

Sunday April 28



AVICANNA™

0700h Registration and Check In
 4th Floor Foyer

0715h Breakfast – Plated Meal *Non accredited Sponsored Presentation AVICANNA
 Confederation Ballroom – 4th Floor

MyMedi.ca – Avicanna’s Comprehensive Medical Cannabis Care Platform
Samantha Aitken, HBS, BScPhm., RPh

Despite over two decades of legal access, navigating medical cannabis in Canada continues to be challenging for both patients and practitioners. Regulatory issues, educational barriers, affordability and stigma are just a few of the hurdles that hinder patient care. At MyMedi.ca, our goal is to help bridge some of these gaps, aiming to provide an enhanced patient journey to better serve Canadians.

This education session will provide an overview of the MyMedi.ca medical portal, give insight into our unique pharmacist support program, educational initiatives, compassionate pricing, evidence-driven formulary, insurance & adjudication services. This session is aimed to answer pertinent questions about MyMedi.ca from healthcare providers and demonstrate how our unique services are designed to enhance support when accessing medical cannabis. Finally, we will highlight the patient pathway to give a detailed overview on how prescribers can refer patients to our services.

Preamble to provide context of the presentation:

Within Canada, many patients are using recreational cannabis to self-treat a variety of medical conditions including primary and secondary chronic pain instead of seeking professional advice. In a landscape where patients tend to be misinformed or lack proper education, it is crucial for health care providers to navigate the emerging field of medical cannabis with a commitment to rigorous evidence learning and professional expertise. Today, we will explore the roles and available supports that Avicanna and MyMedi.ca provide to our patients and the medical community.

Learning objectives:

“At the conclusion of this activity, participants will be able to

- Recognize the current challenges that patients experience in accessing medical cannabis
- Examine the importance of evidence-driven and pharmacist-led support within the medical cannabis marketplace
- Describe the programs and education services that Avicanna and MyMedi.ca offer to facilitate easier access for patients and support Health Care Providers



Samantha Aitken
HBSc, BScPhm., RPh.

Samantha is a cannabis-trained pharmacist with the MyMedi.ca Patient Support Team, helping patients and practitioners across Canada access medical cannabis support and clinical services. She has a background in community pharmacy, working as a pharmacist in Toronto for 7 years after graduating from the Leslie Dan Faculty of Pharmacy in 2014. In 2021, she transitioned to the medical cannabis space as a pharmacist with Medical Cannabis by Shoppers. Over the 3 years working in the industry, Samantha has gained valuable insight by working closely with patients, various insurance providers, Veteran Affairs Canada and cannabis clinics across Canada to serve the needs of patients and improve medical cannabis access. Samantha has a passion for education and outreach, working in collaboration with industry professionals and healthcare practitioners on various educational webinars, panels and media appearances around medical cannabis over the years, including interviews with 680 and Global news.