

What Physicians Don't Know about MMJ is Killing Your Business



Clinical Realities of MMJ for Cancer in the USA – Topline Results



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Research
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MMJinsights™

FINDINGS FROM REPORT ISSUED NOVEMBER 2018

Cannalytic Insights collects data about the medical marijuana market. The surveys are designed to provide a better understanding of the attitudes of patients and healthcare professionals toward medical marijuana. In addition, we explore the current informational and logistical hurdles that patients must overcome in order to find the strain and/or method of consumption that best suits their needs.

Who is Cannalytic Insights, LLC?

Cannalytic Insights brings to the medical cannabis field consultants with decades of experience launching and marketing multiple, billion-dollar pharmaceutical brands.

The growing social acceptance of cannabis as a legitimate treatment option for a variety of medical conditions has, to-date, outpaced scientific research and regulatory approval.

For pharmaceuticals, advances are guided by scientific research and regulatory oversight in addressing distinct clinical needs. For medical cannabis, this model has been thrown on its head.

In prescribing pharmaceuticals, physicians will only turn to a drug if they have a clear expectation of the product's efficacy, safety profile, and impact on the patients' lives. While many will admit that they may not have a complete understanding of the mechanisms of action and impact of a drug, they nonetheless assure that their decisions come from a well-established context and are based on sound science.

Conversely, in considering medical cannabis as a legitimate treatment for a patient, most physicians in today's environment are driving blind. As such, physicians are left to relying on anecdotal evidence and a trial-and-error process.

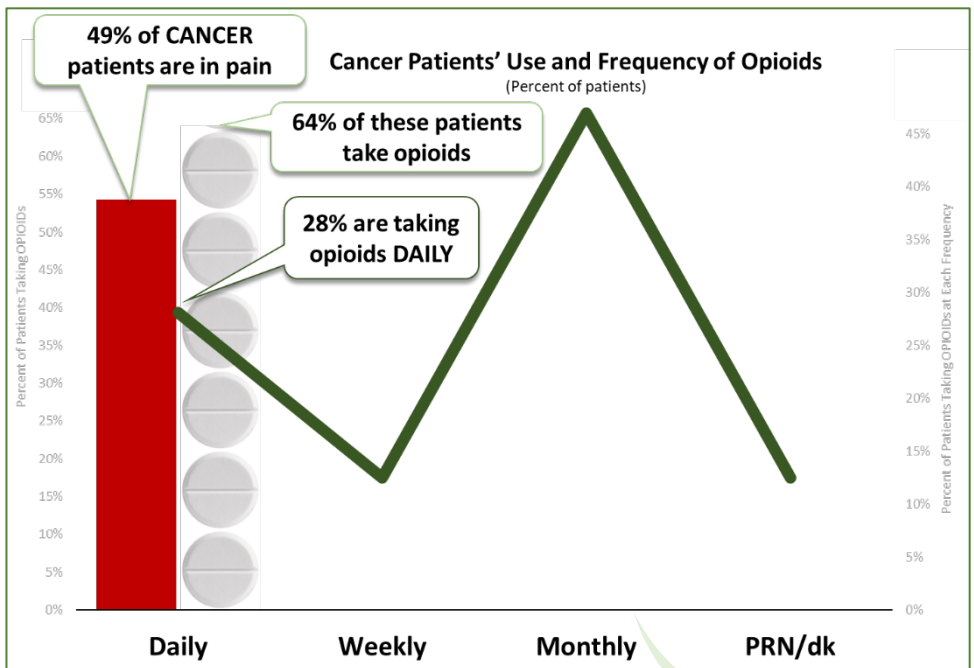
Cannalytic Insights is dedicated to legitimizing cannabis and cannabis extracts for medical use and bridging the gap between the MMJ industry and its consumers and medical professional customers.

USE OF MEDICAL MARIJUANA BY CANCER PATIENTS

The following data was drawn from a survey of 92 patients with cancer and 87 Oncologists (ONCs) in states where MMJ is legal.

Frequently, cancer patients must cope with many physical issues from both their cancer and the anti-malignancy treatments they are receiving. Some of the most common of these issues are, nausea/vomiting, loss of appetite, and pain.

In a survey of 92 patients actively being treated by an ONC for cancer, half (49%) say they experience pain. Nearly a third (30%) of these patients attribute this pain directly to their cancer and/or treatments. As a result, nearly two-thirds (64%) of the cancer patients experiencing pain are taking an opioid. Conversely, less than one-third (30%) of cancer patients are using MMJ for pain.





Global Marketing Research

- ❖ Over 25 years in pharmaceuticals/medical research
- ❖ Research conducted over product lifecycle
- ❖ Research conducted in 50 countries
- ❖ Qualitative, quantitative, forensic analysis, consulting
- ❖ Methodologies suitable for various healthcare targets

Marketing Consultation

- ❖ Over 30 years in pharma/biotechnology marketing, new product planning, strategy, and analytics
- ❖ Expertise in exploring market gaps and translating data into insights
- ❖ Intellectual curiosity and objectivity resulting in practical recommendations and solutions
- ❖ Hands on “know how” to navigate the course of the business lifecycle

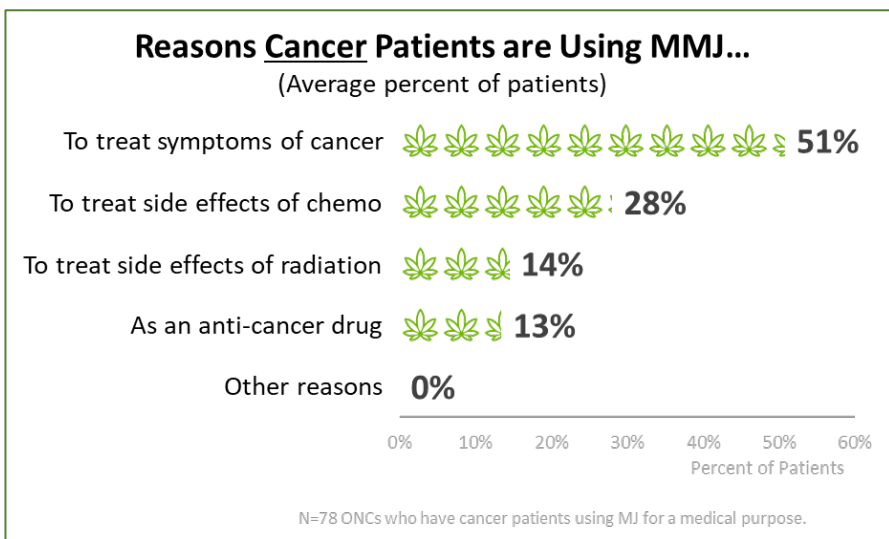
Syndicated Studies

- ❖ Designed to better understand the attitudes of patients and healthcare professionals towards medical marijuana.
- ❖ Current report focuses on Cancer and Pain Management in the USA
- ❖ Future reports to include Canada, Europe, as well as additional medical categories
- ❖ **Ask how you can get your questions in our next survey**

ONCs were asked about the use of MMJ among their cancer patients. These physicians estimate that over the past 3 months, they have had an average of 49 cancer patients who are using MMJ for a medical purpose (vs. recreational use). In addition, these ONCs report that half (51%) of these patients are using MMJ to relieve symptoms directly related to their malignancy, and one-third (32%) are using MMJ to relieve symptoms from their anti-malignancy treatment.

Of note, only half (52%) of the cancer patients who are using MMJ say they talked with their oncologist prior to using MMJ. ONCs report that they treat up to 7-8 patients per month who start using MMJ without first consulting with them.

When asking cancer patients why they would not discuss MMJ with their oncologist prior to using MMJ, over half (57%) say they did not see any reason to do so, while over one-third (36%) say they feared their oncologist would not approve.



This unauthorized use of MMJ by cancer patients may have grave consequences for their ability to eliminate their malignancy. An example of this is the rise in immunotherapy to treat cancer. According to the National Cancer Institute: *immunotherapy is becoming an appealing and attractive strategy among different therapeutic options over the past years and has showed its power against malignancies. It utilizes the body's immune system to induce anti-tumor response and thus cancer can be defeated.*

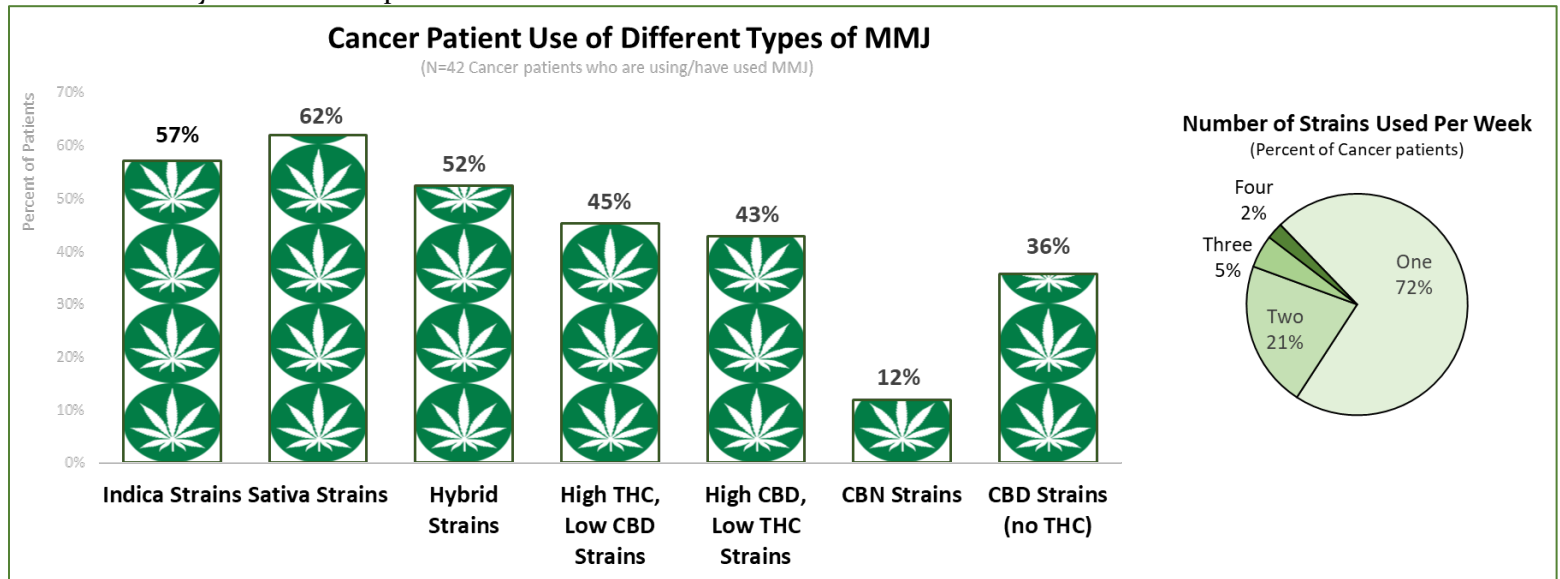
What is unknown is how MMJ's immunomodulating qualities (via THC) will impact immunotherapy. For successful treatment ONCs must know about patients' use of any medication or nutraceutical that may impact prescribed anti-malignancy agents.



Other consequences of cancer patients using MMJ without the knowledge of their oncologist may come about due to the anti-inflammatory and/or anti-malignancy effects of MMJ. Neither of these potential benefits have been studied in a way to guide oncologists' treatment decisions for treating cancer. Two-thirds (68%) of oncologists surveyed say that the lack of clinical studies is a primary barrier to their recommendations for MMJ.

MMJ-using cancer patients report having used a variety of strains of cannabis, with sativa, indica and hybrid strains having been used by more than half of patients. Low THC strains have been used much less frequently by cancer patients. The majority (72%) of MMJ-using cancer patients use only one strain per week, but over one-fourth (28%) are using 2 or more strains in a week.

There is a clear need for better education for physicians and cancer patients alike to better guide their decision to recommend and use MMJ, respectively. The need to know what strains or concentrations of THC should be used is necessary to avoid complications with cancer treatments.



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- Comprehensive understanding of global legal and regulatory issues in the medical market in over 50 countries
- Guiding clinical trials so that outcomes are compelling and actionable



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