



### **Physician Viewpoint: Managing Inflammatory Lifestyle Diseases**

- Most modern diseases are caused by inflammation and corrected with lifestyle changes
  - Adipose and hepatocyte inflammation in obesity
  - Pancreatic beta cells inflammation
  - Brain inflammation in depression
- Conventional treatments are ineffective and debilitating
  - Inflammatory insulin levels, tight control and mortality.
  - Statin drugs as anti-inflammatory with toxicity.
  - Corticosteroids as anti-inflammatory.
- Cannabidiol is a powerful tool to control inflammatory pathways
  - Understanding cannabidiol (CBD)
    - Restoring homeostasis
    - Sites of action
    - Sources, safety, side-effects
  - Mechanisms of action: immune modulation
  - Cell mediated and humoral
  - Macrophage + microglial regulation
  - Regulating cytokines + nuclear factor NF-κB
  - Exceptions in cancer
- Managing patients with CBD
  - Strategic partner to comprehensive health rehabilitation
    - Symptom control + avoiding harmful drugs
    - Detoxification
    - Lifestyle changes
  - Choosing a CBD dose and product form
    - Basic dosing
    - Making dose adjustments
- Principles and practice of remote CBD/medical nutrition therapy (MNT)
  - Tele-nutrition and health coaching
    - Multidisciplinary team
    - Collaborative approach
    - Shared database and task assignments
  - Introducing the phytocannabinoid option
    - Endocannabinoid system (ECS)
    - ECS dysfunction in inflammation
    - Phytocannabinoids restore ECS
    - Regulating stress hormones
- Health and financial outcomes delivered
  - Tracking outcomes
  - Monitoring claims and prescription use