

# Join Dr. Barry Gordon & Dr. Sherry Yafai

Tuesday, April 20, 2021

| 4:20 - 6:20pm PST

• 7:20 - 9:20pm EST

A Virtual Educational Event  
produced by



## Medical Cannabis & Emergency Medicine

*It's 4/20 after all... "Medical Cannabis, Where's the Emergency?"*

### Meet the Host

#### Dr. Barry Gordon, MD

For more than four decades, Barry Gordon M.D. has built his career working on the front lines of the American health care system.

He is now at the forefront of the medical cannabis movement, much as he was in the Emergency Medicine space starting his residency training at Mt. Sinai Medical Center in Cleveland in 1981. There were only seven residency programs in existence at that time, and patients were still being brought into rural ERs in Funeral Home owned hearses without any EMS impact at all.

A 1981 graduate of the Ohio State University College of Medicine and a founding fellow of the American Academy of Emergency Medicine, Gordon said it wasn't until decades into his medical career that he even began hearing the words "endocannabinoid system."

"It was my career in emergency medicine that drove me to find an alternative for my patients and research cannabis more," Dr. Barry explained. "I like to think of my background as a bit of a social scientist. I've seen the dangers of alcohol and tobacco. I like to tell my patients that you can't even compare the intoxication effects of alcohol to cannabis."



"My practical experience coupled with my own scientific research has enabled me to offer a unique approach in care to my patients. I feel a responsibility in both providing the appropriate education and allowing my patients to live a better quality of life without the harmful effects of conventional pharmaceutical prescriptions," he added.

"For a number of years, I saved lives with paddles in emergency rooms. Now I am looking beyond conventional medicine for answers," Dr. Barry explained. "I don't encourage people who have success with conventional medicine to change their strategy; however, alternative medical options, like medicinal cannabis, need to be available for those who want and need it for relief."

Event sponsored by 



Scan to Register

- Scan the QR Code (Apps available on  & )
- Register for the event with your name & email.
- An email will be sent to the email you registered with. The email will contain your link and passcode to attend the event.
- Save the event in your calendar. It won't be one to miss!



# Join Dr. Barry Gordon & Dr. Sherry Yafai

Tuesday, April 20, 2021 | 4:20 - 6:20pm PST • 7:20 - 9:20pm EST

A Virtual Educational Event  
produced by



## Medical Cannabis & Emergency Medicine

*It's 4/20 after all... "Medical Cannabis, Where's the Emergency?"*

## Meet the Panelists

### Dr. Sherry Yafai, MD

Sherry Yafai MD is a Cannabis and Emergency Medicine physician at Providence St. Johns Medical Center since 2009. Dr. Yafai started her medical career at UCSD Medical School graduating in 2005 and UCSD Emergency Medicine Residency in 2009. In 2017, after recreational marijuana laws had passed in California, Dr. Yafai opened her private Cannabis Clinic, the ReLeaf Institute, where she sees patients referred by physicians for cannabis education and treatment. She is Co-Vice President of the Society of Cannabis Clinicians, a member of the UCLA Cannabis Initiative and distinguished speaker for UCSD Center for Medical Cannabis Research and multiple medical programs. She also authors "The Case For Cannabis", the regular medical cannabis column appearing in Emergency Medicine News.

In 2018 she was accepted as an Adjunct Associate Professor at John Wayne Cancer Institute working with cannabis and cancer research. Currently, Dr. Yafai is working with the Los Angeles community to put together the first-ever CME approved Medical Cannabis Conference. It is designed to educate the healthcare community on dosing, indications and legal perspectives in the unique legal setting of California. It includes the Medical Board of California, the LA County of Public Health, The Department of Cannabis Regulations for LA, the Clinical and Cannabinoids Research Journal and the Society of Cannabis Clinicians. Of all the positions, her most fulfilling role is as a facilitator of medical education. She currently sits on the Advisory Board for Canopy Healthy International and is a lead expert for cannabis education throughout the country. She has been invited to a one-on-one interview with GOOP and The Doctors TV show. In her various roles Dr. Yafai will continue to strive to educate all health care providers on the most up to date clinical data and research in the field of Cannabis.

**Emergency  
Medicine News**

THE MOST TRUSTED NEWS SOURCE IN EMERGENCY MEDICINE

**The Case for Cannabis**



What Do EM Cannabis Experts Think about Cannabis?

Read the article  
that started the  
idea for this  
event!

Author: Sherry Yafai, MD



**Scan to Register**

- Scan the QR Code (Apps available on  & )
- Register for the event with your name & email.
- An email will be sent to the email you registered with. The email will contain your link and passcode to attend the event.
- Save the event in your calendar. It won't be one to miss!



Event sponsored by 



# Join Dr. Barry Gordon & Dr. Sherry Yafai

Tuesday, April 20, 2021

| 4:20 - 6:20pm PST

• 7:20 - 9:20pm EST

A Virtual Educational Event  
produced by



## Medical Cannabis & Emergency Medicine

*It's 4/20 after all... "Medical Cannabis, Where's the Emergency?"*

### Meet the Panelists

#### Dr. Jeffrey Hergenrather, MD

Doctor Jeffrey Hergenrather began his medical career as a general practitioner in 1976. His practice included general medicine, OB-GYN, pediatrics, neonatal care, and emergency medicine. After over 25 years in emergency medicine he began his medical practice in cannabis consultations and general medicine consultations in 1999.

Dr. Hergenrather provides cannabis recommendations to Californians with serious medical conditions and consultations worldwide by phone and on-line appointments.

Dr. Jeffrey Hergenrather is easily one of the most important cannabis physicians working today. He was recently named Medical Professional of the Year in the Americans for Safe Access' 2015 Excellence Awards. He is also a former President of the Society of Cannabis Clinicians, an organization representing physicians treating patients with cannabis.



The reputation that Dr. Hergenrather has established for himself in Sebastopol, California is impressive. The Sonoma Alliance for Medical Marijuana, which advocates for favorable medicinal cannabis policies in Dr. Hergenrather's county, highly recommends his services.

Dr. Hergenrather has worked with hundreds of patients, carefully recording his observations along the way. At numerous CME-accredited medical conferences, he has delivered illuminating presentations on how cannabis treats diseases along with actual results from patients.

Event sponsored by 



Scan to Register

- Scan the QR Code (Apps available on  &  )
- Register for the event with your name & email.
- An email will be sent to the email you registered with. The email will contain your link and passcode to attend the event.
- Save the event in your calendar. It won't be one to miss!



# Join Dr. Barry Gordon & Dr. Sherry Yafai

Tuesday, April 20, 2021

| 4:20 - 6:20pm PST

• 7:20 - 9:20pm EST

A Virtual Educational Event  
produced by



## Medical Cannabis & Emergency Medicine

*It's 4/20 after all... "Medical Cannabis, Where's the Emergency?"*

### Meet the Panelists

#### Dr. David Knox, MD

Dr. David Knox is a graduate of the University of Washington and University of Washington School of Medicine. After 40 years of clinical experience in Emergency Medicine, he has expanded his expertise to include Endocannabinology™ and Cannabinoid Medicine.

Dr. David notes the degree of results cannabis has had on a variety of maladies, but perhaps none more common than chronic pain, a condition which plagues Emergency Rooms nationwide. He has seen thousands of patients who have been able to significantly reduce or eliminate their need for opiates for chronic pain. This alone was the eye opening factor in looking at Cannabis as the medicine it truly is, and led to further study into Cannabis, the science of the endocannabinoid system (ECS) and greater endocannabinoidome (eCBome), and application to patient care.



Dr. David is a proponent of the continued clinical study and scientific advance of cannabis for its use in emergent, acute and chronic care management. He believes that contrary to the mantra of conventional medicine, that there is not enough research to approve the use of Cannabis, there are thousands of published papers on the science of the ECS and Cannabis pharmacology, as well as thousands of patients who have benefited from their use of Cannabis. As numerous studies showing the risk profile of Cannabis to be better - that is, safer - than most pharmaceuticals on the market, there should be no roadblocks to the use Cannabis and thus allowing the further studies of Cannabis to substantiate therapeutic effect.

Dr. David is a co-founder of the American Cannabinoid Clinics and Pivotal Edu.

Event sponsored by 



Scan to Register

- Scan the QR Code (Apps available on  &  )
- Register for the event with your name & email.
- An email will be sent to the email you registered with. The email will contain your link and passcode to attend the event.
- Save the event in your calendar. It won't be one to miss!





# Join Dr. Barry Gordon & Dr. Sherry Yafai

Tuesday, April 20, 2021

| 4:20 - 6:20pm PST

• 7:20 - 9:20pm EST

A Virtual Educational Event  
produced by



## Medical Cannabis & Emergency Medicine

*It's 4/20 after all... "Medical Cannabis, Where's the Emergency?"*

### Meet the Panelists

#### Dr. Ira Price, MD FRCPC

Dr. Ira Price is an Assistant Clinical Professor in the Division of Emergency Medicine through the Department of Medicine at McMaster University. He is a Fellow of the Royal College of Physicians and Surgeons trained in Emergency Medicine, with a Fellowship in Sports Medicine.

Dr. Ira is recognized as a global leader and key-note speaker on the clinical application of Cannabinoid therapeutics. Relying on evidence-based principles, he developed an effective clinical pathway for the evaluation and dosing of medical cannabis that is used by physicians around the world.

In 2011, Dr. Price became the founding medical director of Synergy Health Services, the first medical clinic in Ontario dedicated to evaluating patients for the use of medical cannabis. In 2013, Dr. Price then founded the Medical Cannabis Journal Club of Hamilton; the first accredited Medical Cannabis Journal Club. In 2014, he developed KARE – Cannabis Accreditation, Regulation and Education – a Seminar style personal certification for the medical community.



Dr. Price assumed many executive roles within the industry; including medical Director and advisor for federally approved Licensed Producers. He assists in the development of SOP's and regulatory standards that would become part of these company's structure.

His current interests lie in research and development of plant based therapeutics for the treatment of common everyday medical diseases.

Event sponsored by 



Scan to Register

- Scan the QR Code (Apps available on  & )
- Register for the event with your name & email.
- An email will be sent to the email you registered with. The email will contain your link and passcode to attend the event.
- Save the event in your calendar. It won't be one to miss!

