

CASE STUDY

Pioneering Medical Cannabis in Australia – Guiding Prescribers Through an Untested Landscape



THE CLIENT

A global leader in medical cannabis, specialising in high CBD oils with pharmaceutical grade consistency and rigorous safety standards. Their goal was to make cannabis prescribing safe and straightforward for Australian healthcare professionals.

THE PROBLEM

When medical cannabis regulations changed in Australia, a large multinational cannabis provider aimed to enter the market. However, they faced significant challenges:

- Healthcare providers had little understanding of cannabis, the endocannabinoid system, or how to prescribe cannabinoid-based treatments.
- Prescribers were unsure how to navigate the new system for cannabis approvals and patient access.
- Without local clinical experience, prescribers were hesitant to recommend cannabis, especially in hospital settings.

The provider had the potential to establish itself as a trusted market leader – but first, they needed to build credibility for cannabis from the ground up.

THE SOLUTION

1. Earning Trust Through Hospital Adoption:

We worked with the provider to build a compelling case for hospital use, positioning their products as the safest, most reliable choice:

- **Pharmaceutical-Grade Quality:** Emphasising batch consistency and strict quality GMP control.
- **International Clinical Data:** Leveraging existing research to demonstrate efficacy and safety.
- **Regulatory & Logistical Support:** Assisting hospitals to navigate the regulatory framework.

As a result, this provider became the **only cannabis company whose products were purchased by state health systems for administration in hospitals.**

2. Simplifying Prescribing for Clinicians:

We created easy-to-use resources:

- **High-CBD Oils as an Entry Point:** Focusing on non-intoxicating, category 1 and 2 options to lower prescribing hesitation.
- **Step-by-Step Prescribing Protocols:** Simple dosing and titration guidance to give clinicians confidence.
- **Therapeutic Use Guides:** Clear, practical overviews of how cannabis fit into treatment plans for conditions like chronic pain, anxiety, and epilepsy.

3. Education & Relationship Building:

We helped the provider actively build trust with the medical community through direct engagement:

- **Webinars & Training:** Featuring international experts to demystify cannabis medicine.

On-Demand Clinical Support: Providing real-time guidance to clinicians for patient management and regulatory compliance.

THE RESULTS

The provider not only secured hospital adoption but used that success to break into the wider medical market. The hospital partnership validated their product quality and safety, giving prescribers the confidence to start recommending cannabis in private practice and clinics.

By earning early credibility in hospitals, simplifying cannabis medicine for clinicians, and providing ongoing support, the provider became the most trusted name in high-quality medical cannabis in Australia – all within an untested, newly regulated landscape.



Ready to take the next step?

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