Session 3

Heyday Clinic – our approach and patient base

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Managing Director & Co-Founder,

Heyday Medical

Mission and drive

- Founding story – gives us passion and direction
- *To be Australia's most trusted cannabis company*
- Team of health professionals focused on building a sustainable business for the long term
- Play by the rules – we are operating in a medical market
- Not prepared to sacrifice patient care for short term gain
- Working hard to bring cannabis from the fringe and into the mainstream in a credible and compliant way
- Want to see cannabis medicine in every GPs toolkit – it should be a front line tool!

What we do

Clinic

- A diverse team of smart and compassionate GPs who have chosen to specialize in holistic health and cannabis medicine

- We work hard at finding solutions, often when other healthcare providers have fallen short

- Offer gold standard care at all points in the patient journey

Product

- Bring to market truly unique cannabis medicines that allow for more targeted therapy > moving beyond THC and CBD

- Underpinned by our sustainably grown in Aus and NZ LSO base range

- Now offering truly unique medicines – CBG kief, low dose microgummies, flower capsules, topicals, pessaries and teas!

- Less is more philosophy, not focused on high THC flowers

Why product and clinic?

Benefits of cross-over:

- **Knowledge – understand the unique challenges both patients and product companies face**

- **Product innovation – seat at the coal face**

- **Doctors as advocates for the brand is powerful**

Owning the conflict!

- **Transparency – name, Heyday Clinic Code of Conduct, multiple disclosures during booking process and start of consult**

- **Our data *supports* product agnostic prescribing practice**

Heyday Clinic overview

- **Commenced consults in July 2021**
- **Over 5,000 patients**
- **Led by Dr Jim Connell and Dr Priya Ayyar**
- **5 doctors, 1 nurse**
- **85% telehealth**

It's all in the team

- **We invest in our people – ongoing training and mentorship**
- **Fortnightly roundtables – discuss complex clinical cases, new products, invite an expert**
- **Events and team building – we are proud of our Heyday culture!**

Our approach and patient type

Approach

- 30 minute initial consult with a Dr

- Mandatory 5-6 week follow up consult with same Dr

- Free nurse call and nurse support 5 days a week

- Patient nurture journey – great education at key times post consult when they need it

Patient type and source

- Single or multi-condition, more complex the better!

- Cannabis naive and cannabis experienced (willingness to engage)

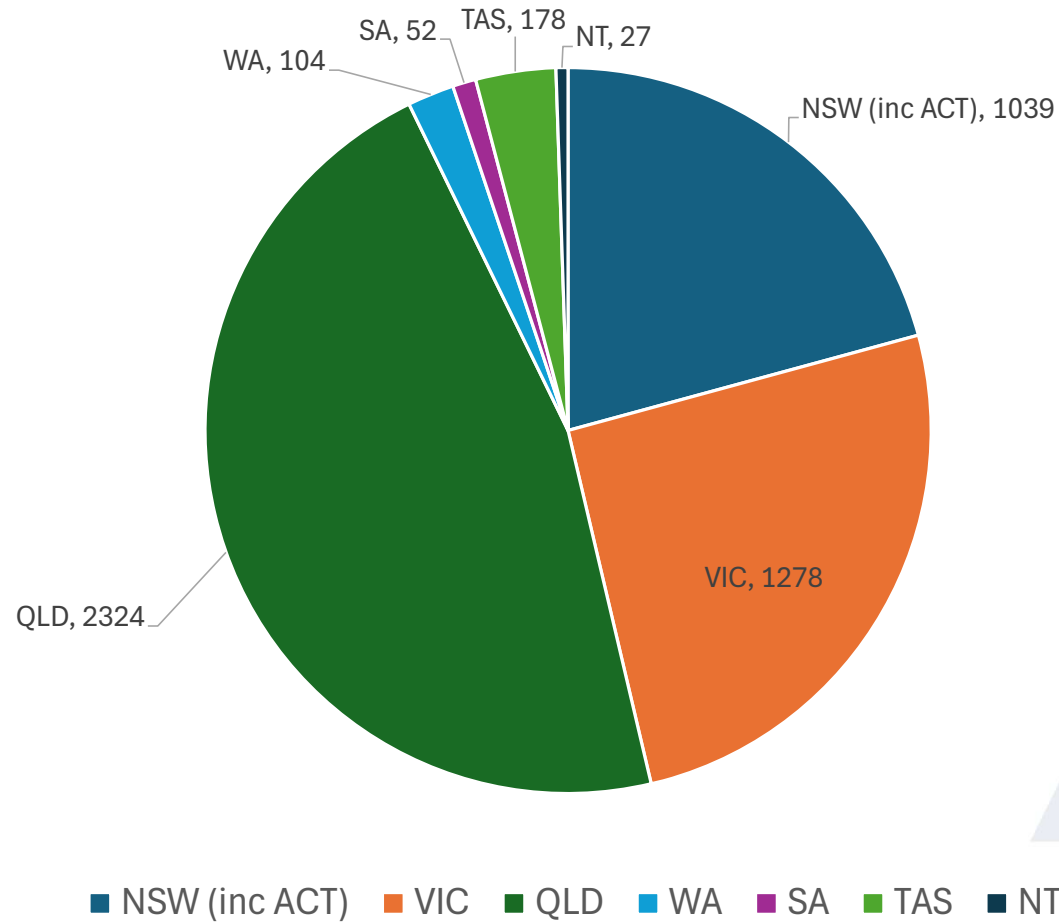- Referrals – HCPs and word of mouth, very little marketing so far

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Heyday patient demographics
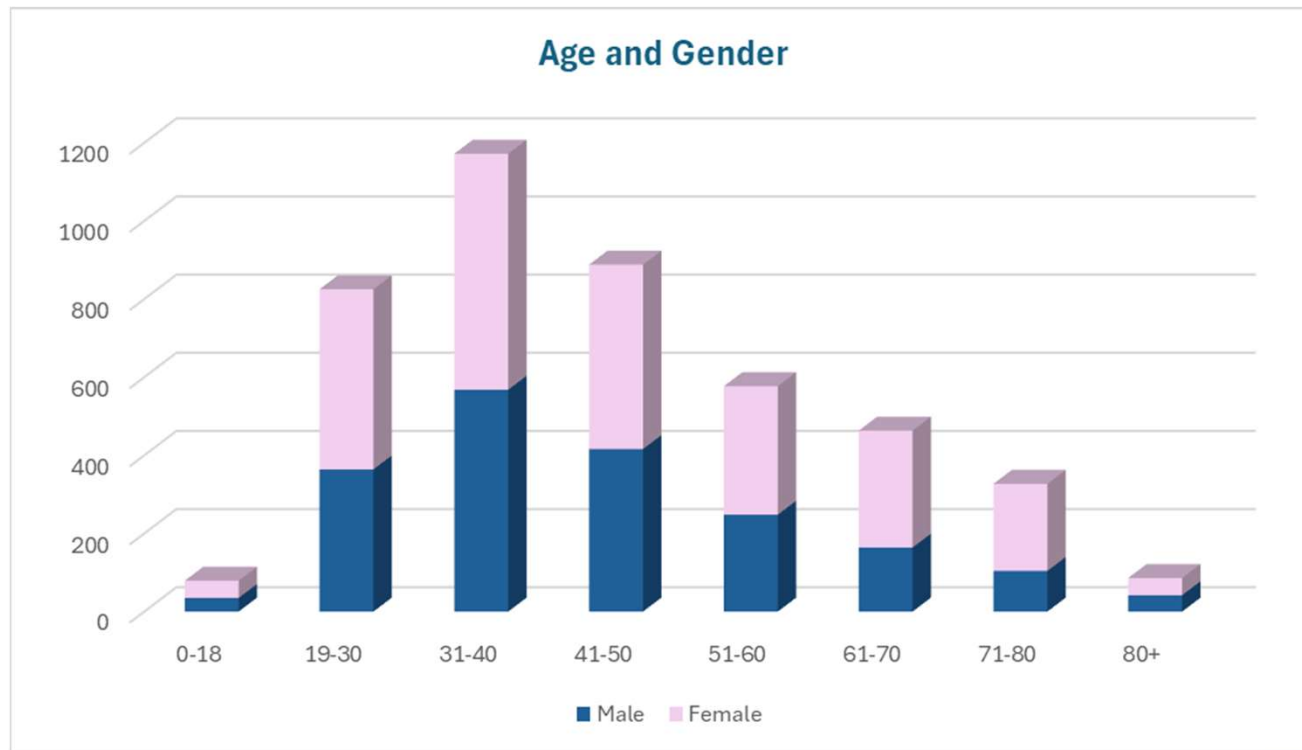
Age and gender change over time

Year	Female	Avg Age	Male	Avg Age
ALL	57%	47	43%	43
2021	78%	50	22%	47
2022	44%	46	56%	42
2023	49%	45	51%	42
2024	50%	43	50%	44

Patient location

WA, 104 · SA, 52 · TAS, 178 · NT, 27 · NSW (inc ACT), 1039 · VIC, 1278 · QLD, 2324

Legend: NSW (inc ACT) · VIC · QLD · WA · SA · TAS · NT

Patient conditions

Condition	# of Patients	Percentage
Pain	1383	27%
Sleep and Insomnia	1138	22%
Anxiety	1120	21%
Depression	446	9%
Stress	208	4%
PTSD	177	3%
Cancer	150	3%
Mental	145	3%
Arthritis	142	3%
ADHD	117	2%
Fibro	58	1%
Endo	55	1%
Migraine	52	1%
OCD	27	1%

Dosage forms prescribed

Baseline / slow onset
- **Oils (CBD, balanced, THC) – common**
- **Flower capsules (CBD:CBDA:THC:THCA) - common**
- **Gummies / pastilles (THC:CBD:CBG) – very common**

Rapid relief
- **THC Flower – common**
- **Balanced or CBD Flowers - common**
- **Liquid vapes – very little**
- **Shatter/diamonds - never**

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Heyday doctors - prescribing practices

Heyday Dr	Dr A	Dr B	Dr C	Dr D
% of scripts Heyday medicine	50%	40%	30%	50%
Other brands commonly prescribed *(good value consistent brands)*	Tasmanian Botanics, Kind Medical, Indimed, Cultiva	Kind Medical, Medcan, Tas Botanics, Alfie	Kind Medical, Tasmanian Botanics, Indimed	Tasmanian Botanics, Humacology, MedReleaf-Indimed
% of scripts compounded medicine *(HD innovative range, not flower)*	30%	0%	30%	30%