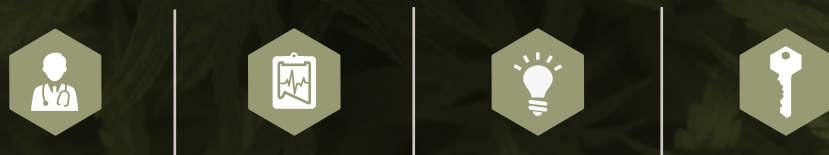




# 2021 MEDIA KIT



Now serving medical cannabis programs in  
Illinois, Missouri, and Pennsylvania



Compassionate  
Clinics of America

# Health & Wellness {*Re-imagined*}



# CEO's Note

Cannabis isn't always the answer. It's certainly not a silver bullet or a panacea. And yet it does have the ability – with the right guidance – to increase quality of life.

There's a catch though. If you combine the populations of all medical cannabis states and territories in the U.S., the population is about 237.2 million. Out of that, almost **4.4 MILLION ARE REGISTERED CANNABIS PATIENTS.**

That's quite a discrepancy when you think about the millions of people who suffer from:

- Insomnia
- Chronic Pain
- PTSD
- Depression
- Anxiety
- Eating Disorders
- And more

Cannabis has proven to help with these ailments when used properly, so why aren't more people benefiting from it? Why are medical cannabis patients still in the minority? Why isn't it legal in every locale as a boring, everyday part of our pharmacopeia?

The answer to these questions is painful.

Fear. Stigma. Greed. These are all inhibiting factors in the quest to legitimize and fully integrate medical cannabis in a way that adds value to the maximum number of people possible.

Yes, cannabis is more popular than ever, and it's exciting to see more states embrace adult-use cannabis laws, however even in California half of the counties have a ban on legal sales.

What's more, there is a dangerous assumption floating around that once adult-use cannabis laws arrive, medical cannabis programs are no longer needed.

On the contrary, the continued advancement of medical cannabis must remain a priority. After a century, the population is finally getting this medicine back. We can't expect people to simply figure out cannabis on their own – and for a lot of them timing is of the essence.

Simply put, physicians need to know enough about cannabis that they understand when to refer a patient to a cannabis specialist.

That's part of what we're up to at CCOA – working with referral physician networks, and creating new cannabis success stories, one patient at a time.

Now, as we enter our fourth year of operation, **it's the patient stories that drive us forward every day.** These inspiring stories may never have happened without the compassionate cannabis certification and guidance provided by our team.

The most exciting part of this is that we're just getting started. Society has barely scratched the surface in the spread of medical cannabis knowledge and use – and that also spells a sense of urgency in 2021 and beyond.



Joseph Mazza  
CEO



Joseph Mazza

These are just snapshots of the things we hear from the **30,000+ patients we've worked** with at the Compassionate Clinics of America (CCOA).

“  
I'm finally sleeping  
through the night and  
can function better  
during the day.  
”

“  
Marijuana saved  
my life.  
”

“  
I can play with  
my kids again.  
”

“  
Cannabis helped  
me decide  
against suicide.  
”





# All Services



## Cannabis Education

Compassionate Clinics of America (CCOA) is a state-licensed educational vendor for credible cannabis education geared toward patients, consumers, and industry participants. Our existing offerings include:

- Professional training for dispensary / cultivation staff
- CME & CEU courses for medical practitioners and related professions
- Consumer-focused workshops for the general public
- Private education courses tailored to multiple audience knowledge levels
- Cannabis cultivation and culinary classes



## Medical Diagnostics

Many patients find themselves to be in a position where they have years of symptoms that have gone undiagnosed. In situations like these, our specialized physicians can evaluate patients to assess whether a proper medical diagnosis can be established.



## Cannabis Patient Consultations

Our team guides patients through every single step of their journey - from the first call, down to the very last question on their minds. From personalized cannabis regimens to dosing protocols, patients can rely on our trusted medical experts.



## Medical Cannabis Patient Certifications

Compassionate Clinics of America is now serving patients in Illinois, Pennsylvania, and Missouri in-person or through virtual telemedicine. We are also licensed to certify in 28+ other states, with immediate expansion plans for Oklahoma, Arkansas, and New York in the near future. Our goal is to certify another 30,000 patients by the end of 2022.

At Compassionate Clinics of America, we handle all the work so that patients have one less thing to worry about. In addition to getting patients certified, we can assist with:

- Allotment Increases (Illinois & Missouri)
- 2 physicians for minor applications (Illinois)
- Caregiver Application Assistance (Illinois & Missouri)
- Cultivation Application Assistance (Missouri)



## Other Wellness Services

Medical cannabis is only one component of a patient's overall health plan. In addition to medical cannabis certifications, our clinics offer patients:

- Cannabis DNA Testing (Strain Genie)
- Functional Medicine to address root cause of symptoms
- Referrals to relevant medical specialists and providers in our network





# Partnership Opportunities



## Helping Patients Obtain Legal Access

Dispensaries, physicians and other medical professionals frequently refer patients to our clinics with confidence because we take the time to genuinely understand their needs. When patients leave our clinics, they are left feeling informed and ready to experience the medical benefits of cannabis knowing we are at their side every step of the way.



## Serving Your Brand's Goals

Patients of our clinics often rely on our advisors for guidance and recommendations on brands, products and services. As our partner we'll include your offers and promotions on outgoing communications to our growing audience of email subscribers.



## Sponsor Content to Create an Impact

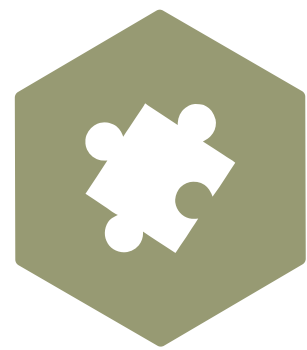
The conversations around cannabis are growing every day. With so many opportunities to tap into the interests of patients, we can collaborate with your team to create thought leadership content in the form of articles, podcasts, educational workshops, and videos that drive conversations in the cannabis community.



## Building Your Authority

Credibility is everything in cannabis. Whether you want to train your staff on patient care, create your own education content, or join our preferred listings – we are here to help you cultivate a stronger degree of trust among cannabis patients, consumers, and newcomers alike.





# Partnership Programs + Benefits



## Medical Provider Referral Program Partner

- Our physicians specialize in cannabis so you don't have to
- Compassionate and transparent care for patients
- Custom application to streamline referral processes
- Open to all types of medical providers
- New Patient Monthly Reports to keep you updated



## Dispensary & Cultivator Program Partner

- Confidence of sending people to a trusted clinic
- In-person and virtual brand advertisement placements
- Significant savings for all employee certifications
- Collaboration opportunities on virtual events
- Digital promotions through our website, newsletter, social and media outlets



## Brand Ambassador Program

- Promote our certification program in exchange for free certifications, coupons, events, and branded merchandise
- Referral fees available after an agreed upon number of referrals
- Monthly bonuses available for achieving or exceeding target goals
- Annual Brand Ambassador Award







# How We Do It

**As adult-use cannabis gains momentum,** a lot of people think medical cannabis programs are becoming irrelevant.

This is a terrible mistake when you consider the diverse needs of medical cannabis and the ongoing support patients require.

Although more people than ever are open to this plant as a wellness product, the vast majority of the population have yet to integrate cannabis into their healing journeys.

As medical cannabis educators and practitioners, our focus includes several forms of outreach, which translates to the spread of cannabis knowledge and truth while widening our patient network.

## Our Presence



**Expanding Our Locations With New Partnerships**



**Comprehensive Referral Network**

- Physicians
- Therapists
- Holistic Practitioners
- Chiropractors
- Naturopaths



**Healthcare Continuing Education**

- CME & CEU Cannabis Education
- Adult Use Responsible Vendor Education Courses



**Chamber & Community Events**



**Health & Wellness Expos**

- Mind, Body & Spirit Expo
- Women in Cannabis
- Hemp Health & Science Expo
- Active Aging Expo
- Senior Lifestyle Expo



**Monthly Newsletter**



**Digital Marketing**



**Social Media**

- Facebook
- Linked In
- Twitter



**Press Releases**

- USA Today
- PR News Wire



**SEO**



**Billboards**



**Print**



**Radio**



**Giveaways**





# Help Capture Active Searchers & Turn Them Into Customers

## Search Strategy

Capture those searching for medical cannabis options with our award-winning, smart optimization technology, wherever they're searching. Our outreach program and our partner's proprietary technology efficiently leverages our ad spend which helps drive more patients to your business.

## Why Us?

We are THE NUMBER 1 medical cannabis physicians for patients, trusted for more than 5 years to bring health and relief to patients with legal cannabis access.



## Data-Backed Keywords

Using data from 1M+ search campaigns our ads show up in relevant online searches for keywords related to medical cannabis.



## Daily Conversion Optimization

We get a lower cost per lead and higher ROI for our budget based on conversions, not clicks.



## Mobile Ads

Our text ads are optimized for mobile devices to drive relevant leads from on-the-go searchers.



## Extensive Network

We've cultivated long standing relationships in the cannabis community with influencers, media brands, and news publications.



***Cannabis branded  
content campaigns***

garner higher engagement

**81%  
MORE** **&** **46%  
MORE**  
page views      attention  
minutes

***Team of  
cannabis experts***

Experts in content  
curation at the  
local level.

***We use trusted  
news networks***

behind search engines,  
news websites are the  
most trusted source for  
cannabis education.

***A team that  
cares about  
patient success***

If our patients  
succeed, we  
succeed.



# A Local Voice With National Scale

**Average stats across 10 cannabis-related articles on the USA TODAY Network.** Industry Benchmark  
Data is anonymized aggregate data from all Polar publishers; 2019 Cannabis Study, USA Today Network.



# We influence

potential medical cannabis  
customers in key stages  
of their buying journey



“  
I want to ensure  
that I am getting the  
best value out of my  
Cannabis purchase  
”



## Consideration

- Social Media
- Guides and Articles
- Videos

“  
I want a more holistic  
approach to {pain  
relief} but I am  
uncertain of the  
{legalities} of THC  
”



## Education

- Branded Content
- Print Publications
- Cooking Workshops
- Physician Seminars

“  
I've decided that  
I would like to try  
Cannabis and I would  
like to ensure the  
brand I am choosing is  
of the highest quality  
”



## Research

- Search Engine Marketing
- 1-on-1 Consultations
- Educational Courses

“  
When I see people  
who I relate with  
trying a product, I  
am more likely to  
consider purchasing  
for myself  
”



## Humanization

Targeted interactions through

- Display Advertising
- Social Media
- In-Person Events
- Ongoing Care Visits





# Our Community

**Our Outreach Program attracts an affluent audience** with higher than average incomes, employment and education.



## Medically Focused

The people we serve come from a variety of backgrounds, ranging from people of all ages who suffer from chronic pain, to those who are battling illnesses like cancer.



## Healthcare Shoppers

Our patients routinely include healthcare products and services into their monthly budget.



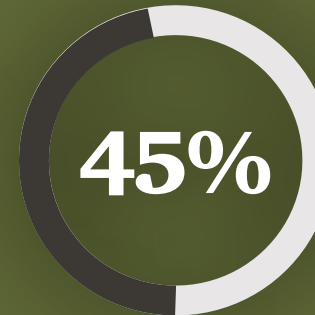
## Shared Interests

In addition to obtaining legal access, patients have a growing interest in nutritional education, cooking with cannabis, and learning how to cultivate for therapeutic purposes to name a few.



## Diverse Mix of Audience

Our patients include children, caregivers, veterans and people who simply want to feel better.



of our patients spend upwards of \$4000/year on average on medical cannabis.



**59%**

of our people identify themselves as women



**40%**

of our people identify themselves as men



of our people are in the ages of 35-65+  
The average age of our patients is 47



**33%**

of our patients suffer from chronic pain





# Drive Results With Unique Ad Types

Drive relevant consumer engagement with your business via high-impact digital advertising placements across our digital networks.



## In-person & Virtual Waiting Room Ads

Get in front of patients while they wait to be seen by the doctor! On average, patients spend 3:30 minutes in the waiting room.



## Targeted Email Marketing Ads

Email remains the most effective way to communicate directly with patients. Through our email list, we can promote fully trackable special offers, optimize for performance and consistently reach a steady stream of potential customers.



## Static or Carousel Ads

Our homepage is a digital billboard that works for you 24/7 and introduces you right at the start of a patient's journey.





# Branded Content

## Humanize Your Brand

**The future of marketing is in humanizing our brands** in order to connect with the people we serve. As we continue building our digital communities, we seek to leverage content as a way to educate, inform, and create emotional bonds that prompt our visitors to take action.

**When we create branded content together, we'll be able to**

- Establish trust, authority and credibility with patients.
- Position your brand as a thought leader in the cannabis conversation.
- Serve as your ambassador to drive more people your way.

# 68%

of consumers want to connect with their health care brands on an emotional level according to the Content Marketing Institute.





# Digital Outlets

## All in the details...

We have **ATTRACTED AND ENGAGED OVER 30,000+ PATIENTS** with help and support from our digital outlet partners.

In addition, *Compassionate Clinics of America* reaches **OVER 75,000+ EMAIL SUBSCRIBERS** who continue to receive monthly updates and special offers.

**We're also working on strategic partnerships** with patient service groups, advocacy organizations, lab testing facilities, grow supply shops and more.

**Leafly.**

**100M**  
SITE VISITS  
PER YEAR

**weedmaps™**

**1B**  
SITE VISITS  
PER YEAR



**20K+**  
MEMBERS  
IN IL/PA



**1.5M**  
MONTHLY  
READERS



**174K**  
READERS  
PER YEAR



**125MM**  
READERS  
PER YEAR



range marketing







# Dispensary & Cultivator Partner Program



## Community Partner | \$5,000 / Quarter

- Sponsor a swag giveaway for 100's of patients.
- Newsletter dispensary spotlight highlighting key features of your location.
- Newsletter cultivator product spotlight highlighting your brands & educational content.
- A standard listing in our directory where patients can discover your business.
- CCOA provides Community partners with an ongoing list of patient referrals.
- Free or discounted Compassionate Clinics of America's certified AURVC online Training program. *(make sure to keep your state requirements meet)*
- Kiosk at your location for patients to book discounted services.



## Compassionate Partner | \$10,000 / Quarter Everything in the previous tier, plus...

- Sponsor a cannabis bingo where patients purchase products on your branded bingo card in exchange for discounts, rewards, and branded merchandise.
- Exposure to new patients via a 30-second ad while they wait in our virtual waiting room.
- Sponsor a community or social event where we promote your brand and educational materials.
- An upgraded listing with additional features to help drive more traffic to your brand.
- Infinite looping of 30-second video ads featured inside one of our physical locations.
- Sponsor an educational article on our website to position you as a thought leader.
- Sponsor a strain genie giveaway to help patients find profiles that may align with your products.
- Sponsor a patient-focused survey to gain a better understanding of the people we serve.



## Corporate Partner | \$20,000 / Quarter Everything in the previous tiers, plus...

- Sponsor a monthly video series where our physicians talk about a variety of cannabis topics.
- Sponsor a monthly podcast production where we record an episode in collaboration with your team.
- Sponsor monthly attachments we send out to patients during the certification process.
- Have your upgraded listing featured at the top of the list.
- Sponsor an article in USA Today. *(and Partner Outlets)*

## Inclusion of your brand advertising on

- Patient appointment confirmation email
- Patient appointment reminder emails
- Patient invoice receipt emails
- Patient satisfaction emails
- Online patient in-take forms
- Patient consent forms
- Payment pages and website sidebars
- Video chat page sidebar
- Paid search inquiries







# Your Return on Investment



**560 Leads** / Month  
**50% Convert** To Appointment



**280 Appointments** / Month  
**75% Convert** To Patient



**210 New Patients** / Month  
**\$100 Weekly Average** Order Value



**\$84,000 Monthly Gross Revenue**  
**\$10,000 Cost** of Marketing (12%)



**\$1.08M Annual Gross Revenue**  
**Up to 40K Annual Investment**  
**ROI of up to \$996K**







# CONTACT US!

## Let's save lives together.

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