

# Why PFC?

Patient Focused Certification (PFC) is a non-profit, peer reviewed, third-party certification for the medical cannabis industry offered by the Americans for Safe Access Foundation (ASAF). As an independent organization, ASAF is able to work with regulators, industry, healthcare professionals and patients to set industry standards nationwide.

Participating in the PFC program costs the average company less than .3% of their annual revenue and shows regulators, as well as patients and their medical practitioners, that the company is invested in the wellbeing of its clients and has a staff educated to a high standard of care.

## How to Become Certified

Go to:  
[patientfocusedcertification.org/certification](http://patientfocusedcertification.org/certification)

Click on the "apply" tab, located on the left hand side of the screen. Upon submitting the application, a certification quote and contract will be generated and emailed to the company's primary contact within 10 days.



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[www.patientfocusedcertification.org](http://www.patientfocusedcertification.org)

Calibrating  
the medical  
**Cannabis  
Industry**  
for **Excellence**



**PATIENT FOCUSED CERTIFICATION**

 a project of Americans for Safe Access Foundation





## What does the PFC seal tell you?

PFC is the only certification based on the new quality standards for medical cannabis products and businesses issued by the American Herbal Products Association (AHPA) and the American Herbal Pharmacopoeia (AHP).

Available in all states with adult use and/or medical cannabis laws, PFC is available to companies cultivating, manufacturing, or distributing medical cannabis products, as well as to laboratories providing analytic services to these companies. PFC includes employee training, on-site compliance inspections, product testing, ongoing monitoring and an independent complaint process for customers.

Companies certified by PFC are demonstrating a commitment to safety and quality.



## How does PFC provide certification?

Independent auditors complete comprehensive evaluation process producing a detailed audit report, including corrective actions if necessary.

### Independent Auditors:

- ✓ Perform thorough audits of the facilities
- ✓ Test products in PFC certified laboratories
- ✓ Conduct at least one surprise audit a year to ensure PFC standards are upheld
- ✓ Maintain a consumer complaint database and follow up with the company for any needed corrective action
- ✓ Only allow the PFC seal to be used on products that meet the PFC criteria



## Safety & Quality Assurance

Governments are trending toward the creation of regulations that monitor product safety, employee training and standard operating procedures.

PFC's government relations outreach program at the local and state level promote the AHPA and AHP guidelines with relevant agencies. PFC and AHPA staff members work directly with regulators and industry trade groups to coordinate the further development of medical cannabis industry standards.

Regulators are increasingly recognizing the PFC logo as an assurance that your company is committed to product safety and quality. PFC is dedicated to the adoption of the AHPA and AHP guidelines by regulators for the medical cannabis industry nationally. Your participation in PFC will ensure our outreach to your specific regulators gives your company an advantage.

Our patient outreach program educates patients and caregivers to look for certified products. As a non-profit, third-party entity, ASAF's credibility enhances your company's reputation through participation in the PFC program.

PFC's advertising and marketing program prominently features our certified companies and includes both traditional industry publications and unique channels, such as complementary and alternative medicine outlets.

The PFC program provides your company access to some of the industry's best technical experts, delivering consistent, personalized service with the highest levels of integrity. With PFC behind you, your patients, their healthcare providers, and medical cannabis regulators, can be confident your products and processes meet the highest level of safety and quality available.