

PROTECTING PATIENTS SINCE 2004

MediCann TODAY

A PRESCRIPTION FOR CHANGE



Hello Friends!

If you keep track of time, it's spring 2010. If you use current events to mark time, this is the spring of Mr. Obama's second term; the Senate is working hard to pass the health care reform bill, we are still at war (this time in Afghanistan), and medical marijuana is still in the process of being legitimized as a valid way to alleviate symptoms.

Marijuana has documented medicinal uses as early as the 1800s. In 1967, our government began increasing its study of the medicinal properties of the plant. The people of the United States had begun using marijuana in increasing amounts and among varied demographic groups. Users were noting that the herb increased their well-being, and had less addictive properties than cigarettes or alcohol. In the following four years, the National Institute of Mental Health increased its funding of studies by 3-fold, seeing marijuana as potentially significant medicine.

It's thirty years later and we are still discovering medicinal properties to marijuana. Use of this plant continues, converting from recreational reasons to medicinal reasons. Baby boomers are discovering that the joint they smoked to get "high" in the 60s is alleviating their arthritis in 2010.

MediCann boasts itself as the world's largest collective of medical marijuana patients. We are proud to announce the first and largest study of the topical application of marijuana for the relief of chronic pain. Our goal is to document the medicinal uses and properties

of this plant, so that people will always have access to a truly beneficial medicine.

Yours in health,

Jean Talleyrand, M.D.,
President,
MediCann, Inc.



**Your Right To
Choose
Alternative
Medicine –
Alternative
Therapies Open
in MediCann
Clinics**

BY DEBORAH MALKA MD, PhD

MediCann's Commitment to Alternative Medicine

We at MediCann, have facilitated the medical use of a centuries-old botanical medicine, Cannabis, for several years now. Our patients at MediCann are comprised of a community of people that prefer natural and alternative therapies, and whose conditions have been shown to benefit greatly from these treatments. We are pleased to announce the expansion of our services to now offer alternative therapies, realizing our mission to serve as Community Integrative Medicine Clinics for patient-centered care.

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Our mission and goals, as stated on our website (<http://www.medicannusa.com>) include -

- To ensure that all individuals have safe, legal and affordable access to licensed healthcare practitioners.
- To empower people to become responsible for the health of their mind, body and spirit by providing and protecting a patients' right to choose the best medicine for themselves, their families and the planet.
- To be custodians of any and all key knowledge pertaining to alternative healing to better serve our community, patients, friends and associates.
- To counsel patients on the range of alternative therapies available enabling them to take an active role in their health.

What Is Alternative Medicine?

Alternative medicine refers to any healing practice "that does not fall within the realm of conventional medicine." Exactly what is considered alternative changes constantly as more treatments are proven effective and move into the mainstream. When an alternative therapy is used in addition to conventional therapy, it's called complementary, or known as CAM (complementary and alternative medicine). The combination of conventional medicine and alternative medicine is often referred to as integrative medicine. Alternative therapies may include naturopathy, chiropractic, herbalism, traditional Chinese medicine, Ayurveda, meditation, yoga, biofeedback, hypnosis, homeopathy, acupuncture, and nutritional therapies. An alternative practitioner often works in partnership with the patient, empowering them to take more responsibility for their health choices. Alternative medicine treatments are often more cost-effective than conventional drugs or surgery. For example, meditation, or yoga are free! Another benefit of alternative therapies is that they are less likely to harm patients than using pharmaceutical medications that may have negative side effects. Studies have shown that patients use CAM most frequently for musculoskeletal problems such as back, neck, or joint pain, but all health issues can benefit from alternative therapies.

CAM is Recognized in Health Care Reform Bill

The health care reform bill signed into law March 23, 2010, the Patient Protection and Affordable Care Act, includes several provisions that address complementary and alternative medicine. These include Section 2706, which prohibits discrimination against any health care provider licensed in a state, more specifically: "A group health plan and a health insurance issuer offering group or individual health insurance coverage shall not discriminate with respect to participation under the plan or coverage against any health care provider who is acting within the scope of that provider's license or certification under applicable State law." In addition, Section 3502 creates "community health teams," defined to include, among others, "licensed complementary and alternative medicine practitioners." *From AHPA (American Herbal Products Association) <http://www.ahpa.org/Default.aspx?tabid=69&ald=573>.*

National Health Interview Survey - 2007 Statistics

According to the data from the 2007 National Health Interview Survey (NHIS), 38% of adults (about 4 in 10) and 12% of children (about 1 in 9) are using some form of CAM for health services. Americans spent \$33.9 billion out-of-pocket on CAM in 2007. 65% was for "self-care" in the form of natural products and supplements, and various exercise and fitness classes (approximately one-third of out-of-pocket spending on prescription drugs). The other 35% was spent for services by CAM practitioners (approximately one-quarter of total out-of-pocket spending on physician visits).

Herbal Medicine as Your Choice in Alternative Medicine

Recently, the World Health Organization estimated that 80% of people worldwide rely on herbal medicines for some part of their primary health care. In the last 20 years in the United States, public



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Largest Provider of Medical Marijuana Recommendations

dissatisfaction with the cost of prescription medications, along with an interest in returning to more natural remedies, has led to an increase in herbal medicine use. Medicines, both herbal and pharmaceutical, are big business. It has been estimated that Americans spend \$200 billion per year on prescription drugs and \$20 billion on herbs and other dietary supplements. This figure (provided by the AHPA – American Herbal Products Association) does not include what is spent on herbal Cannabis! While the amount spent by medical Cannabis patients for their medicine is difficult to measure, it clearly is an alternative medicine of significance. To put this in perspective, consider the following figures - In California, where Cannabis is the largest cash producing crop, more than \$14 billion is generated per year. The annual supply of 14,349 metric tons of marijuana available in the United States was estimated to be worth \$112.9 billion (Drug Policy.org, 2007). Consumers are making their health care choices clear by paying out-of-pocket for their choice of alternative medicine.

Alternative Therapies in MediCann Clinics

In keeping with our desire to bring you affordable medical services, all of our alternative therapies will be priced at \$50 per visit! We have begun our alternative therapy program at selected clinics already. Currently our San Francisco, Santa Rosa and Ukiah clinics are offering chiropractic and massage therapy services. Our Soquel clinic will shortly open its alternative services. We are in the process of expanding our services to include acupuncture, counseling and meditation classes. We plan

to bring these alternative therapies to all of our clinics over the period of the next year. Look for updates in your local clinics. Our physicians look forward to assisting you in selecting a treatment plan that is uniquely suited to your personal needs from this wide range of options. Contact your local clinic to schedule an appointment.

Medicinal Cannabis Tincture

A HISTORY

Marijuana is medicine. Cannabis tinctures (a preparation of cannabis dissolved in ethanol, vinegar, glycerin and/or propylene glycol taken orally) have been around since the 1840s; it was a commonly found medicine during the 19th and 20th century. Some of the past pharmaceutical manufacturers (most still recognizable today) of cannabis tincture include:

H.K. MULFORD LABORATORIES (Merck & Co.)

ABBOTT LABORATORIES

PARKE DAVIS & COMPANY (Pfizer, Inc.)

ELI LILLY AND COMPANY

SQUIBB & SONS (Bristol-Myers-Squibb)

*WILLIAM S. MERRELL CHEMICAL COMPANY
(American Hoechst Corp.)*

LLOYD BROTHERS (American Hoechst Corp.)

JOHN WYETH & BROTHER COMPANY (American Home Products)

MERCK & COMPANY

SHARP & DOHME (Merck & Co.)

TILDEN & COMPANY

SCHIEFFELIN & CO.

UPJOHN CO.

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Featured Alternative Health Practitioners at MediCann

Check out an alternative health practitioner near you!
Let the healing begin!

Anaheim (714) 991-0339

Liliana Vasquez - Acupuncturist

Cotati (707) 992-0048

Wendy Black - Colon-Hydro Therapy

Elk Grove (916) 686-1359

William Gillespie - Chiropractor and Massage Therapy

Jennifer Hammett - Chiropractor and Massage Therapy

Santa Rosa (707) 570-2706

Dave Olsen – Chiropractor

Ani Palmo - Holistic Health (Body Work, Chiropractic, Allergy Elimination, Deep Tissue Treatment)

Andrea Pellicani - Acupressure, Shiatsu, Flower Essence, Women's Health

San Francisco (415) 440-4764

John Buechner – Chiropractor

Lisa Vincenti - Integrative Bodywork, Hand & Feet Massage, Head & Neck Massage, Meditation Class

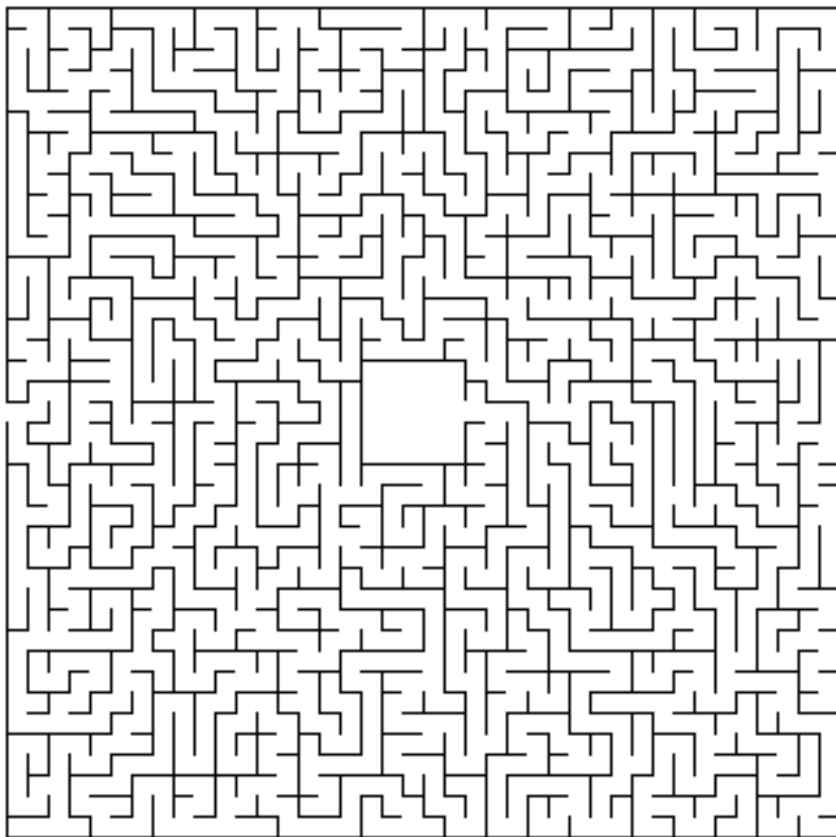
Jan Moss - Massage (Tui Na, Abdominal Work, Chair Massage)

Ukiah (707) 467-9664

Janis Leonard - Massage (Swedish, Aromatherapy, Deep Tissue, Hot Stone)

SPRING CLEANING

ESCAPE THE MAZE



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Protecting Patients

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