Monday, October 16, 2017

4:15 – 5:45 pm

Gaylord Palms Resort & Convention Center

**Implementation Planner**

Hitting the High Points of Medical Cannabis

Joseph Friedman, RPh, MBA, Chief Operations Officer, PDI Medical

Bradley Carlson, PharmD, Principal Consultant, CannaRPh, LLC

**Pharmacist and Pharmacy Technician Learning Objectives:**

Upon completion of this activity, participants will be able to:

1. Describe the unique challenges and opportunities for pharmacists in the medical cannabis industry.
2. Discuss the health benefits and possible side effects for patients using medical cannabis for health- related conditions.
3. Evaluate the business dynamics and opportunities of the medical cannabis industry and the growth curve of medical cannabis.

**Slides and resources to share with your team can be found at** [www.ncpanet.org/convention](http://www.ncpanet.org/convention)

**Disclosures:**

Joseph Friedman is receiving an honorarium for this presentation. The conflict of interest was resolved by peer review of the slide content.

Bradley Carlson is receiving an honorarium for this presentation. The conflict of interest was resolved by peer review of the slide content.

NCPA’s education staff declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

**What do you want to walk away with from this session?**

**Notes:**

**Take-Away Points:**

**Questions that I have:**

**Speaker Bios:**

**Joseph Friedman**, R.Ph. MBA, is the founding member, principal, and COO at Professional Dispensaries of Illinois, (PDI) Medical LLC. In 2014, he successfully submitted an application and was awarded one of sixty licenses to open a medical cannabis dispensary in Illinois. He has a pharmacy degree from the University of Illinois College of Pharmacy, and a MBA from Illinois’ Lake Forest Graduate School of Management.

He was Director of Pharmacy at Topco Associates LLC, and was Senior Director of Pharmacy Marketing at the Nash Company in Minneapolis.

Friedman has become a content expert in the scientific, legal, social, political, and financial challenges facing U.S. entrants in the burgeoning medical cannabis industry. He has contributed to several published articles in the Chicago Tribune, Pharmacy Practice News, Crain’s Chicago Business, TheStreet.com, The Daily Herald and the UIC College of Pharmacy newsletter. In the July 2017 issue of Drug Topics, PDI Medical, was featured for it’s historical pharmacy student clinical rotation program. This article has been syndicated in healthcare trade journals across the country.

Friedman works tirelessly to advocate for pharmacists’ involvement in our nation’s medical cannabis industry, and is a Board of Director member of MCAI (Medical Cannabis Alliance of Illinois). MCAI is the predominant medical cannabis trade organization representing cultivation centers and dispensary organizations that are licensed by the State. MCAI strives to promote the medicinal benefits of cannabis to healthcare professionals, and the safe access and delivery of medical cannabis to Illinois patients.

**Bradley Carlson** attended Minnesota State University, Mankato and graduated in 2001 with a bachelor of science in microbiology and minor in chemistry. In 2009, he graduated with his doctor of pharmacy from the University of Minnesota, Twin Cities. He completed his residency with an emphasis in emergency medicine at Mercy Hospital in Coon Rapids Minnesota. Brad pioneered the emergency department pharmacy program at Park Nicollet Methodist Hospital in St. Louis Park Minnesota and worked extensively as and ER pharmacist. In the fall of 2014, Brad joined LeafLine Labs, one of Minnesota’s two medical cannabis growers/extractors/distributors, to author its application and later launch its vertically-integrated program. Brad served as Chief Pharmacist and VP of Pharmacy Operations with LeafLine Labs from its inception, through the Minnesota state rollout of its medical cannabis program in July 2015 and into March 2016. Brad continues to work as an ER pharmacist at Methodist Hospital in St. Louis Park, Minnesota, and as a pharmacist consultant for PDI Medical, a medical cannabis clinic and dispensary in Buffalo Grove, Illinois. He has partnered with other experienced cannabis pharmacists to create CannaRPh, LLC, a consulting firm created by pharmacists to innovate and expand the medical cannabis industry. He has spoken at several state and national meetings, including ACCP Annual Meeting, regarding medical cannabis, and continues to be an advocate for the advancement and legitimization of cannabis as medicine.