

5th World Congress on Pharmaceutics & Drug Delivery

April 18th, 2022 | Webinar

Clinical Pharmacology & Biopharmaceutics

ISSN: 2167-065X

Personalised cannabinoids based treatments transforming healthcare delivery for EU ageing population

Pavel Kubu

International Cannabis and Cannabinoids Institute, Prague

Europe will be the largest medical cannabis market in the world with a market of over 739 million people, and total healthcare spend of €1.49t. Both business and government realize that this thriving industry has a future but the development of new treatment methods based on cannabinoids medications must be based on conclusive research. A record level of investment in research has been seen in new medical cannabis cultivation facilities opening across Europe. One of the results has been an ever increasing list of predominantly chronic conditions of ageing population that cannabinoid based therapies can treat. As the list grows, so does the potential patient base. Clinical experience and initial evidence significantly indicate needs for personalisation of cannabis treatment with eHealth tools to provide efficient cure while keeping the quality of life on ambient level for EU ageing population.

Keywords-Cannabis, Cannabinoid Medication, Ageing Population, Personalisation

Biography

Pavel Kubu is the expert in the fields of [medical informatics](#) and [adictology](#). In 2001, graduated in [general medicine](#) with a focus on diseases prevention at Charles University in Prague, 3rd Medical Faculty. Since 2005 to 2015 worked for Intel Corporation as the Business Development Manager leading projects of for Healthcare and Education in Central and Eastern Europe. In 2006 appointed as chairman of the Ethical Commission of the National Monitoring Center for Drugs and [Drug abuse](#).

pavel.kubu@icci.science

Received: April 01, 2022; **Accepted:** April 04, 2022; **Published:** May 23, 2022