better outcomes when they have the knowledge to make their own informed health-care decisions and an effective treatment plan to help them see it through. Our journal provides both. Available to a limited number of dispensaries, cobranded or unbranded.

## Co-Branded Collateral

Patients want information from health-care professionals (Bobitt, J., 2019). We can create effects-based marketing material, condition-specific product lists, and provide product reviews on the products you want to sell.

## Call a Cannabis Nurse

Budtenders have a question? Patients want to talk to a cannabis nurse? Call us! Nurses are available 6 days a week to help