



A NEW KIND OF HEALTHCARE  
[www.marijuanadoctors.com](http://www.marijuanadoctors.com)

# Dispensary Owners' Guide to MarijuanaDoctors.com

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# MarijuanaDoctors.com's Online Presence



## Dispensary Owners' Guide to MarijuanaDoctors.com

### MarijuanaDoctors.com's Online Presence

As history has repeatedly shown, at the beginning of new medical marketplaces, patients and physicians tend to gravitate to brands that have the most professional and streamlined approach. This is both in terms of educating the marketplace and integrating their products in such a way as to provide easy access to them.



Now more than ever patients are looking for **industry-leaders** to guide them into this new era of medicine.

The medical marijuana marketplace will surely be no different as now more than ever patients are looking for industry-leaders to guide them into this new era of medicine. MarijuanaDoctors.com has established itself as a trusted name both physicians and patients can turn to in this burgeoning medical marijuana industry.

When you register your dispensary with MarijuanaDoctors.com, you don't just benefit from the multiple services we provide. By using MD's significant online presence, you also establish your business through your association with our trusted name.

Compared to the average dispensary site, MD brings significant benefits to the dispensaries who partner with us, including:

- A huge surge in online traffic
- Continued marketing efforts expanding our online reach
- Reliable information for patients, allowing us to be a one-stop site for all their medical marijuana needs

When patients search for information about obtaining a medical marijuana card in their state, **our site comes up.**



Our website was created with the top domain for keyword searches related to “medical marijuana card” and “marijuana doctor.” This means that when patients search for information about obtaining a medical marijuana card in their state, our site comes up. These same patients are then connected to our partnering dispensaries.

Already we are a top ranked search listing for many keywords related to medical



marijuana including how to get medical marijuana in Louisiana, Pennsylvania and beyond. Our goal is to expand this and continue upping our online traffic. This will allow dispensaries like you to connect with more patients than ever.

## Listing Your Dispensary on MarijuanaDoctors.com

To partner with us, register your dispensary at MarijuanaDoctors.com. Not only will you see an increase in your online traffic, but your business will benefit from the multiple features we offer through our dispensary portal. Plus, you can begin booking telehealth consultations, a compassionate service that will aid the patients who need it the most.

Use our guide to learn about the value of partnering with MarijuanaDoctors.com and how your dispensary can benefit from using our medical marijuana portal.



### Basic Subscription

\$198 / month



#### Basic Subscription - \$198/month

- Upload products available for purchase
- Manage patient appointments
- Conduct telehealth appointments
- Call tracking for calls from marijuanadoctors.com



## Additional Standard Listings

\$98 / month



### Additional Standard Listings - \$98/month

- For adding another location to your basic subscription



## Featured City Listing

\$895 / month



### Featured City Listing - \$895/month

- Have your dispensaries show up at the top of city listings



## Featured State Listing

\$2,500 / month



### Featured State Listing - \$2,500/month

- Have your dispensaries show up at the top of state listings
- Covers all of your locations



## Featured in Doctor State Listings

\$10,000 / month



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### Featured in Doctor State Listings: \$10,000/month

- Have your own adds display in our doctors section for your state
- Ability to upload own ad designs

# Generating Patient Flow Using Our Online Network

## Generating Patient Flow Using Our Online Network

Given MD's position in the medical marijuana marketplace, we have the ability to monopolize the patient flow generated by the physicians operating within our online network.

When a patient books through MarijuanaDoctors.com online calendaring and appointment scheduling services, they are also able to schedule a telemedicine visit for a first-time consultation with dispensaries and producers, with the objective of finalizing their order and scheduling a time for either pick-up or delivery.

This step follows once a patient has received a medical marijuana recommendation from a physician seen either in-person or via MD's telehealth portal.

## MarijuanaDoctors.com Virtual Dispensary Listing



Because of MD's infrastructure, producers are now in a position to create **locally indexed SEO** that will generate a patient funnel directly to them.

Because of MD's infrastructure, producers are now in a position to create locally indexed SEO that will generate a patient funnel directly to them. Each producer page hosted by



MD features dedicated content detailing the relevant information about the dispensary, such as:

- Dispensary details
- Hours of operation
- Cannabis menu
- Patient reviews
- Request appointment button
- Digital phone numbers

Joint functionality enables the dispensary's pharmacist to schedule appointments with patients and automate the delivery process thereby methodically streamlining the entire process, from patient to payment. Dispensaries also have access to the telehealth portal by which they may consult with patients online, instead of in-person.

## **Becoming a Featured Advertiser**

Dispensaries may also choose to become featured advertisers, opting for advanced placement in the state and city static listings, which always come up first in the search results.

By paying for a featured listing, a producer ensures their listing will populate at the top of all the relevant search results. A system like this gives licensed medical marijuana providers the benefit of vertically integrating into the market, by directly targeting and marketing to patients and physicians in the relevant regions — a key element to building a profitable medical marijuana company that will continue to grow.



By paying for a **featured listing**, a producer ensures their listing will populate at the top of all the relevant search results.

## Services Provided by MarijuanaDoctors.com

All this functionality has been integrated into the MarijuanaDoctors.com app and mobile site, essentially creating a one-stop shop catering to all a patient's medical marijuana needs. Now patients can use our site to:

- Manage their 90-day medical marijuana recommendation
- Schedule their required return doctor visits every three months
- See the physician for evaluation using telemedicine
- Obtain medical marijuana directly from a producer
- Schedule a delivery

The system is also designed to send physicians updates on their patients, allowing doctors to now monitor patients in real-time.

## Online Outreach for Medical Marijuana Dispensaries

With the aid of developers and content creators, MarijuanaDoctors.com can create a scalable online solution to operate initially as a go-to-market strategy. Soon after, a permanent approach is designed to generate a digital footprint and ensure ample organic traffic from local web searches. This results in new customers for your dispensary without a need for paid performance on online search platforms.

Some marketing strategies we utilize include:

- **Dispensary Virtual Listing:** Your dispensary's virtual listing on MarijuanaDoctors.com acts as your personal landing page on our site. It allows you to market your services and maintain steady patient flow. Thousands of potential patients search our site for information about medical marijuana and having a virtual listing helps you connect with them.
- **Market Share for Your Specific Region:** With the implement of a zip code system, MD allows producers to lock down regions for each patient in their geo-target territory, in cities across each of the states. This will enable dispensaries to gain market share for a specific area. From the producer dashboard on the backend of MarijuanaDoctors.com, you can track the success of your campaign exactly like Google AdWords. Except now your pay-per-zip is pay-per-patient, with a true conversion at the point a delivery or in-store pickup is scheduled during a telehealth consult.



MD allows producers to lock down regions for each patient in their **geo-target territory**, in cities across each of the states.



- **Email Campaigns:** Email campaigns can be effectively crafted to notify our pre-existing marketplace, i.e. the patients, that a particular dispensary and its products are now available. This will not only inform patients that your business is a viable option, but it will also highlight your dispensary as being the quickest, easiest and safest solution for purchasing medical marijuana.

These are strategies we believe will allow us to optimally monetize each patient that funnels through MD. But we are certainly open to any other ideas you may have regarding a collaboration or partnership, and would most definitely like to hear any thoughts or feedback you may have.



# Promoting Products on MarijuanaDoctors.com

MarijuanaDoctors.com has the unique advantage to not only educate patients about the different producers available to them but to also promote their products, highlighting the leading choices for obtaining consistently safe medicines. This system makes the process of getting medicine as simple as ordering vitamins from Amazon.com, having a pharmaceutical prescription delivered to your front door or seeing your psychologist from the comfort of your couch.

A photograph showing a person's hands interacting with a tablet computer. The person is holding a dark-colored card or document over the screen. The background is softly blurred, suggesting an indoor setting.

This system makes the process of getting medicine **as simple as ordering vitamins from Amazon.com**, having a pharmaceutical prescription delivered to your front door or seeing your psychologist from the comfort of your couch.

Marketing on MD advertises the producer's brand to the medical marijuana industry, identifying it as a sound solution for patients seeking compassionate care. Furthermore, producers have the opportunity to become synonymous with the medicine of marijuana, as both patients and physicians will start to associate the company as an industry leader. MarijuanaDoctors.com is in the position to put select producers on the frontline of medical marijuana and at the forefront of the conversations.

This type of marketing utilizes several approaches:

- **Target Audience:** Depending on the nature of their condition or ailment, MarijuanaDoctors.com can promote product ads directly to the patients who need

them. If a producer has specific formulations for certain symptoms or diseases, we can promote these products directly to the target audience.

- **Utilizing the Booking System:** MD can serve ads to both patients and physicians as they funnel through the booking system, giving us the ability to highlight the appropriate products as they correspond to the patient's particular health problems and the physician's field of medical specialty.
- **Expanded Services:** As recreational marijuana becomes legal, we are happy to expand our online shopping and scheduling services to people in those states. Our company will continue to grow, integrating new services and adding international territories to our expansive list of resources.

## Assistance Establishing a Dispensary Location

We offer detailed data to dispensaries who register with MarijuanaDoctors.com. This provides distinct advantages to businesses looking to pick locations for retail operations. We can provide information about:

- Which cities have the highest search volumes
- Physical doctor's locations who are responsible for patients in said areas
- Establishing an online presence with geo-targeted territories



These physician addresses can be used as a starting point to strategically pick locations that would be clearly visible to the local patient traffic who are now required to return to the physician every 90 days.

Once your dispensary is established, you can utilize the software solutions made available through the producer's section of MarijuanaDoctors.com. Our resources make setting up shop simpler, as they allow you to:

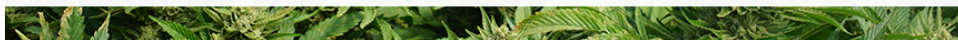
- Organize the intake of patients through telemedicine
- Update patient information and simultaneously notify physicians of the update
- Organize calendaring and delivery modules to efficiently streamline the business, as well as the market share it has created

# The Producer's Section of MarijuanaDoctors.com

The producer's section is a search feature that was created with the purpose of helping patients locate and purchase their medicine from an authorized producer, dispensary, clinic or retailer. This section aids in protecting physicians from medical steering, pharmaceutical pushing or the violation of HIPAA laws.



Patients can look on the **producer's section** of MarijuanaDoctors.com, in order to find the nearest dispensaries.



Doctors now have the ability to tell their patients to look on the producer's section of MarijuanaDoctors.com, in order to find the nearest dispensaries carrying the formulation of medical marijuana that they require. Similarly, states have warned producers against steering patients to any specific physicians, encouraging dispensaries to refer patients seeking compassionate care to MarijuanaDoctors.com, to find a physician nearest to them.

## Beneficial Features of the MD Producer's Section

- **Online Booking for First-Time Consultations:** We allow dispensaries registered with MarijuanaDoctors.com to take advantage of our robust web property. The licensed pharmacists running your dispensary have the ability to book a



first-time consultation with a patient through our seamlessly automated system. This makes dispensaries viable and convenient options for patients looking to obtain medical marijuana from a licensed producer.

- **Unique Digital Phone Number:** Each listing receives a digital phone number to connect patients with our advertising producers directly from our mobile platform. We also provide monthly reporting to our producers so they can easily track the success of these digital phone numbers.
- **Protection Against Liability:** To avoid any legal liability against potential medical steering, physicians can refer patients to the producer's section on MarijuanaDoctors.com, where patients can choose the right producer based on who has the formulations of medicine they require.
- **Telehealth Options:** Once selecting a producer, patients have the ability to schedule a first-time consultation with the location via our telehealth portal, avoiding the inconvenience of needing to visit the brick-and-mortar location in-person.
- **Save Time, Money and Resources:** Our convenient automatization, along with the newer delivery options now available in most states, also saves you time, money and resources, ultimately allowing your operation to run more efficiently and productively.

## Connecting Patients, Physicians and Dispensary Pharmacists

When it comes down to the actual medicine, dispensary pharmacists have the closest hands-on access to any medicated products available and along with that access comes a detailed understanding of the product's effects, as they pertain to a variety of symptoms and ailments.

MarijuanaDoctors.com gives patients and physicians the ability to interact with these individuals virtually. This provides added benefit to both patients and doctors in need of medical marijuana product information, like:

- Physicians can now make educated decisions that will benefit all of their patients with similar conditions
- Patients will be able to find the best products that most effectively treat their specific issues.

## Making an Appointment to Visit a Dispensary

Once a patient has received a medical marijuana recommendation and the physician has registered the patient on the state's department of health website, patients can now request an appointment with a dispensary at [MarijuanaDoctors.com](https://www.MarijuanaDoctors.com) to visit the brick-and-mortar location in-person.



Patients can also choose to schedule a telemedicine appointment for a first-time consultation with the dispensary, from a convenient location of their choosing.

A dispensary consultation gives patients the opportunity to:

- Consult with a dispensary attendant
- View the products
- Discuss the menu options available

The producer's menu is seamlessly integrated with the required **fields and soap notes** that the physician needs to complete the patient's registration process.



After the consultation, the dispensary can send the physician the recommended formulations and information to be uploaded to the patient's profile on the state's DOH website. For this purpose, the producer's menu is seamlessly integrated with the required fields and soap notes that the physician needs to complete the patient's registration process.

Once the doctor finishes updating the patient's data, both the patient and producer will receive an automated email, confirming the date and time of delivery or in-store pick-up.

## Utilizing Telehealth Technology

For many patients suffering from debilitating, chronic or terminal conditions, the symptoms of their ailments often make travel difficult and for those who are nearing end-of-life, near to impossible. Recognizing this dilemma that many of our patients face, MarijuanaDoctors.com has sought to give these individuals the ability to consult directly with a pharmacist at a dispensary, using telehealth technology.

During the telemedicine consultation, patients will have the opportunity to:

- View the dispensary's menu
- Ask questions
- Discuss the different options available to them
- Choose the product that best meets their requirements

After the online consultation, dispensaries use their **MarijuanaDoctors.com** portal to send the patient's recommending physician all the required information.



After the online consultation, dispensaries use their MarijuanaDoctors.com portal to send the patient's recommending physician all the required formulations for the doctor to then update the patient's data on the state department of health website so that it reflects all of the necessary information. At this time physicians may also stipulate how long the recommendation is to be valid.

For this purpose, the producer's section has been created with all the necessary fields and soap notes, giving pharmacists the capacity to provide physicians with the appropriate information. Once the doctor has updated the DOH system, an email is automatically sent to both the patient and producer, with details on how to schedule a time for an in-store pickup.

We've also built in protections for producers serving patients represented by caregivers. Patients and caregivers are required to upload their medical marijuana card, paper work, and driver's license to provide insurance for producers who are engaging with patients.

Once the patient has received counsel and placed their order, a date and time can be scheduled for at-home delivery. This means that patients who have limited-mobility and who otherwise would not have been able to get their cannabis medications can now access medical marijuana from the convenience of their home.

Furthermore, with the added functionality of being able to make deliveries, dispensaries are now viable options for patients who otherwise would not have chosen the producer due to the inconvenience or travel time of the location.



# Choosing MarijuanaDoctors.com as Your Online Medical Marijuana Dispensary Portal

As the healthcare community realizes the efficacy of medicinal cannabis, medical marijuana continues its growth in this industry. Dispensaries and producers need to be prepared to meet this growing need. MarijuanaDoctors.com is a resource you can use for marketing your business and connecting with patients. Our site provides a reliable scheduling and appointment portal that you can utilize to communicate with those in need in your region.

MarijuanaDoctors.com represents a predominant portion of the medical marijuana market. Since its inception, we have established relationships with hundreds of thousands of patients in your marketplace. In states with newly enacted medical marijuana programs, MD is responsible for:

- Educating patients seeking information about their state's medical marijuana program
- Helping patients locate and select a local physician
- Once qualified, directing patients to a local dispensary or producer to obtain their medicine

This is a crucial step for physicians concerned about the risks and liabilities associated with medical steering and other HIPAA or federal violations.

## A Different Kind of Patient Experience

MarijuanaDoctors.com is the gateway to all things medical marijuana and it is the starting point for any patient looking for information about medical marijuana in their state. Unlike our competitors, we are a one-stop resource for patients so that their medical marijuana needs are met in one location. In order to best serve our patients, we provide information about:

- Medical marijuana laws
- Availability of physicians in patients' areas
- On-demand access to physicians and pharmacists
- Details on dispensing options
- Delivery services
- Ancillary products
- Easy online ordering
- Automated product ordering



As a Medical Service Organization (**MSO**), we deliver standards complying with HIPAA and protect patient information.

As a Medical Service Organization (MSO), we deliver standards complying with HIPAA and protect patient information. Our system connects patients to physicians and pharmacists alike, creating the first ecosystem where patients can virtually navigate their state medical and recreational marijuana programs. Plus, security checks and balances ensure that deliveries and sales can only be obtained legally, taking the pressure off our patients.

Our company has integrated and automated the medical marijuana recommendation process – from:

- Researching the requirements within the patients' states
- Scheduling appointments with qualifying physicians

- Finding a dispensary to fill medical marijuana recommendations
- Ordering home deliveries from participating dispensaries or utilizing in-store pickups
- Monthly renewals of these services.

# Why Dispensaries and Producers Should Have a Medical Marijuana Portal

A major advantage of the technological age we live in is the internet's ability to provide ease to every aspect of modern life. This is especially important for patients with debilitating conditions who need to gain access to compassionate cannabis medications. That's why MarijuanaDoctors.com partners with local medical marijuana dispensaries and producers to ensure patients are getting the medications they need.



MarijuanaDoctors.com is the perfect marketing, advertising and consulting partner for a marijuana producer and dispensary. MarijuanaDoctors.com (MD) is responsible for creating not only medical marijuana marketplaces, but also our vast online presence makes us a reliable resource for patients to find pertinent medical cannabis information. While browsing our articles and information, patients are referred to dispensaries listed on our site.

Catering even further to the medical marijuana industry, MD also provides marketing solutions for producers, dispensaries and cannabis clinics. MD has simplified and streamlined the entire process for patients, physicians and producers, seamlessly connecting all the relevant parties so that they can now work together as a team with the

objective of improving the patient's quality of life.

We give medical marijuana dispensaries the ability to vertically integrate within their market, understanding that patients using medical marijuana to treat debilitating and chronic conditions hold a lifetime value as customers.