



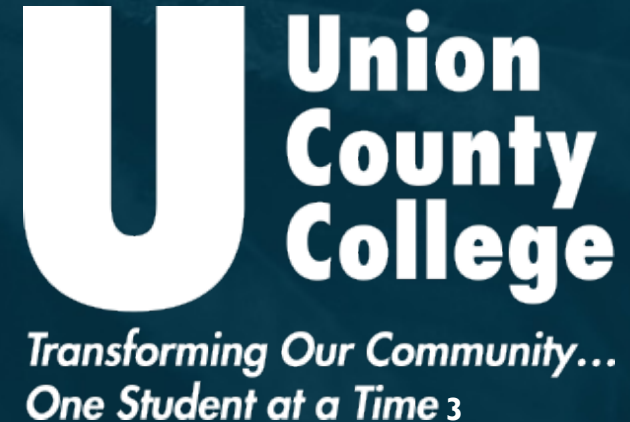
Module 5
Dispensary Training

A Few Things

- Final Test, live at 9pm tonight
- Due Wednesday 10/27 at 9pm.
- Certificates will be emailed within 2 weeks



Presented in Partnership with Higher Education



Module 5

Spencer Belz

- Allotments
- Operations
- NJMMP Portal and POS



Alan Ao, PharmD Rph

- Optimizing the patient experience
- Understanding the industry





What to Know as a Dispensary Attendant
by Spencer Belz

Retailer Authorized Conduct



- Acquire usable cannabis from cultivators or retailers;
- Obtain cannabis products and related supplies, including paraphernalia;
- Acquire Possess, display, transport, and transfer usable cannabis;
- Distribute, supply, sell, usable cannabis to consumers, retailers, or delivery services. (N.J.A.C. 17:30-12.8).

Prohibitions Applicable To All Cannabis Businesses

- (a) No cannabis or alcohol consumed on the premises,
- (b) No sales of food, beverages, alcohol or tobacco on the premises,
- (c) No one under the age of 21 allowed within the premises, unless the individual is accompanied by and supervised by a parent or legal guardian or is otherwise permitted by law.
- (d) A cannabis business shall not use, display, advertise, or operate under any alternate name.

21 yrs + only

**** A cannabis retailer shall not allow persons under the age of 21 to purchase cannabis items******

License Holder Requirements

• CANNABIS BUSINESS OPERATIONS MANUAL

- Each cannabis business shall develop, implement, and maintain on the premises an operation manual that addresses, at a minimum, the following:
 1. Adverse Event Reporting;
 2. Quality assurance and quality control;
 3. Recall of cannabis items as needed or directed;
 4. Packaging and Labeling of cannabis items;
 5. Inventory Control, Storage, Diversion Prevention;
 6. Waste Disposal, Sanitation;
 7. Accounting and tax compliance; and
 8. Reporting of test results, as applicable, based on the class of license sought.
 9. Hours of operation and after-hour contact information;
 10. Fee schedule;
 11. Confidentiality and privacy standards regarding cannabis business operations and consumers, as applicable;
 12. For a cannabis retailer, criteria for refusing service to a consumer pursuant to unacceptable behavior; and
 13. Procedures for ensuring consumers comply with cannabis business age verification policies.

• CANNABIS BUSINESS RECORDKEEPING

- A cannabis business shall maintain a complete and accurate confidential record of all sales of usable cannabis or cannabis products, including the cannabis business to whom the cannabis item is sold, if applicable, and the quantity, variety, form, and cost of the cannabis item.
- Maintain business records including manual or digital records of assets and liabilities; monetary transactions; and journals, ledgers and supporting documents, including agreements, checks, invoices and vouchers, that the cannabis business keeps as its books of accounts.
- Retain every written report from a testing laboratory for any cannabis item that the cannabis business cultivated, manufactured, or sold to a consumer.
- Maintain personnel records

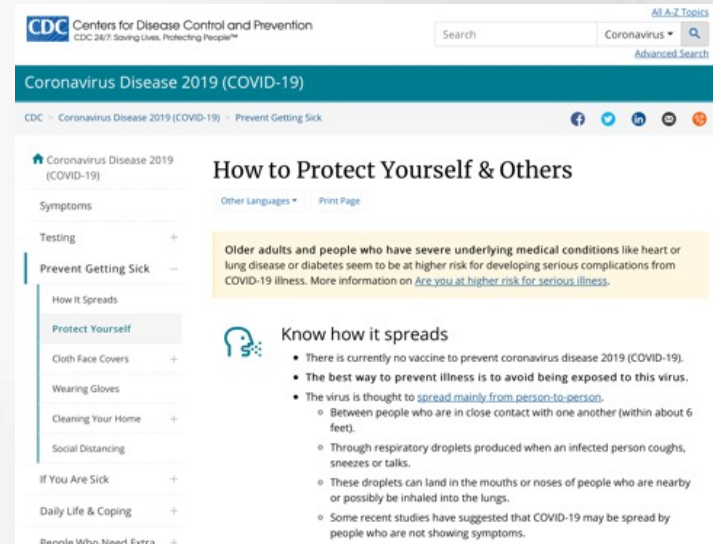
• SECURITY

- Each cannabis business shall provide effective controls and procedures to guard against unauthorized access to the premises or the business's electronic systems; theft, and diversion of cannabis. Such controls may include but are not limited to systems to protect against electronic records tampering
- The security alarm system and video surveillance system pursuant to paragraph (b) shall be continuously monitored, 24 hours a day, seven days a week.

ATC Operations During COVID-19

ATC Changes and Challenges

- Reducing hours due to lack of staffing
- Offset shifts to reduce employee interaction
- Halt employee travel
- Increase social distancing in work areas
- Increase cleaning contractor services
- Implement PPE and sanitation protocols
- Curbside / Drive Up services
- Online Ordering
- Phone Consultation



Abide by the most recent and updated information issued by:
Center for Disease Control (CDC);
World Health Organization (WHO);
NJ Department of Health

- Downplay 4/20 and promotions
- Limit dispensary visits.
- Disinfect station/desk/lobby/bathrooms
- Use hand sanitizer between each transaction.
- Complete employee symptom survey every morning before clock in.
- Stay home when sick.

Changes Issued By the NJMMP

- Curbside / Drive Up service permitted
- Expedited employee onboarding
- Waiver of patient consultations
- Waiver for volume-based discounts

Telecommunication and Patient Consultations

Allowing patients to communicate with physicians for

- Onboarding consultation to enroll in program
- Allotment renewals
- Advice and follow ups with physicians

Dispensary Communication

- Onboarding consultation for new patients
- Questions/assistance for patients
- NJMMP Card sign up/renewal assistance

BREAKING

HEALTH & WELLNESS

POLITICS

Permanent Marijuana Telemedicine Bill Signed into Law



By Dan Ulloa

🕒 JUN 25, 2021

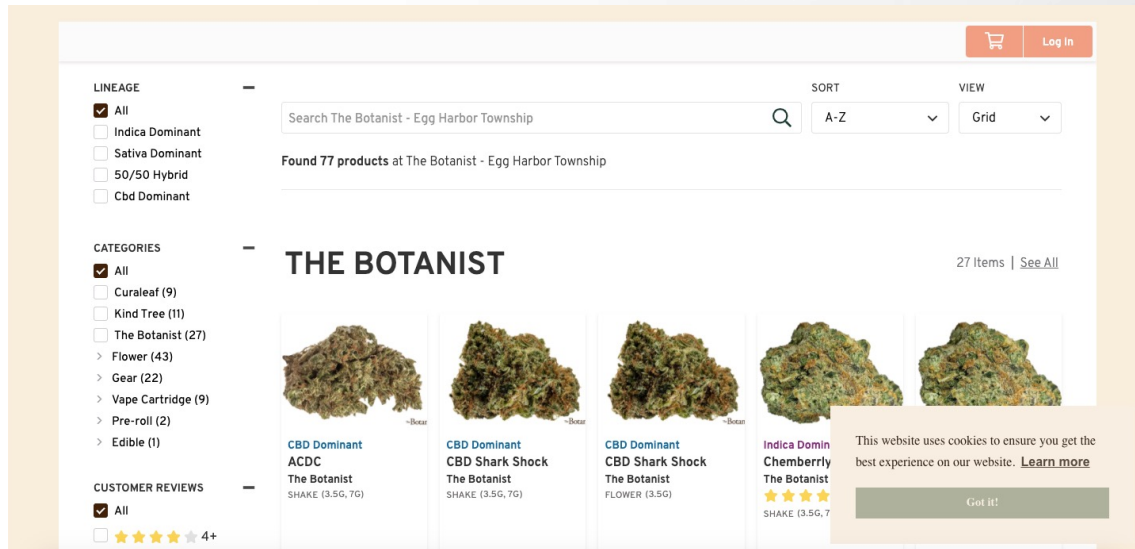
🏷️ cannabis legalization, medical cannabis, medical marijuana, NJ Cannabis

Online Ordering in NJ Dispensaries

Allowing patients to schedule their pickup date and time, reserve specific product online, then pick up and pay curbside or in-store.

Patients will check in at reception like normal, informing the attendant they have an online order

- Enter express lane
- Get called in to next available attendant
- Confirm products on order
- Pay, and on their way!



*Former Curb Side Procedures

- Patient parks in designated Online Ordering spot
- Uses link in confirmation text to Check In
- Attendant visits vehicle
 - Confirm products
 - Confirm Order Total
 - Collect payment

Curbside Sales

Prior to initiating curbside retail sales, the business shall seek approval from the Commission on, standard operating procedures regarding:

- Taking cannabis item orders, verifying photographic identification, and receiving payment;
- Logging transactions in the Commission-designated inventory management system, and, as applicable, the internal inventory management system; and
- Security needed to accommodate curbside retail sales.

When a cannabis retailer conducts curbside retail sales:

- A consumer shall place an order in advance;
- Usable cannabis and cannabis products shall be labeled in the cannabis retailer's premises prior to retail sale on the exterior of the facility;
- Provide the consumer with an approximate pick-up time to reduce traffic around the premises;
- Conduct an in-person visual verification of the consumer's photographic identification.
- Log each transaction in the Commission-designated inventory management system;
- Conduct each transaction in a secure and monitored manner.

The cannabis retailer shall notify the municipality in which it is located and local law enforcement that it intends to conduct curbside retail sales.



Allotments & Things Patients Need to Know:

- Only registered patients and caregivers are allowed into ATC.
- Patients can purchase up to 3 ounces every 30 days – depending on their physician's recommendation.*
- Patients **MUST** have a valid card, and a current recommendation with an available allotment to purchase.
- A patient that is a minor **MUST** have their registered caregiver with them to make a purchase.

**Patients with the qualifying conditions Terminal Cancer or Terminal Illness may purchase more than their doctors recommended allotment. They have no limits.*



Tracking Product and Patient Allotment

The NJMMP Registry enables the NJ Department of Health to check that patients have not purchased more than their monthly allotment.

Patients Profile

- Check Allotment
- Change ATC
- Past Purchases

ATC LOG IN

- ATC's are required to update and maintain this Registry.
- ATC's are required to check patient allotment.
- ATC's may not dispense over that amount.

State of New Jersey
Medicinal Marijuana Program

Search All Patients

Patient Search

Registration
Reports
System Admin
Welcome Page
Logout

Patient Review

REGISTER HISTORY | PHYSICIAN HISTORY | RETURN

Patient Information

Registry ID: 1
Last Name: 1
Birth Date: 1
Middle Name:
Age: 30 Years 0 Months

Physician and ATC Information

Phy Name: DELLABADIA, CARL
Phy Address: 6712 WASHINGTON AVE, BIGG HARBOR TWP NJ 08234
Current ATC: Compassionate Care Foundation Inc, 8000 HARBOR TOWNSHIP
Phy Phone: 609-600-7286
Next Visit Date: 07/15/2018
Days before visit: 8

Physician Visits

Physician Name	Effective From Date	Effective To Date
DELLABADIA, CARL	07/27/2017	10/24/2017
DELLABADIA, CARL	11/16/2017	03/16/2018
DELLABADIA, CARL	04/16/2018	07/16/2018

ATC Visits

Purchase Period	30DaysQty	Purchased	Amount Remain	Action
04/16/2018-05/15/2018	1 OUNCE	1 1/8 OUNCE	1 1/8 OUNCE	View
05/16/2018-06/14/2018	2 OUNCE	0 OUNCE	2 OUNCE	View
06/15/2018-07/14/2018	2 OUNCE	0 OUNCE	2 OUNCE	View

PURCHASE HISTORY | ATC HISTORY

ID Check BEFORE Sale To Patient/Consumer

1. Before allowing entrance to a cannabis retailer AND
 2. Prior to selling or serving cannabis items to a consumer
 3. The cannabis retailer shall examine photographic identification and confirm the consumer is at least 21 years old.
- United States or another Country's Passport.
 - Motor vehicle driver's license with a picture.
 - A New Jersey ID card issued by the New Jersey DMV.
 - ID card issued by another state of the United States with a picture, name, date of birth, and a physical description.



Consumer Privacy

A consumer is not required to provide a cannabis retailer with personal information other than government-issued identification in order to determine identity and age.


Retailers shall not collect or retain any personal information.


Retailers shall not keep a copy of the consumer's photographic identification.

Confirming Patient Allotment

← → ↻ njmmp.nj.gov/njmmp/jsp/phyAndAtcVisits.jsp?fromATCPatSearch=sub9

Apps

**State of New Jersey**
Medicinal Marijuana Program



Search ATC Patients

Patient Search

- Organization
- Reports
- System Admin
- Welcome Page
- Logoff

Patient Review STATUS HISTORY PHYSICIAN HISTORY RETURN

Patient Information

Registry Id:
Last Name: ne:
Birth Date: ars 10 Months

Physician and ATC Information

Phy Name:
Phy Address:
Current ATC:

Patient » Caregiver » Documents » Cards » Addresses » **Phys & ATC Visits »** Personal »

Physicians Visits

Physician Name	Effective From Date	Effective To Date
	07/24/2019	07/17/2020
	03/20/2019	06/17/2019
	12/06/2018	03/05/2019

ATC Visits

Purchase Period	30DaysQty	Purchased	Amount Remain	Action
02/19/2020-03/19/2020	3 OUNCE	0 OUNCE	3.0 OUNCE	View New
03/20/2020-04/18/2020	3 OUNCE	0 OUNCE	3.0 OUNCE	
04/19/2020-05/18/2020	3 OUNCE	0 OUNCE	3.0 OUNCE	
05/19/2020-06/17/2020	3 OUNCE	0 OUNCE	3.0 OUNCE	

View patient's allotment for current 30 day period. Ensure they are within the current period and have at least 1/8 (0.125 Oz) available.

After purchasing at an ATC, the amount the patient purchased is deducted from their allotment by the Attendant who served them.

Retail Sales – No More than 1 Oz



Retailers shall not sell more than 1 ounce of cannabis to consumers.

1. or the equivalent of more than one ounce as a cannabis-infused product in solid, liquid, or concentrate form; or
2. more than five grams of cannabis concentrate; or
3. any combination thereof not to exceed one ounce.

Retailers shall make a good faith effort to prevent a consumer from exceeding one ounce of usable cannabis in multiple sales transactions.

Entering the Patient's Transaction

← → ↺ njmmp.nj.gov/njmmp/GetPatientServlet

**State of New Jersey
Medicinal Marijuana Program**

Search ATC Patients**Patient Review****STATUS HISTORY****PHYSICIAN HISTORY****RETURN**

Patient Search**Organization****Reports****System Admin****Welcome Page****Logoff**

Patient Information
Registry Id: [REDACTED]
Last Name: [REDACTED]
Birth Date: [REDACTED]

Physician and ATC Information
Phy Name: [REDACTED]
Phy Address: [REDACTED]
Current ATC: [REDACTED]

Patient »**Caregiver »****Documents »****Cards »****Addresses »****Phys & ATC Visits »****Personal »**

New ATC Visit
ATC Name: The Botanist , EGG HARBOR TOWNSHIP
Purchase Period: 05/19/2020-06/17/2020
Qty For 30 Days: 3 OUNCE
Purchase Up to Date: 0 OUNCE
Visit Date: 05/21/2020
*** Product Amount:** [Dropdown]
Received by: ☒ Patient
SUBMIT **RETURN**

Record the patient's total weight purchased into the registry before they are handed their bag to leave.

This ensures that they have had their purchase confirmed before leaving the building with their product.

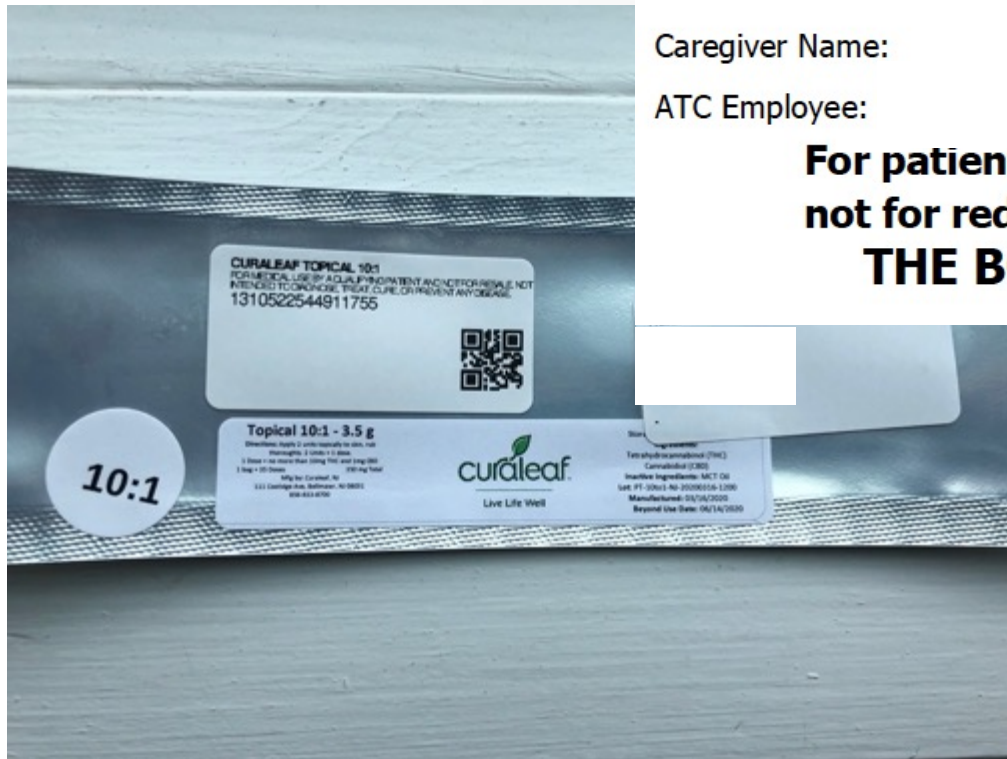
This also ensures that the patient will not purchase more than their set allotment from that facility or any other.

Affix the Label

NJ Department of Health & Senior Services Medicinal Marijuana Program

Patient Name: [REDACTED] Dispensing Date: 05/19/2020
Address: [REDACTED] Patient ID # 2 P
Caregiver Name: [REDACTED] Caregiver ID #: [REDACTED]
ATC Employee: [REDACTED] id [REDACTED]

**For patient medicinal use only,
not for redistribution or resale.
THE BOTANIST - EHT**



Cash Handling & Cash Recording

- Most cannabis establishments are generally unable to except credit cards.
- Alternative options to cash are becoming more widely available.

Cash Handling, Best Practices include:

- Count your own drawer at the beginning of your shift and confirm the opening amount.
- When accepting cash and returning change back to a patient, count the money out loud, clearly, and in full view of the patient and cameras.
- If closing out your register, do not count in front of patients.
- If accepting checks, ensure the check is made out appropriately, written legibly, dated, signed, and in the correct amount.
- Supervisors / Managers may be performing drops and reconciliations throughout the day, coordinate appropriately and know the policies of your workplace.

Still stuck: Disconnect between state, federal laws leaves cannabis industry in banking limbo even as N.J. market draws near

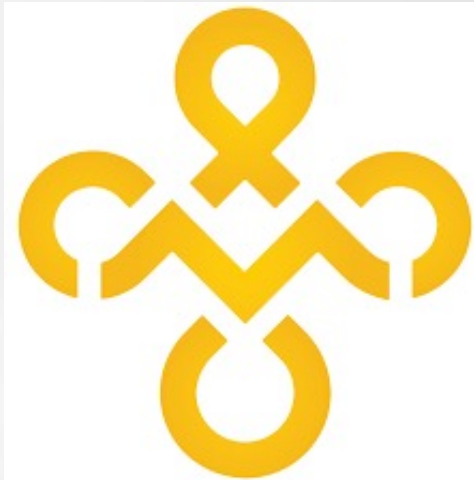
Focus On ...

By **Brett Johnson** (Westfield) - June 15, 2021



Designated Inventory Tracking System

The Commission may require all ATCs and cannabis businesses to use the inventory tracking system designated by the Commission to track the cultivation, manufacturing, distribution, storage, transportation, and retail sale of medical cannabis.

The logo for deacom, featuring the word "deacom" in a bold, blue, sans-serif font with a registered trademark symbol.The logo for LeafLogix, featuring the word "LeafLogix" in a green, sans-serif font. Below it, in a smaller, black, sans-serif font, is the text "SEED-TO-SALE CANNABIS ERP".

Completing a Transaction in BioTrack

BioTrackTHC - The Botanist EHT By CCF - Terminal 25 - Tims Office - User timweigand

File Growhouse Inventory Sales Options Compliance Marketing Administration Theme Help

Inventory Customers Reports Timeclock Messages

No Customer Selected Limit

Lookup

Item	Price	Quantity	Tax	Total
------	-------	----------	-----	-------

Subtotal Tax Total

Categories

- Accessories
- BULK Flower
- Discounts
- Extract - 3.5g
- Favorites
- Flower
- Flower - 3.5g
- Flower - 7g
- Pre-rolls
- Pre Rolls
- Shake - 3.5g
- Shake - 7g

Shortcuts

- New Customer
- Customer Lookup
- Products
- Discounts
- Payout
- Close Cash

Check-in

Customer	Wait
*Kevin J	2 min
*Tony S	0 min

I. Check Patient In

- Enables dispensary to keep track of individual patients and entire lobby
- Report on average wait time, number of patients per day, etc

2. Confirm Patient Information

Customers
New Customer

Search Search

Basic Info More Info Marketing

☒ Customer Consent to Retain Contact Information

Last First Kevin
Middle Phone
Birthday Email kevinj
Cell Carrier
MMJ Card Exp 12 / 31 / 2021
DL # Exp
Referral Member Standard Memb
Discount 10% Since 2 / 22 / 2020

☐ Is a Care Giver

Update Clear Checked-in

History Notes Conditions Caregiver

Item	Quantity
05/14/2020	
MAZAR - BUD - 3.5g	1
CRITICAL MASS - BUD - 3.5g	1
JACK 22 - BUD - 7g	1
05/07/2020	
CANDY RAIN - BUD - 3.5g	1
THE PROPHET-BUD - 7g	1
Jack 22 - BUD - 3.5g	1
Jack 22 - BUD - 3.5g	1
CITRUS SAP - BUD - 3.5g	1

Print Ticket Print Labels Print History

Documents
Open Scan Scan ADF Print Export Upload Clear

Files
New
02/22/2020
MMP/DL

Title: MMP/DL

New Jersey Department of Health
Medical Marijuana Program
KEVIN J
DOB: 09/16/1981
Patient ID: 1
Caregiver ID:
Issued: 12/01/2019
Expires: 12/31/2021
Patient

NEW JERSEY
AUTO DRIVER LICENSE
CLASS D
08-16-2022

Zoom In Pop-Out Rotate Zoom Out

- Match NJMMP Card in hand to patient card and info on file.
- Huge issue if product is rung up under wrong patient name.
- Watch out for same names.

3. Ring up order

BioTrackTHC - The Botanist DHT By CCF - Terminal 25 - Tims Office - User timweigand

File Growhouse Inventory Sales Options Compliance Marketing Administration Theme Help

Inventory Customers Reports Timeclock Messages

Kevin [REDACTED] Limit 64.05 g

Lookup [REDACTED]

Item	Price	Quantity	Tax	Total
CHEM 4 OG - BUD - 3.5g	55.33	1	6.625%	53.09
10% Member Discount	(5.53)			
CHEM 4 OG - BUD - 3.5g	55.33	1	6.625%	53.10
10% Member Discount	(5.53)			
MANGO - BUD - 3.5g	55.33	1	6.625%	53.10
10% Member Discount	(5.53)			
MANGO - BUD - 3.5g	55.33	1	6.625%	53.10

Subtotal \$278.54 Tax \$18.44 Total \$296.98

62% of people who bought similar items also bought JACK 22 - SHAKE - 3.5g

Categories

- Accessories
- BULK Flower
- Discounts
- Extract - 3.5g
- Favorites
- Flower
- Flower - 3.5g
- Flower - 7g
- Pre-rolls
- Pre Rolls
- Shake - 3.5g
- Shake - 7g

90s DUTCH - SHAKE - 3.5g

ACDC - SHAKE - 3.5g

BLUEBERRY KUSH - SHAKE - 3.5g

BUBBA TANG - Pre Rolls - 3.5g

CBD SHARK SHOCK - SHAKE - 3.5g

CHEM 4 OG - SHAKE - 3.5g

CHERRY LIME HAZE - SHAKE - 3.5g

CINDERELLA 99 - SHAKE - 3.5g

CRITICAL MASS - SHAKE - 3.5g

FIRE ALIEN ROMULAN - SHAKE - 3.5g

FROSTY KUSH - SHAKE - 3.5g

GOLDEN LEMONS - SHAKE - 3.5g

JACK 22 - SHAKE - 3.5g

JACK HERER - SHAKE - 3.5g

JERSEY BLUE - SHAKE - 3.5g

KONG - SHAKE - 3.5g

Shortcuts

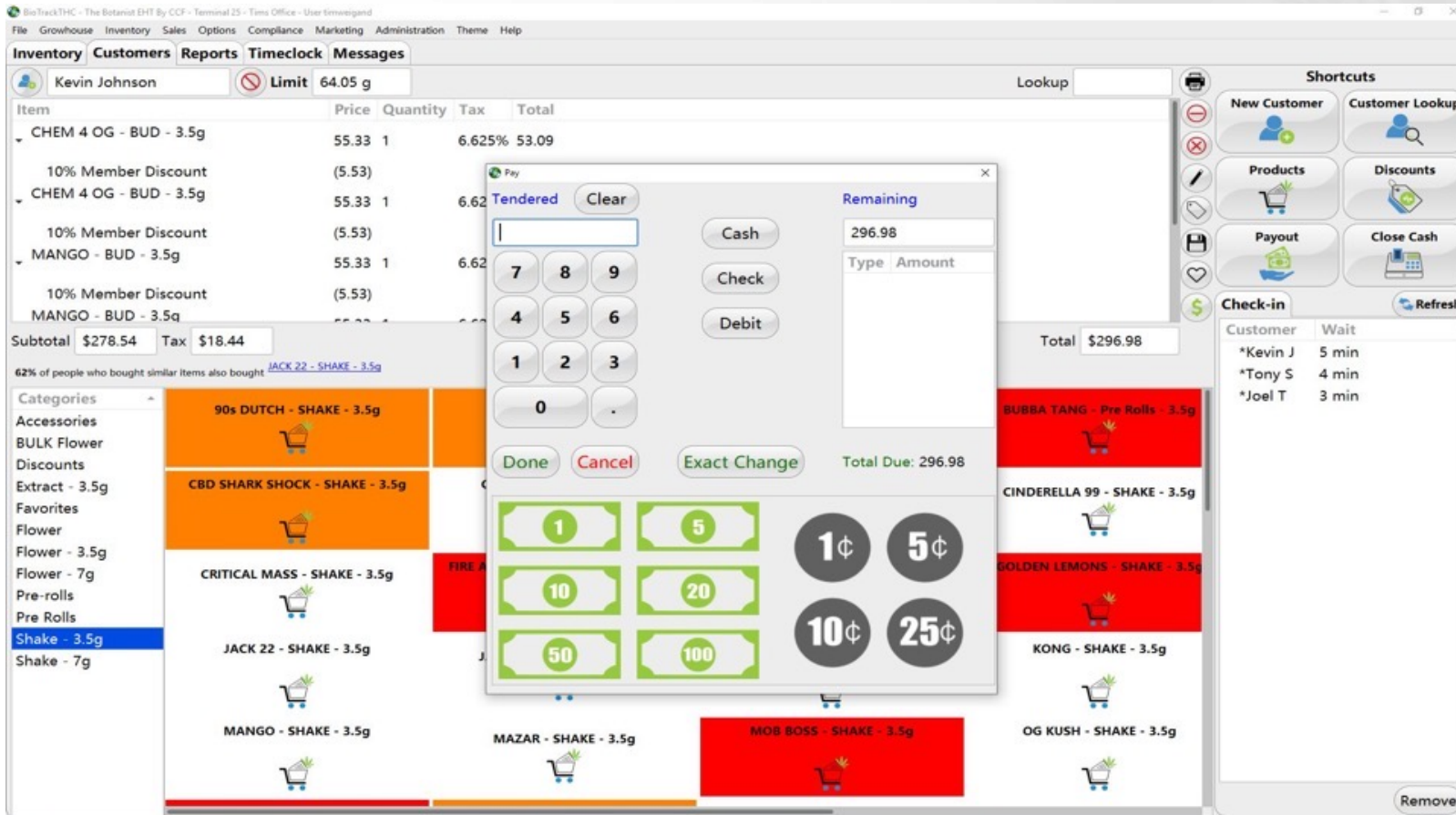
- New Customer
- Customer Lookup
- Products
- Discounts
- Payout
- Close Cash
- Check-in
- Refresh

Customer Wait

Customer	Wait
*Kevin J	3 min
*Tony S	2 min
*Joel T	1 min

- Scan individual items onto order.
- Confirm information printed on jar matches POS.
- Apply patient label as printed.
- Place in bag.

4. Collect tender & Give change



- Confirm products and order
- Review order total
- Receive tender
 - Cash
 - Debit Card (cashless ATM)
 - Check
 - CanPay
- Return change, receipt, and labelled products in bag

All Receipts Retailers Must Include:

The business name, address,
license number, and telephone
number.

The date of sale.

List the cannabis items
purchased and their purchase
price.



Security is Imperative and Unique



- Security Logs
- Communication with police
- Emergency Response
- Perimeter Security
- Video Surveillance
- Alarm Monitoring
- Access Control
- Product Storage
- Product Receiving
- Product Disposal
- Cash Management

Transportation of Cannabis Products

A cannabis business may securely transport cannabis items to another cannabis business or use a licensed cannabis distributor.

A license-holder may transport between multiple premises or to another cannabis business in the state using a delivery vehicle.

A cannabis business shall ensure each delivery vehicle is equipped with:

1. A secure lockbox or secure cargo area.
2. A Global Positioning System (GPS) device for identifying the location of the vehicle **AT ALL TIMES** while in operation and provide location to Commission on Request.
3. The GPS device shall remain active and in the possession of the staff member at all times.
4. Functioning heating/air conditioning to maintain correct temperatures for storage of cannabis.



Linxup GPS Car Tracking Device

★★★★★ | 5,000+ Reviews | 🚗 In Stock

\$29.99 Special pricing is available for volume orders.

Manage entire fleets or track an individual with Linxup GPS plug-in trackers. Our plug-in GPS tracker easily snaps into the OBDII port (typically found under the steering column in most vehicles).



Storage

Usable cannabis that is ready for sale shall be stored in a locked area.

Access to storage areas shall be limited to the minimum number of authorized personnel necessary to maintain safe and orderly operations.

The above authorized personnel shall be identified in operating procedures.

When necessary for visitors to be present in or passthrough storage - adequate observation by authorized personnel shall be provided.

§ 17:30-9.12 ACCESSABILITY OF CANNABIS ITEM
STORAGE AREAS



All cannabis items shall be stored in an enclosed indoor, locked area pursuant to N.J.A.C. 17:30-9.12 where access to such area is limited to an owner, principal, employee, volunteer, of a license-holder or staff members of a license-holder's management services contractor that possesses a Cannabis Business Identification Card when acting in their official capacity.

§ 17:30-12.7 CANNABIS RETAILER STORAGE

Inventory

Business must utilize the inventory tracking system designated by the Commission pursuant to N.J.A.C. 17:30-3.12.

AND

Establish inventory controls and procedures;

Update product inventories on at least a daily basis;

Conduct a **monthly inventory audit;**

Conduct a comprehensive **annual inventory audit** at least once every year;

Promptly transcribe inventories.

The Inventory Record conducted pursuant to this section shall include:

1. the date,
2. a summary,
3. and signature and title of the persons who conducted the inventory.

Inventory Loss

Upon becoming aware of a reportable loss, discrepancies identified during inventory, diversion or theft:

1. Immediately notify appropriate law enforcement authorities by telephone.
and
2. Notify the Commission no later than three hours after discovery of the event.

The cannabis business shall notify the Commission within 24 hours by telephone, followed by email notification within 5 business days of any of the following:

1. An alarm activation or other event that requires response by public safety personnel;
2. A breach of security;
3. The failure of the security alarm system due to a loss of electrical support or mechanical malfunction that is expected to last longer than eight hours; and

Corrective measures taken, if any.

Standard Operating Procedures For Receiving And Recording Complaints Shall Include:

1. Process for submission of a complaint to the cannabis business;
2. Procedure for notifying all cannabis businesses that participated in the supply chain of the product identified in the complaint;
3. A procedure for reviewing the complaint;
4. A procedure for investigating the complaint;
5. A procedure for the review and approval of the findings by cannabis business personnel that are responsible for quality control; and
6. A procedure for follow-up action of any investigation performed and a response to the complainant.

Complaints

Business shall have procedures for complaints involving adverse events, including:

- Collecting data necessary to investigate the adverse event,
- Identifying the consumer who is reported to have experienced the adverse event;
- The initial reporter of the adverse event,
- The specific cannabis product used, if known, including batch or lot number,
- A description of the adverse event based on information received,
- Adverse events shall be reported to the Commission within 48 hours.

Recall Plans:

Develop and maintain procedures identifying factors which necessitate a recall procedure, including:

- Personnel responsible for initiating and implementing a recall;
- Notification protocols, including as required by N.J.A.C. 17:30-9.16; and
- Receipt, handling, and disposition of returned usable cannabis or cannabis products.

Establish and maintain standard operating procedure for publicly communicating a recall of usable cannabis, including:

A mechanism to contact all consumers who have, or could have, obtained the cannabis

This communication must include information on the procedure for return of the recalled product and an offer to pay reimbursement.



BREAK

Optimizing the Patient Experience
by Dr. Alan Ao, Rph

The Bigger Picture - Differences

<u>Pharmacy</u>	<u>Dispensary</u>
Viewed as “traditional” medicine	Viewed as “alternative” medicine
Physician>Pharmacist>Patient dispensing loop	Patient’s have full autonomy in product selection
Clear, uniform clinical guidelines	Lack of uniform, established guidelines
Prescription drugs are considered 1 st line therapy	Medical cannabis is usually 2 nd /3 rd /last line therapy
Goal: Disease elimination/treatment	Goal: Symptomatic control/palliative care
Wholesale market = next day availability	15-17+ week availability for cultivation/processing
Federal oversight/accountability	State-specific regulations

The Bigger Picture - Similarities

Pharmacy & Dispensary

Patient-centered focus
Personalized interaction and advanced counseling points
Routes of administration
POS / medical record retention
Operational workflow design
Advanced inventory control

Best Practices

Attitude

- Pay attention.
- Limit distractions in external setting.
- Displaying **empathy**.

Active Listening

- Maintain eye contact.
- Be aware of non-verbal communication cues.
- Be cognizant of body language and tone of voice.





Best Practices

Setting the Expectation

- Identify who you are
- Know when to provide additional support
- Ensure patient recognizes the limitations of cannabis

Motivational Interviewing

- Guide patients to make their own logical decisions
- Emphasize the importance of self-discovery

Best Practices

Communication

- Asking open-ended questions
 - How?/What?/Why?
- Always remain objective
- Using appropriate language
- Provide consistent messaging
 - Ask if employer provides scripts or SOPs
- Teach back method
- Know your audience



Consumer Education

A cannabis retailer shall, prior to the opening date of the cannabis business, establish and implement policies describing its plans for providing information and communicating to consumers as to:

1. Limitations of the right to possess and use cannabis items pursuant to the Act and this chapter;
2. Potential side effects of cannabis use;
3. The differing strengths of cannabis items sold;
4. Safe techniques for use of cannabis items and paraphernalia, noting the potential variations in feeling the effects of cannabis;
5. Alternative methods and forms of consumption or inhalation by which one can use cannabis items;
6. Signs and symptoms of substance abuse;
7. Opportunities to participate in substance abuse programs; and
8. Information on tolerance, dependence and withdrawal.

A cannabis retailer shall maintain, and make available for distribution to consumers, an adequate supply of up-to-date informational materials.

Language

“Based on anecdotal/patient feedback...”

“Studies have demonstrated that...”

“Research indicates that...”

“Your journey with cannabis is personalized”

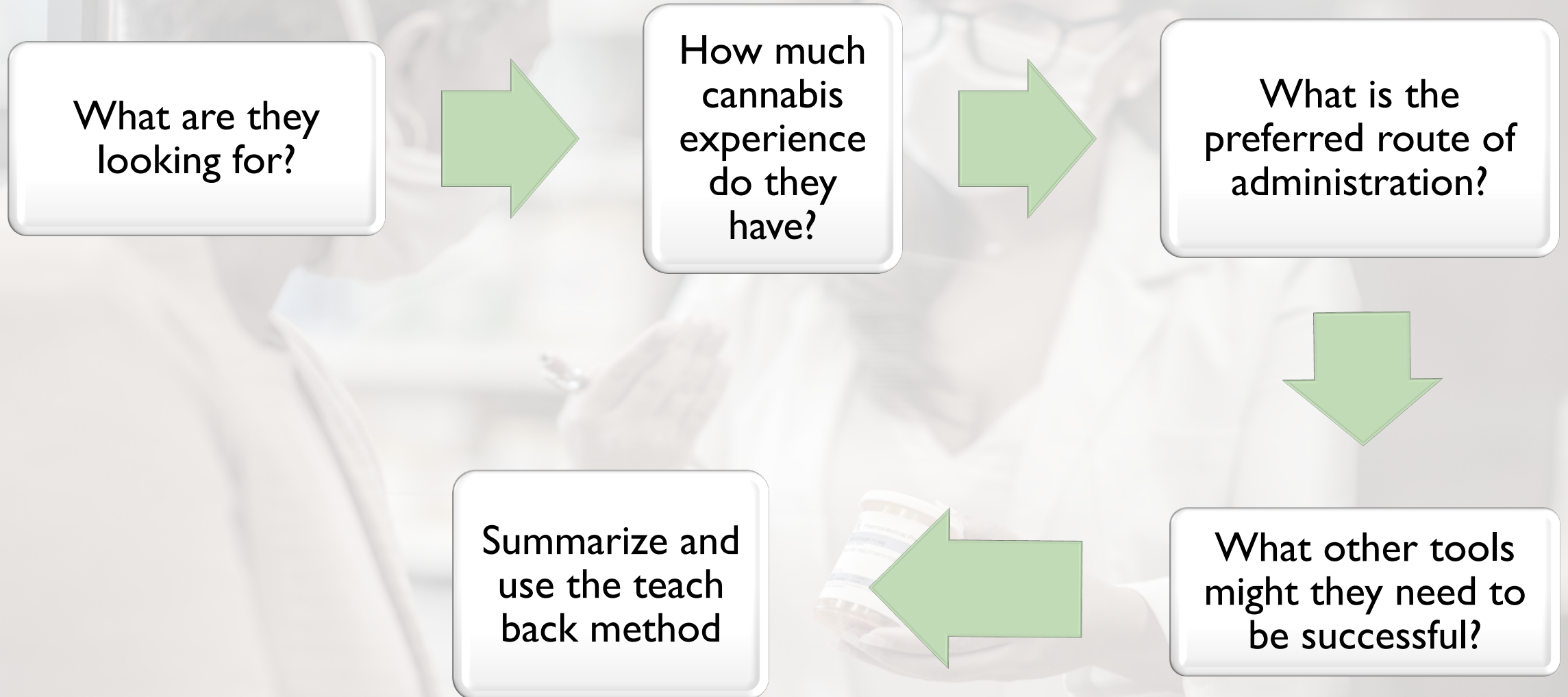
Words/phrases to use

- Aids in, helps with
- Medicate
- Cannabis
- Dependency
- Inhale
- Adult-use

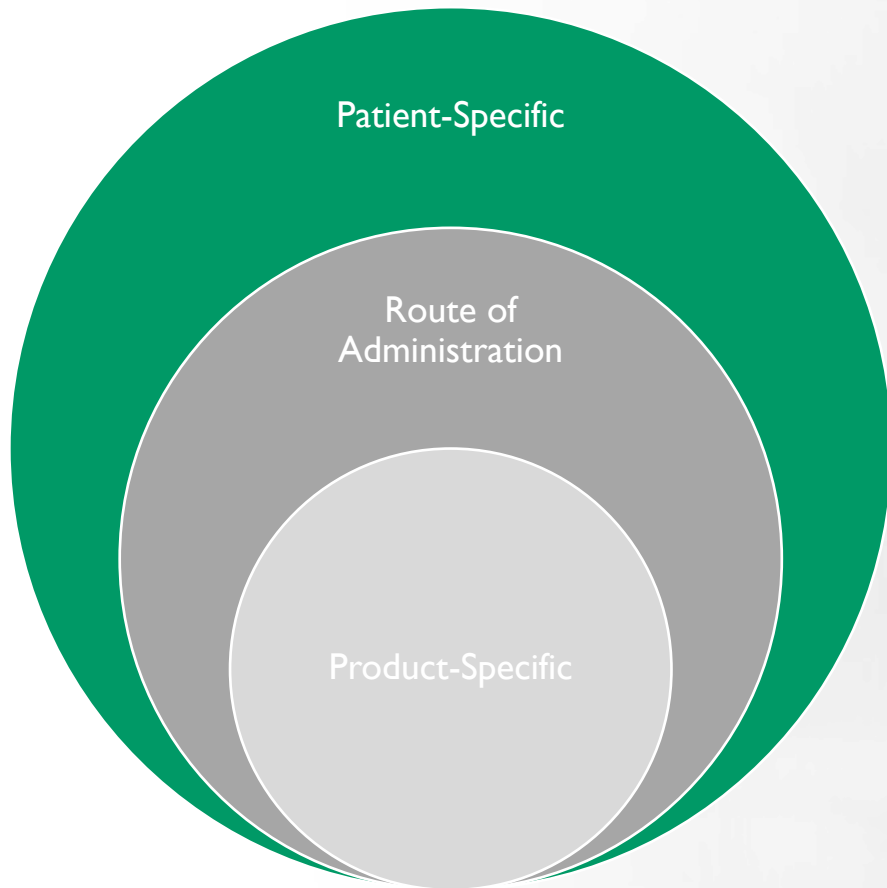
Words/phrases to avoid

- Cure, treat, prevent
- Get high
- Weed, Pot, Ganja
- Addiction
- Smoke
- Recreational

Customer Interaction



Patient-Specific Considerations



- **Level of Experience**
 - Individualize the approach
- **Age Groups**
 - Maximize harm reduction
 - Elderly (>65)
 - Minors (<21)
- **Lifestyle**
 - Emphasize priorities
 - Employment status
 - Family/childcare obligations
- **Concomitant medications (Rx or OTC)**
 - Awareness of drug-drug interactions
 - Refer patient to recommending physician or other healthcare provider for guidance
 - ***Do not give out medical advice if you are not a licensed healthcare provider!***

Experience

Goals:

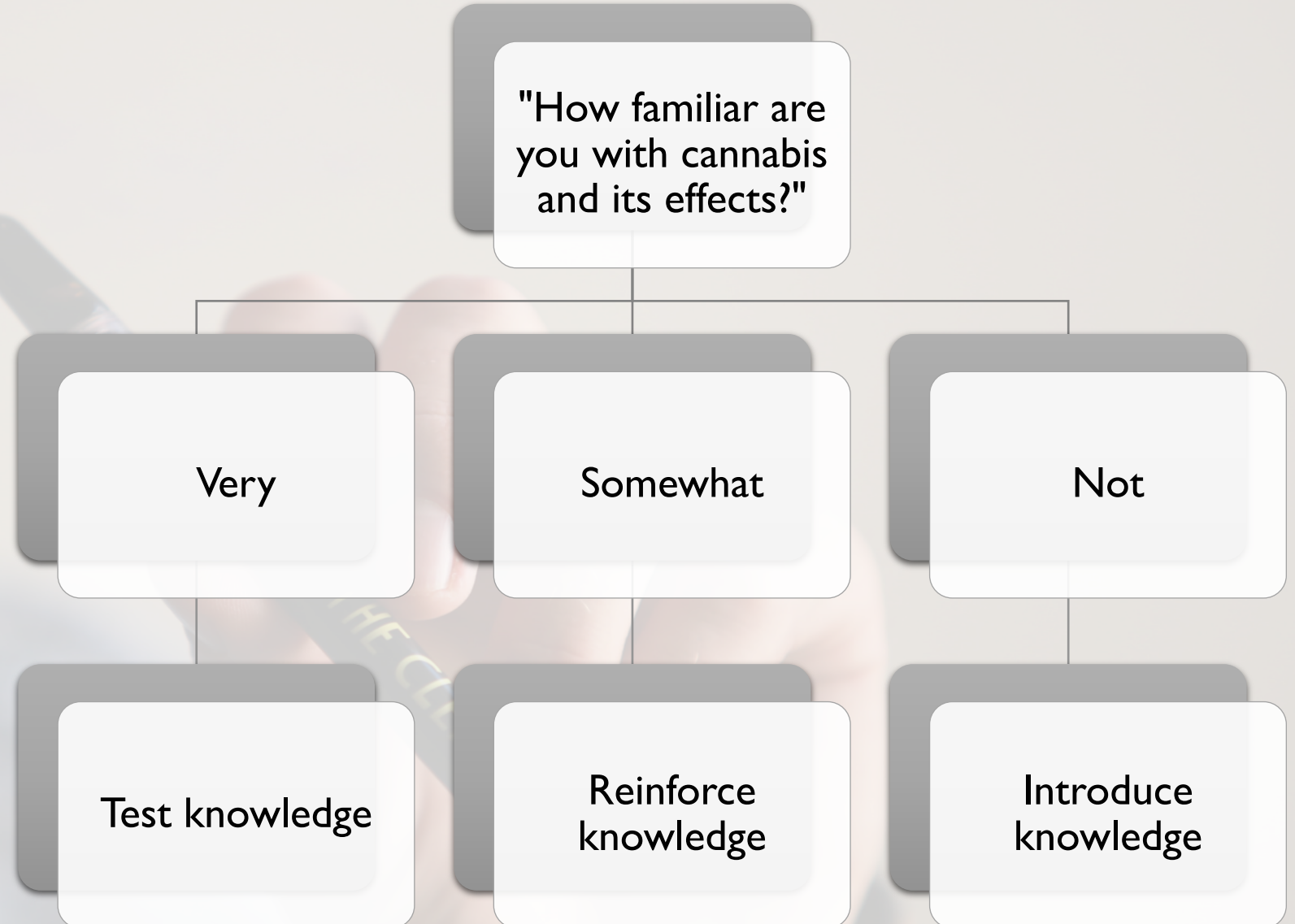
- Assess your approach
- Always remain objective
- Recognize your limitations



Familiarity

Goals:

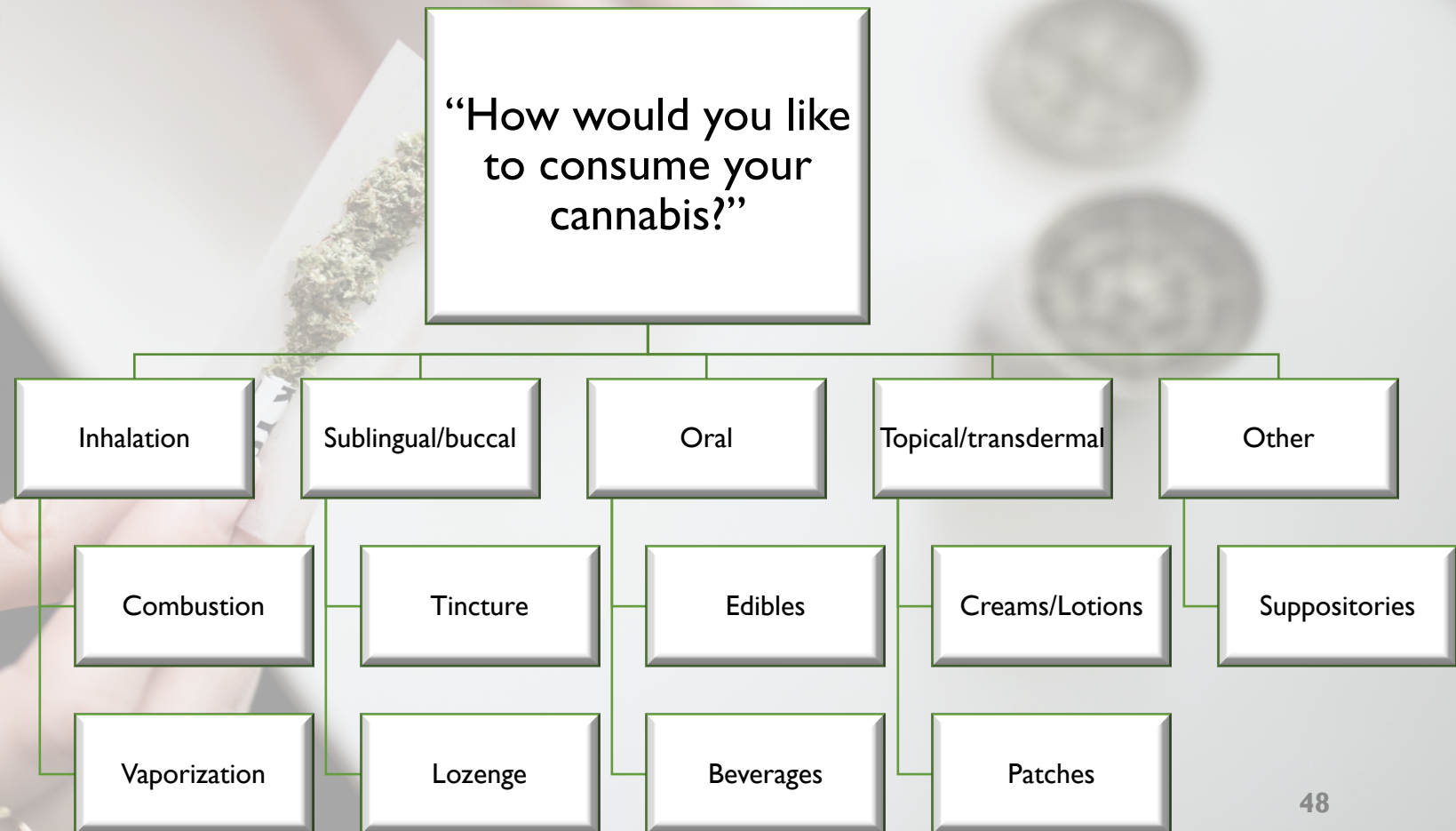
1. **Assess the patient**
2. **Tailor vocabulary**
3. **Maximize time efficiency**



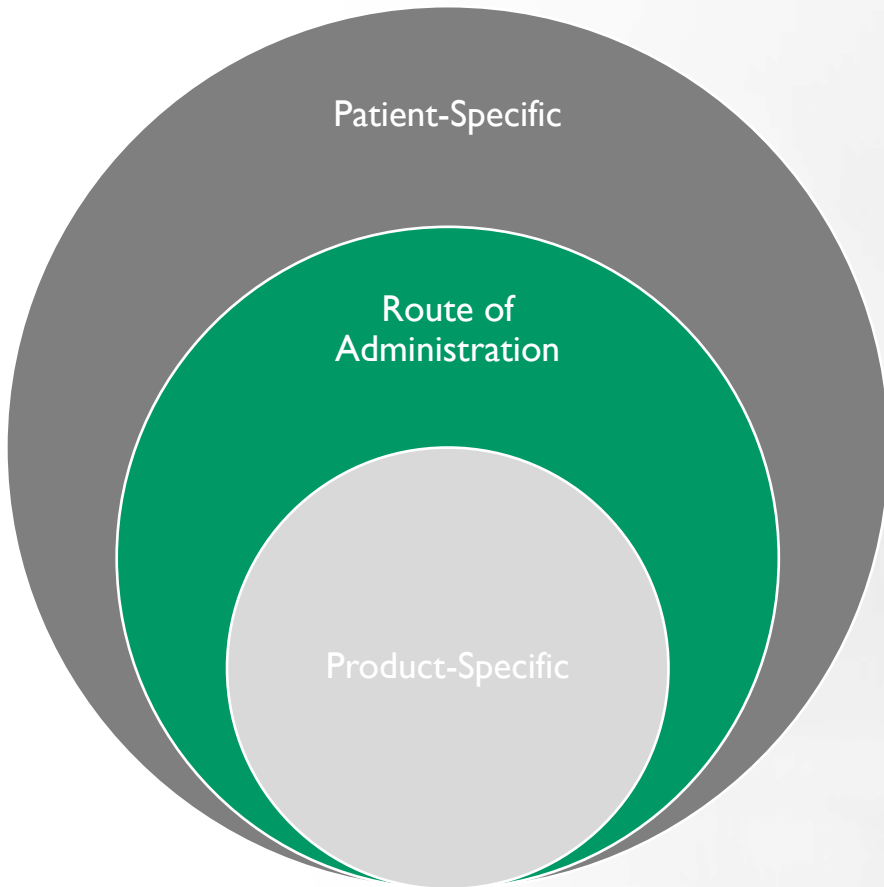
Consumption

Goals:

1. **Determine comfortability of usage**
2. **Understand duration of effects**
3. **Understand dosage forms**



Route of Administration Considerations



Inhalation		
Smoking	Rapid onset of action	Shorter duration of action
	Inexpensive	Carcinogenic byproducts
	Convenient	Odor
		Risk/Benefit not established
Vaporization	Rapid onset of action	Shorter duration of action
	Better dose estimation	Lack of long-term data studies
	Minimal odor	Operational costs
	Customizable options	Technological complexity
	ABV material – cost saving	

Vape Carts

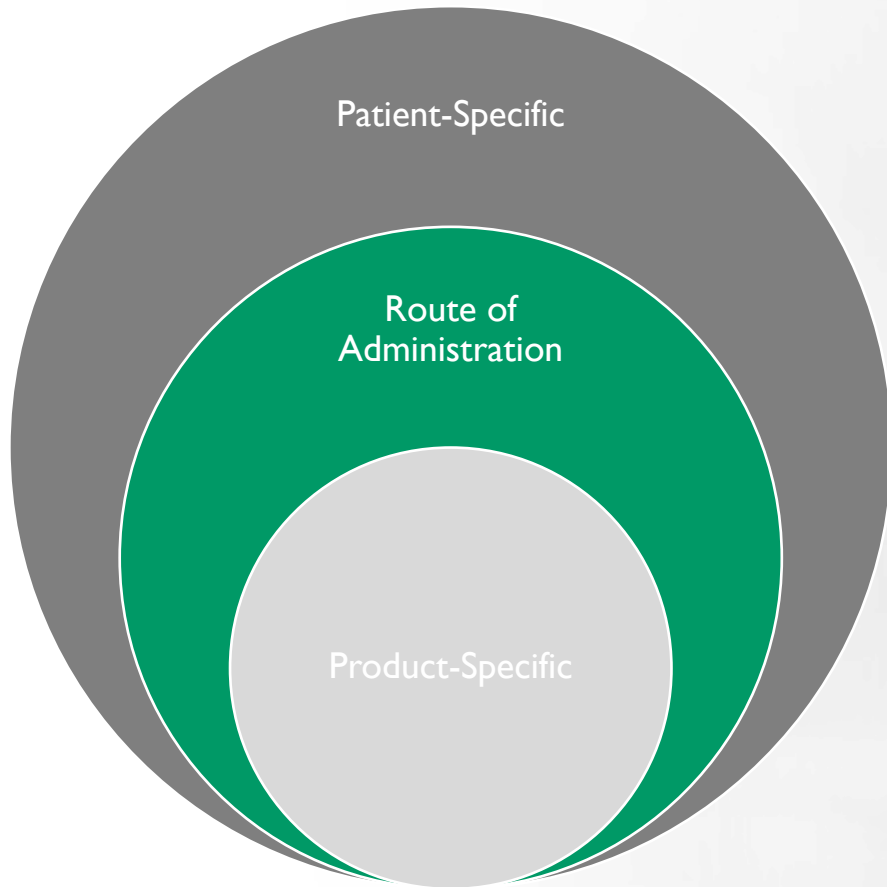
“Electronic smoking device” means a pre-filled, tamper-resistant, non-refillable, disposable “all-in-one” e-cigarette or pre-filled, tamper-resistant, non-refillable cartridge and separate battery used to heat and aerosolize or vaporize a cannabis product for inhalation.

“Vaporized formulation” means oil or oil and one or more inactive ingredients in an electronic smoking device that is meant to be heated, aerosolized, and inhaled.

Electronic Smoking Device and Retailer Requirements

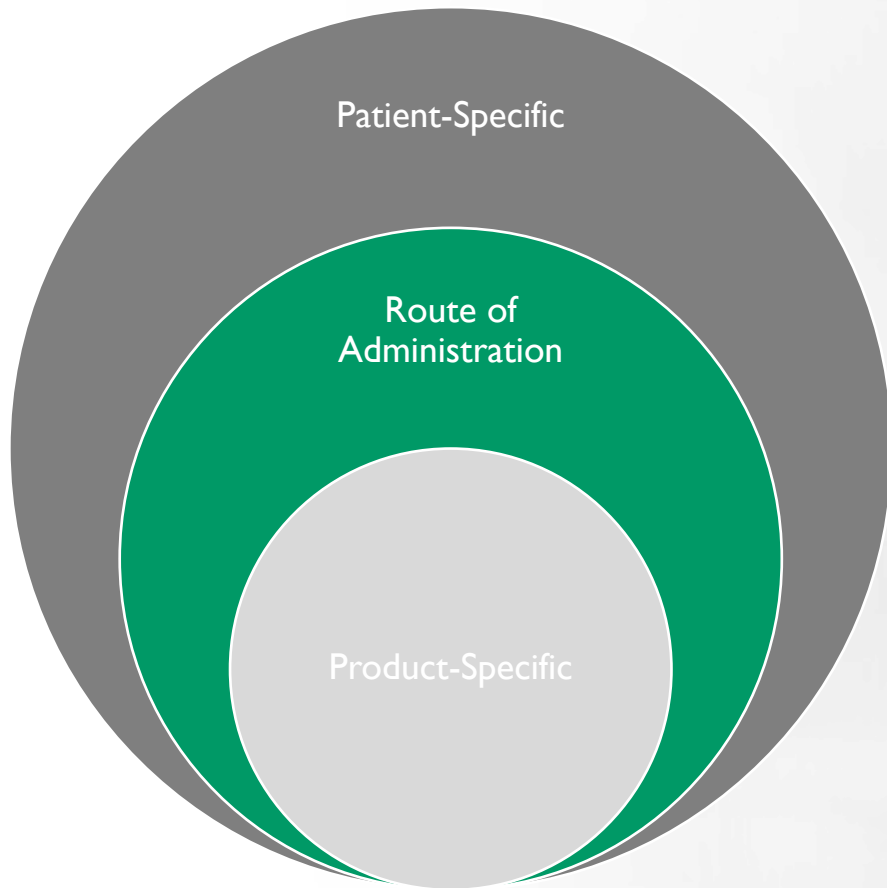
1. List all ingredients or materials used to make the device;
2. Provide instructions on how to use the device, which shall include a recommended number of seconds per dose.
3. Statement that: “Electronic smoking devices and vaporized formulations of cannabis are not approved by the Food and Drug Administration and have not been proven to be safe for use in humans. Consumers should consider alternative methods for the administration of cannabis.”

Route of Administration Considerations



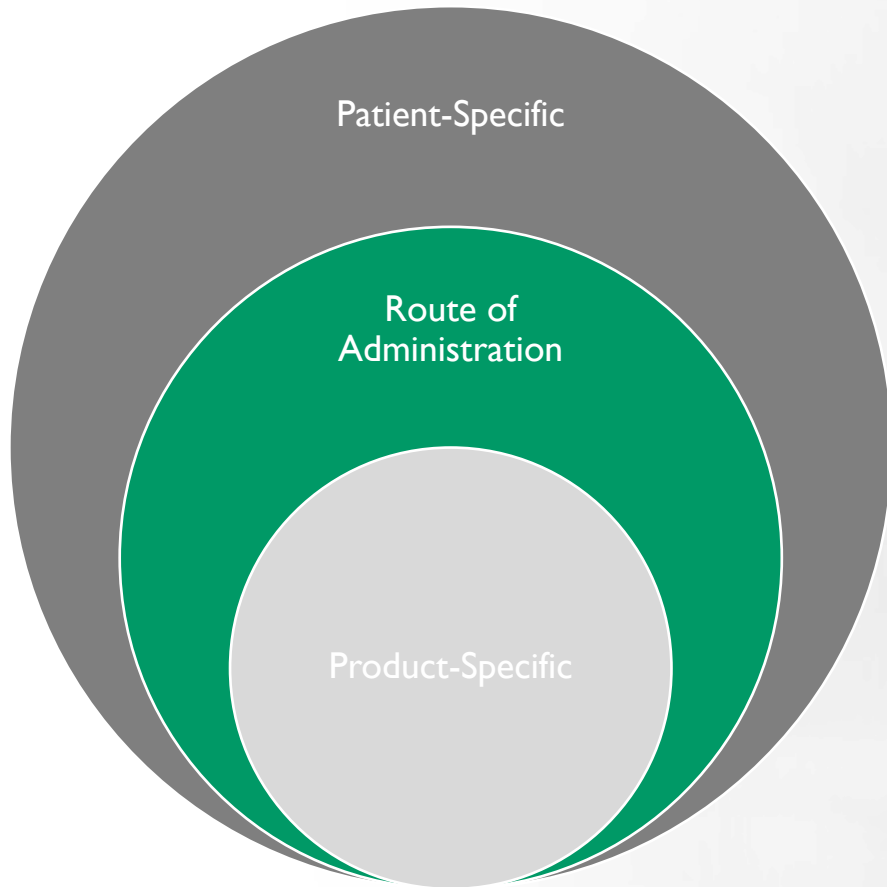
Ingestion		
Tablet/ capsule	Longer duration of action	Delayed onset of action
	Consistent, uniform dosing	Product availability
	Discreet/convenient	Absence of entourage effect
		Risk of overconsumption
Edible	Longer duration of action	Delayed onset of action
	Formulation variety	Dietary/nutritional considerations
	Enhanced taste	Absence of entourage effect
		Risk of overconsumption

Route of Administration Considerations



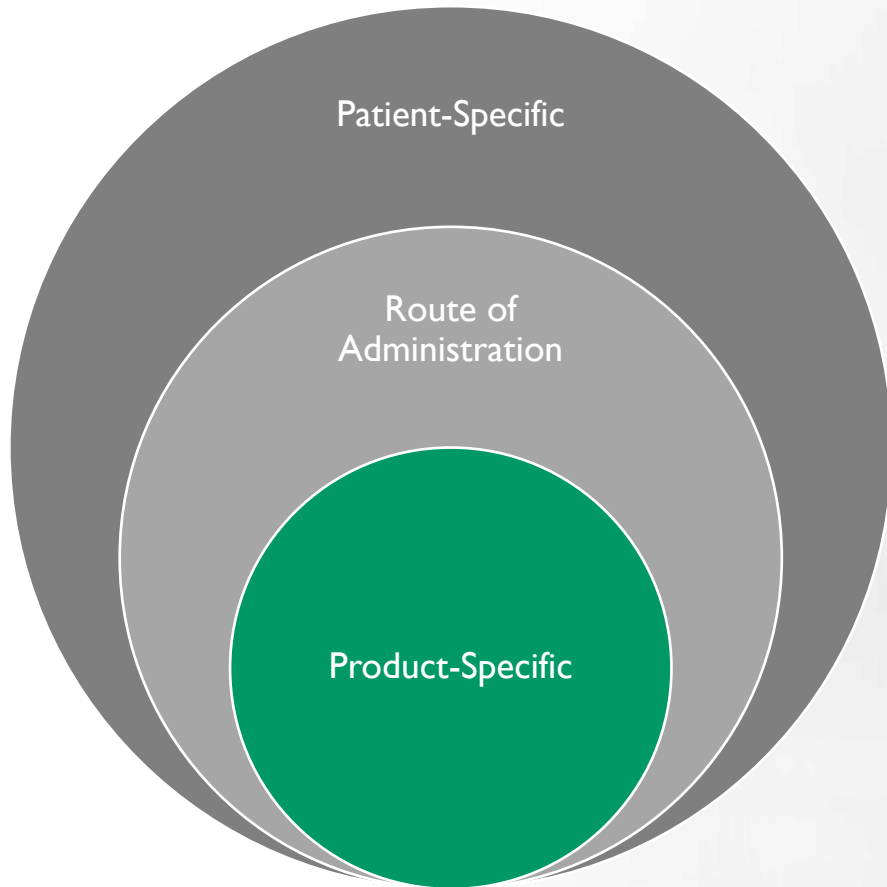
Oromucosal		
Tincture/ lozenge/ spray	Relatively fast onset	Cost/dose
	Discreet/convenient	Variable pharmacokinetics
	Precision/repeatable dosing	
Topical		
Creams/ lotions/ balms/ ointments	No systemic absorption	Limited efficacy data
	Local administration	Base form considerations
		Hard to "dose"

Route of Administration Considerations



Transdermal		
Patches	Unique mechanism of action	Limited efficacy data
	Extended duration of effects	Lack of safety/PK data
	Discreet/convenient	Product availability
Vaginal/Rectal		
Suppositories	Option for people with restrictions	Limited efficacy data
	Option for local administration	Lack of safety/PK data
		Product availability

Product-Specific Considerations



- **Cannabinoid profile**
 - Look for ratios, not just numbers
- **Terpene profile**
- **Sell-by date**
- **Inert ingredients**
- **Certificate of analysis**
 - Date of test
 - Toxins/heavy metals
- **Cultivator/processor**
 - Website
 - Marketing material
- **Cost**

The Industry

Green Thumb

Cultivation

RYTHM

DOGWALKERS
CANNABIS
PRE-ROLLS

Processing

The **Feel Collection™**

incredibleS

Doctor Solomon's

Dispensary

bluepoint
WELLNESS CT

RISE

essence CANNABIS DISPENSARY

TERRASCEND

Cultivation

STATEFLOWER

KIND TREE
CANNABIS CT

Processing

VALHALLA

ILERA
HEALTHCARE

Dispensary

THE APOTHECARIUM
DISPENSARY

The Industry



harmony
DISPENSARY



BRIDGE H2O

Bridge H2O is a strain named for Veteran and Cannabis Activist Spc. Leo Bridgewater (ret.), who came to medical cannabis to help vets returning from combat zones. He has been a vocal advocate for veterans in cannabis and was instrumental in helping New Jersey come to its senses regarding medical cannabis.

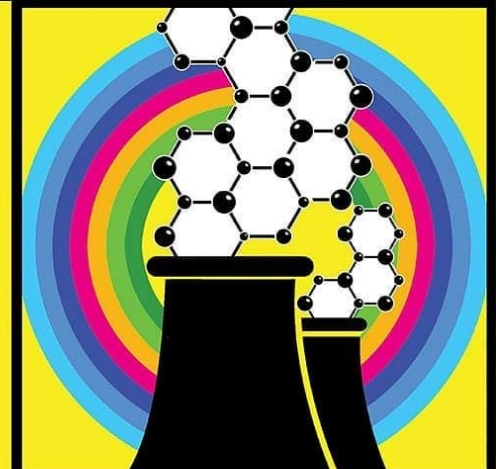
Indica/Sativa: 70/30



In attempting to match Spc. Bridgewater's preferences, we selected a terpene profile and potency that we hope will help him and other veterans. The Bridge H2O is the Wedding Cake crossed Chem Dog and OG line,

Dominant Terpenes

- Beta Caryophyllene
- Limonene
- Myrcene
- Humulene



CBD Critical Mass is a strain developed by Dinafem and CBD Crew. This is a cross between In-House's Critical Mass and a proprietary CBD Crew strain. The Ratio of CBD to THC is 1.5:1, making this a nice balanced CBD dominant strain. The flavor is a berry cough syrup with notes of loam and skunk.

Indica/Sativa 70/30

Dominant Terpenes

- Ocimene
- Beta-Caryophyllene
- Myrcene
- Nerolidol

Packaging and Labeling

Shall place a legible, permanently affixed label

All cannabis items must be in fully enclosed child-resistant packaging and will be labeled with:

- Information and any warnings required by law,
- A summary of the product testing results,
- Ingredients used in cultivation or production of the cannabis item,
- The serving size,
- Warnings for consumers urging them to avoid driving or operating heavy machinery while using cannabis,
- Warnings for consumers urging avoiding use altogether when pregnant or breastfeeding,
- Warnings that high potency products may present risks to mental health,
- Once established - will contain a universal warning symbol designated by the Commission.

Cannabis flower labels shall note the chemotype - **high-, moderate-, or low-THC, and whether it is high-, moderate-, or low-CBD.**

Expiration Date

Hold the batch or lot in secure, segregated storage until it receives a **written report from the testing laboratory confirming sample specifications.**

After receiving that report:

1. Assign an expiration date to the batch or lot,
2. Package the batch or lot and release it for distribution,
3. Revise the status of the batch or lot in the inventory control.



The expiration date is the date after which a cannabis product shall not be sold. The expiration date shall be determined from the date the cannabis product is manufactured.

§ 17:30-11.8

Overview - Anxiety



Emotion of inner turmoil	Excessive worrying	Time of day?	Mid-low THC potency
Feelings of uneasiness	Irritability	Sleep affected?	Mixed THC: CBD ratios
Nervous behavior	Mind racing	Acute or chronic?	Inhale/SL for acute issues
Occurs with many other mental disorders	Restlessness	Physical/mental symptoms?	Oral for chronic issues
	Insomnia		Linalool - calming
	Depression		Limonene - anxiolytic
Also seen in: PTSD, Tourette Syndrome, Chronic Pain, IBD, ALS, MS			

Overview – Chronic Pain



Pain > 6 months	Pain	Time of day?	Mid-High THC potency*
Nociceptive – inflamed/damaged tissue	Insomnia	Acute or chronic?	High CBD potency
Neuropathic	Anxiety	Sleep affected?	Inhale/SL for acute issues
Musculoskeletal	Depression	Appetite affected?	Oral for chronic issues
Visceral – internal organs	Appetite changes	Nausea?	Myrcene - analgesic
			Beta- Caryophyllne – anti-inflammatory

Also seen in: MS, IBD, Migraines, Dysmenorrhea, Cancer, Terminal Illness

*Always ask about previous experience with cannabis first

Overview – Movement Disorders

Overview

Symptoms

Questions

Recommend

Multiple origins	Muscle spasticity	Time of day?	Mid-High THC potency*
	Stiff muscles	Acute vs chronic?	High CBD potency
	Pain	Sleep affected?	ROA extremely important
	Motor/Vocal tics	Appetite affected?	Consideration for minors
	Anxiety/depression	Capability of motion?	Myrcene - analgesic
			Terpinolene - sedating
Also seen in: MS, ALS, Tourette Syndrome, ISS, Muscular Dystrophy			
*Always ask about previous experience with cannabis first			

Additional Tools

Goals:

- Determine additional resources the patient might require
- Product highlights

Educational resources

- Books
- Articles
- Websites
- Podcasts

Dosing log

- Cultivar/dosage form
- Quantity consumed
- Effects felt

Ancillary supplies

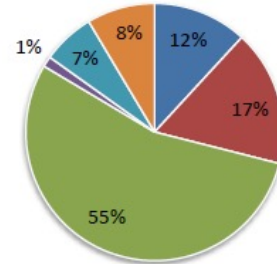
- Equipment
- Devices
- Cleaning products

Patient Surveys

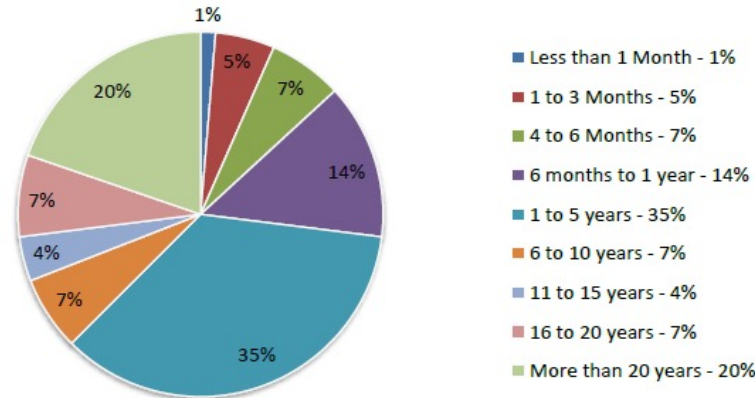
	A	B	C	D	E	F	G	
1		#	NJMMMP Medical Condition	Gender	Age	Patients Length of Cannabis Use	Preferred Method of Administration	Patient
2								
3		1	IBD / Crohn's	Male	25 to 34	1 to 5 years	Pipe	Several t
4		2	PTSD	Female	35 to 44	1 to 5 years	Rolled Cigarette	Several t
5		3	Muscular Spasticity	Male	35 to 44	More than 20 years	Water Pipe	Several t
6		4	PTSD	Male	45 to 54	16 to 20 years	Rolled Cigarette	Several t
7		5	HIV / AIDS	Male	45 to 54	6 to 10 years	Rolled Cigarette	Several t
8		6	Muscular Spasticity	Male	55 to 64	4 to 6 Months	Rolled Cigarette	Several t
9		7	Seizure Disorder	Female	35 to 44	1 to 5 years	Pipe	Several t
10		8	Chronic Pain	Male	45 to 54	6 months to 1 year	Vaporizer	Once a d
11		9	Glaucoma	Male	55 to 64	6 months to 1 year	Rolled Cigarette	Several t
12		10	PTSD	Female	35 to 44	16 to 20 years	Rolled Cigarette	Several t
13		11	Muscular Spasticity	Male	55 to 64	More than 20 years	Rolled Cigarette	Several t
14		12	IBD / Crohn's	Female	35 to 44	1 to 5 years	Rolled Cigarette	Several t
15		13	IBD / Crohn's	Male	45 to 54	More than 20 years	Rolled Cigarette	Several t
16		14	Cancer	Male	45 to 54	4 to 6 Months	Rolled Cigarette	Several t
17		15	Muscular Spasticity	Female	35 to 44	1 to 5 years	Rolled Cigarette	Several t
18		16	IBD / Crohn's	Male	25 to 34	1 to 5 years	Rolled Cigarette	Several t
19		17	Cancer	Female	55 to 64	6 months to 1 year	Rolled Cigarette	Several t
20		18	Intractable Skeletal Spasticity	Male	45 to 54	More than 20 years	Rolled Cigarette	Several t
21		19	Muscular Spasticity	Male	45 to 54	6 months to 1 year	Rolled Cigarette	Several t
22		20	Muscular Spasticity	Male	55 to 64	More than 20 years	Water Pipe	Several t
23		21	PTSD	Male	25 to 34	11 to 15 years	Edible	Several t
24		22	Muscular Spasticity	Male	25 to 34	1 to 3 Months	Rolled Cigarette	Several t
25		23	Seizure Disorder	Male	25 to 34	4 to 6 Months	Rolled Cigarette	Several t
26		24	Muscular Dystrophy	Female	55 to 64	1 to 5 years	Rolled Cigarette	Several t
27		25	PTSD	Male	55 to 64	Less than 1 Month	Vaporizer	Once a d
28		26	Intractable Skeletal Spasticity	Male	25 to 34	16 to 20 years	Rolled Cigarette	Several t
29		27	Muscular Spasticity	Female	55 to 64	1 to 5 years	Rolled Cigarette	Several t
30		28	IBD / Crohn's	Female	35 to 44	1 to 5 years	Rolled Cigarette	Several t
31		29	Cancer	Female	55 to 64	1 to 5 years	Edible	Several t
32		30	Cancer	Male	55 to 64	1 to 5 years	Water Pipe	Several t
33		31	Chronic Pain	Male	45 to 54	More than 20 years	Rolled Cigarette	Several t
34		32	Muscular Spasticity	Male	35 to 44	16 to 20 years	Pipe	Several t
35		33	Chronic Pain	Male	18 to 24	6 to 10 years	Rolled Cigarette	Several t
36		34	Cancer	Female	25 to 34	6 months to 1 year	Rolled Cigarette	Several t
37		35	ALS	Female	55 to 64	Less than 1 Month	Pipe	Once a d
38		36	Muscular Spasticity	Female	45 to 54	1 to 5 years	Vaporizer	Several t
39		37	PTSD	Male	25 to 34	6 to 10 years	Pipe	Several t
40		38	PTSD	Male	55 to 64	More than 20 years	Rolled Cigarette	Several t
41		39	Seizure Disorder	Male	55 to 64	More than 20 years	Pipe	Several t
42		40	Muscular Spasticity	Male	55 to 64	6 months to 1 year	Rolled Cigarette	Several t
43		41	Chronic Pain	Female	65 to 74	1 to 5 years	Pipe	Several t
44		42	Glaucoma	Male	35 to 44	1 to 5 years	Pipe	Several t
45		43	PTSD	Female	35 to 44	11 to 15 years	Rolled Cigarette	Several t
46		44	Intractable Skeletal Spasticity	Female	45 to 54	4 to 6 Months	Rolled Cigarette	Several times a day
47		45	Chronic Pain	Female	25 to 34	1 to 5 years	Rolled Cigarette	Several times a day
48		46	PTSD	Female	55 to 64	1 to 5 years	Rolled Cigarette	Several times a day
49		47	Muscular Spasticity	Female	55 to 64	6 months to 1 year	Rolled Cigarette	Several times a week
50		48	Seizure Disorder	Male	25 to 34	1 to 5 years	Water Pipe	Several times a day
51		49	Muscular Spasticity	Male	55 to 64	1 to 3 Months	Vaporizer	Several times a day
52		50	Chronic Pain	Female	55 to 64	1 to 3 Months	Edible	Several times a day

Preferred Method of Use

■ Edible ■ Pipe ■ Rolled Cigarette ■ Tincture ■ Vaporizer ■ Water Pipe

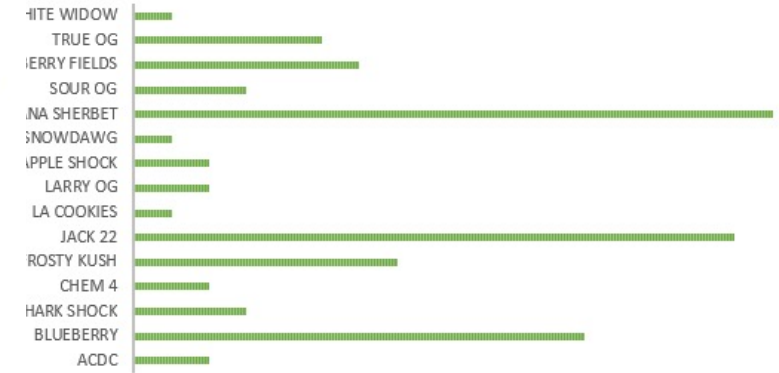


Patients Length of Cannabis Use



Patient Recommendations by Symptom

ANXIETY



DEPRESSION



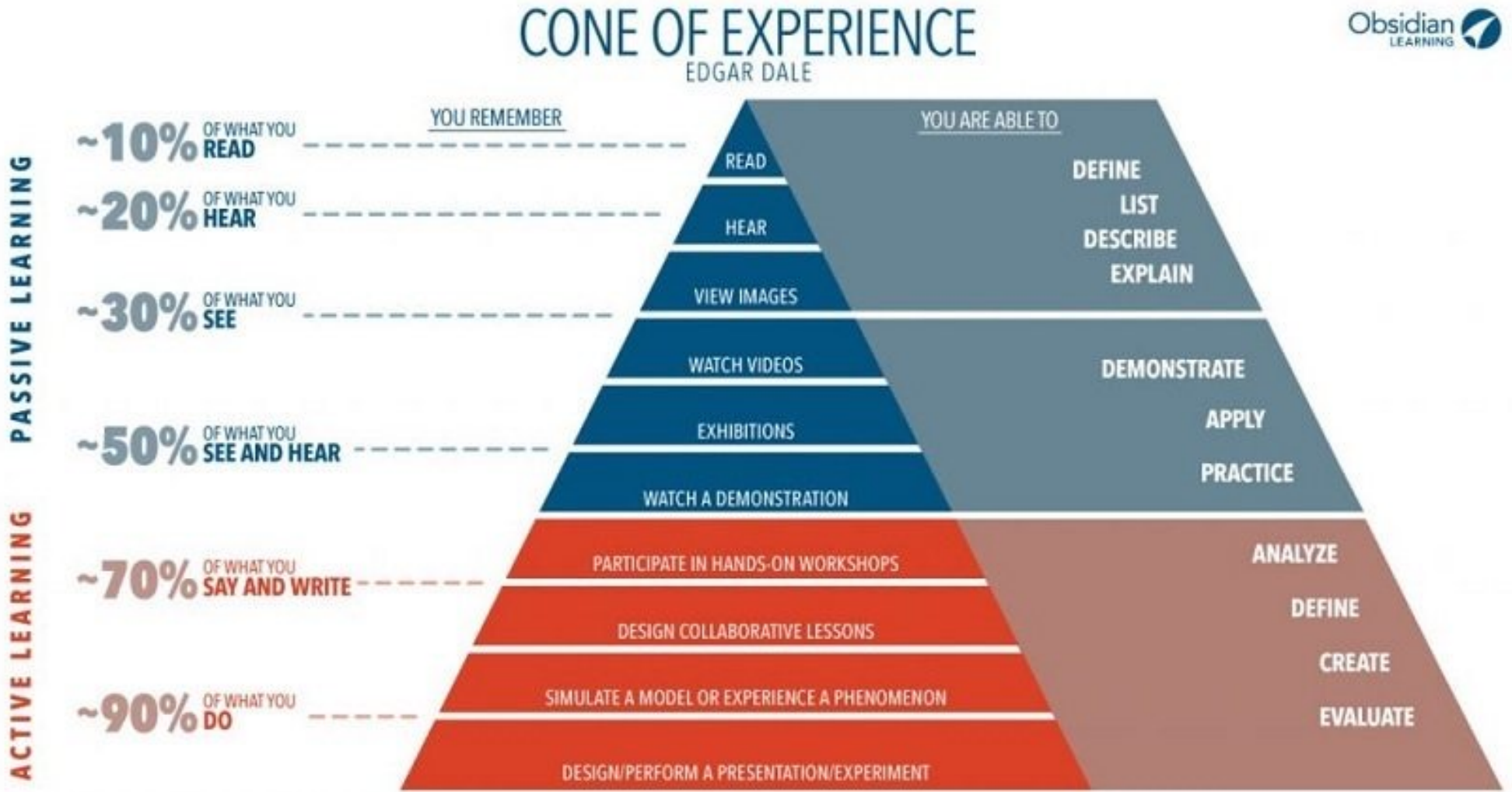
Summarize

Goals:

- Determine understanding of the patient
- Reinforce gaps in knowledge
- Offer additional assistance or follow-up communication



Building Value for Yourself



Building Value for Your Company

<u>Customer Relationships</u>	<u>Dispensary Operations</u>
Provide a personalized experience	Inventory/Cash management
Remember names and faces	Developing SOPs/ resource data bank
Remember customer preferences	Limiting liability
Ask for permission to provide follow-up communications	Security concerns/awareness
Promotional sales	Building the brand
Keeping up to date with information	
Get involved with the community!	

Role-Play Scenario #1



**“What is the highest
THC containing
product that you have?”**

- **THC doesn't tell the whole story.**
- **Look for full cannabinoid and terpene profile.**
- **Entourage effect.**
- **Route of administration matters.**
- **What are they looking to achieve?**

Role-Play Scenario #2



“How do the different cannabinoids work inside my body?”

- All are derived from the same plant in varying quantities.
- Endocannabinoid system affects every physiological system.
- Lock and key example.
- **PREFS**
 - Protect
 - Relax
 - Eat
 - Forget
 - Sleep
- We still need more research!

Role-Play Scenario #3



“I have an advanced disease condition that I need help with.”

- **Display empathy.**
- **Clearly lay out expectations and limitations..**
- **Refer medical questions or dosage adjustments to recommending physician.**
- **Emphasize symptomatic control versus curative properties.**



Thank you!