

# CannaData 0.1 Documentation

*Carl Ganz*



# Contents

<b>1 Preliminaries</b>	<b>5</b>
1.1 Contact . . . . .	5
<b>2 Frontdesk</b>	<b>7</b>
2.1 Returning Patients . . . . .	7
2.2 New Patients . . . . .	11
<b>3 Inventory</b>	<b>17</b>
3.1 New Inventory . . . . .	17
3.2 Past Products . . . . .	21
3.3 Wholesaler . . . . .	21
3.4 New Wholesalers . . . . .	21
3.5 Labels . . . . .	25
<b>4 Point of Sales</b>	<b>27</b>
4.1 Patient Selection . . . . .	27
4.2 Patient Info . . . . .	27
4.3 Sales . . . . .	27
4.4 Searching . . . . .	32
4.5 Completing Transaction . . . . .	32
<b>5 Connect</b>	<b>35</b>
5.1 Coupons . . . . .	35
5.2 Messages . . . . .	38



# **Chapter 1**

## **Preliminaries**

The CannaData platform enables Marijuana dispensaries to manage their patients, inventory, point-of-sales, and online presence with one integrated platform. Each client receives their own Virtual Private Cloud instance where their data is securely stored. When you create an account with CannaData you will be given a unique url for your dispensary. For example, a dispensary named “storename” would likely receive the domain <https://storename.cannadata.com> where they can securely access the CannaData platform.

An elegant, and up-to-date menu is readily available at <https://storename.cannadata.com/apps/menu/>, which can easily be integrated into your dispensary's webpage.

CannaData is not simply a piece of software. We are your go-to data, and technology consultant. Once your dispensary is integrated into our data pipeline, we offer a variety of custom business services including reporting/analytics, tax planning, A/B testing for marketing campaigns, patient surveys, and more.

This documentation explains how to use the CannaData platform.

### **1.1 Contact**

We love getting feedback! Please email Carl Ganz



# Chapter 2

## Frontdesk

The Frontdesk is where every dispensary first makes contact with their clients. Dispensaries must keep track of all customers, and verify that they are valid medical marijuana patients. The CannnaData Frontdesk application provides facilities for checking-in and accepting new customers.

### 2.1 Returning Patients

For returning clients, the front desk is responsible for:

- Validating a person is who they say they are
- Confirming they are a medical marijuana patient
- Controlling how many customers are allowed in the store at one time, and making sure that they are processed in the correct order

All patient interactions begin by scanning the client's state issued ID. For returning customers this will pull up the patient's profile where the budtender can quickly see the patient's current medical status, as well as other basic information about the patient. For valid patients, there are buttons for letting the patient directly into the store, or if there is a line to get in to the store, they can add the patient to the queue.

The patient info page provides basic data about the patient, as well as their medical info. The box at the top displays the number of days left until the patient's medical card expires. When expired, the box is red.

There are two graphs, one displaying the number of reward points the patient has accumulated, and a pie chart representing the product types from the patient's purchase history.

You can view details of past transactions by selecting a row from the patient history table.

For patients with expired medical cards, the patient info page lets you edit, and update the patients medical info.

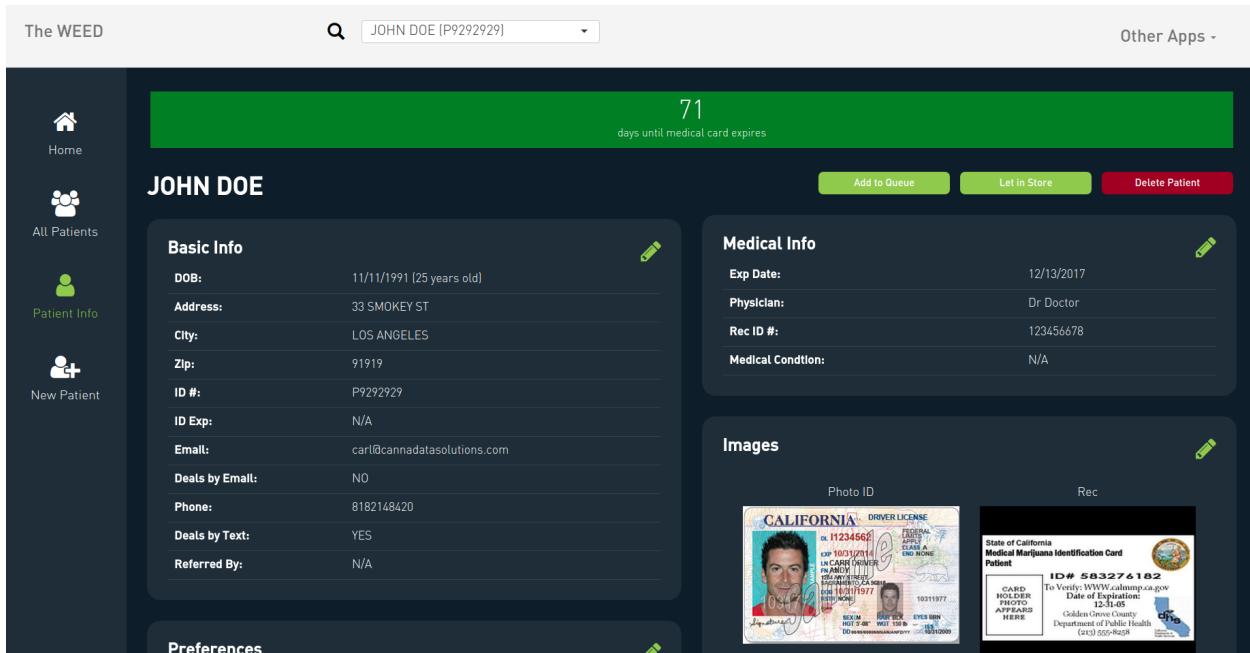


Figure 2.1: Returning Patient Info

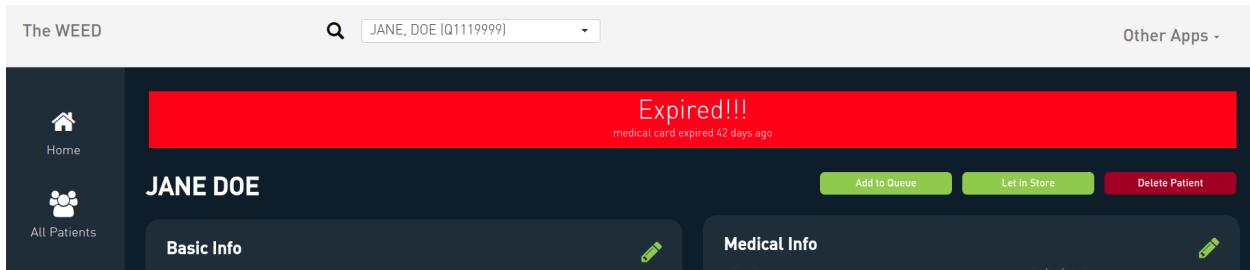


Figure 2.2: Expired Patient

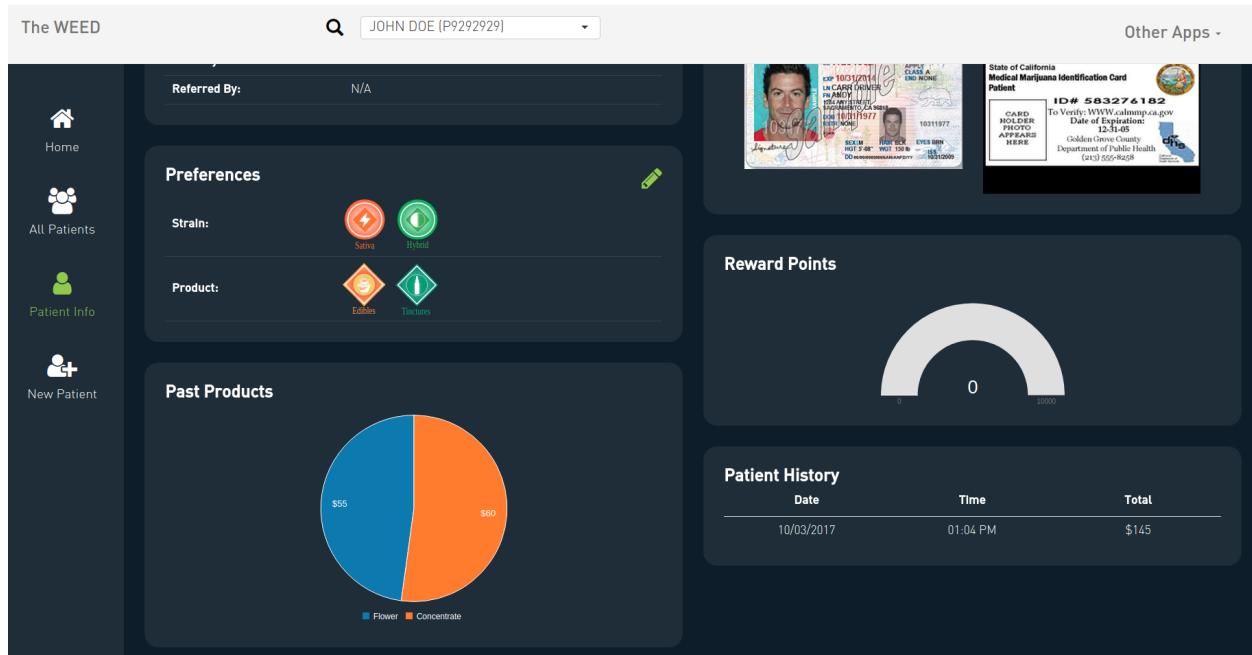


Figure 2.3: Patient Data

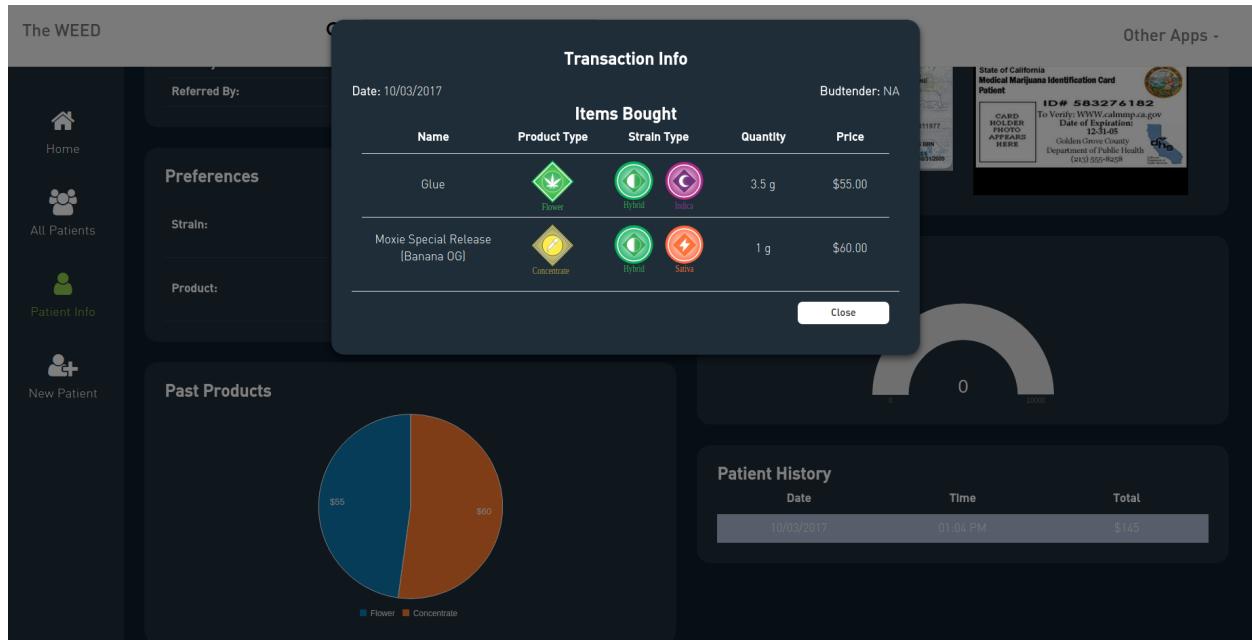


Figure 2.4: Past Transaction

The WEED

**Incomplete Patients**

**All Patients**

Name	ID #	Add Date
JOHN DOE	P2292929	10/03/2017

Name	ID #	Age	Exp Date	Last Transaction
JANE DOE	Q1119999	25	12/22/2017	

Figure 2.5: All Patient Table

**Edit Images**

Photo ID \*  Browse... No file selected

Rec \*  Browse... medcard.jpg

**Edit Medical Info**

Physician \*  Dr Doctor

Exp Date \*  07/22/2018

Medcard Card # \*  123345567

Condition  Condition

You can also access a patient's info page by either searching for them in search box at the top, or by selecting them from the All Patients tab.

The All Patients tab also allows you to view, which patient profiles are incomplete, and which registered patients have expired medical cards.

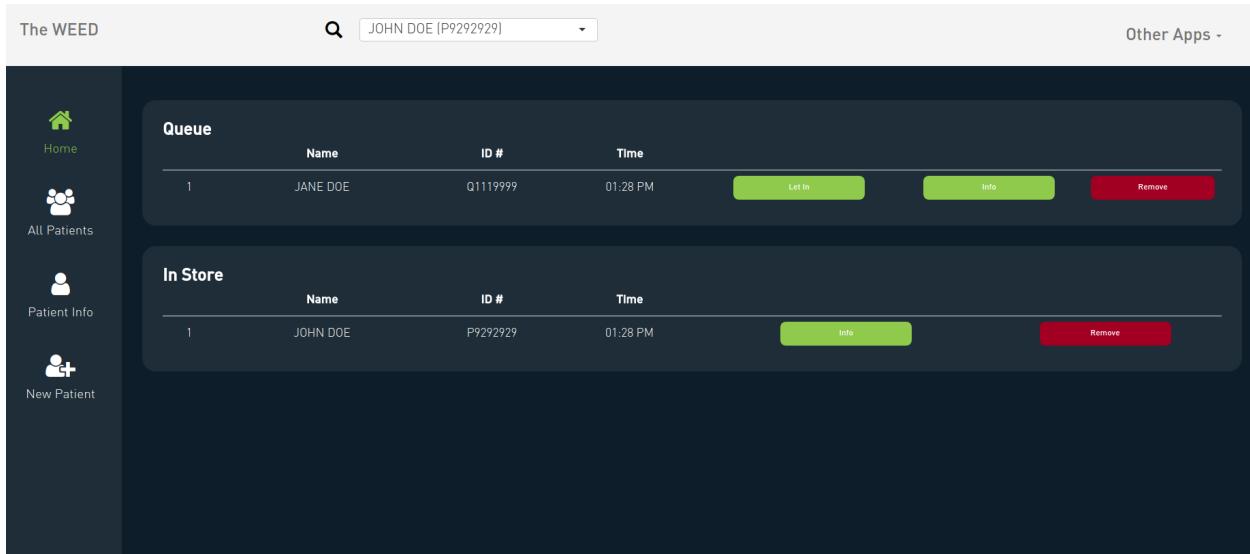


Figure 2.6: Queue

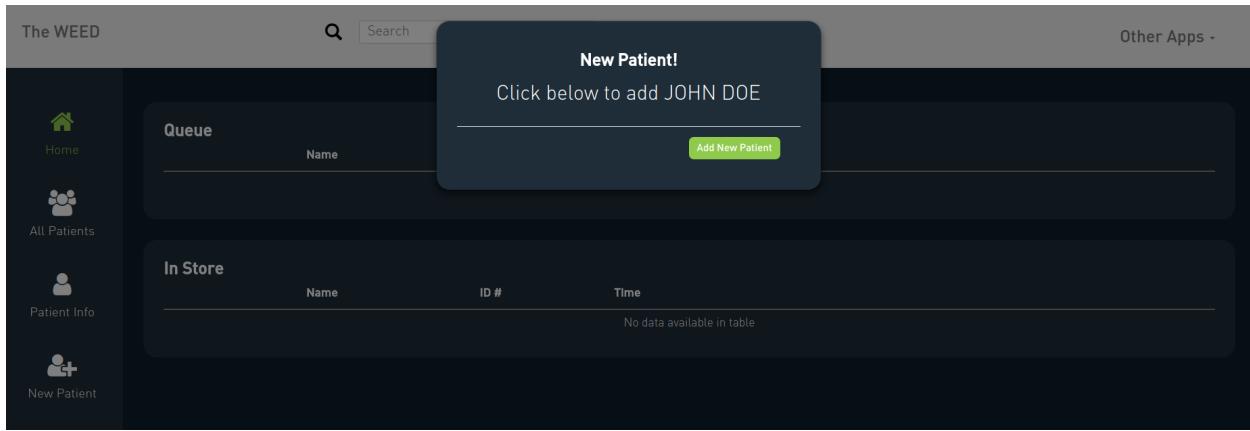


Figure 2.7: Add New Patient Screen

### 2.1.1 Queue

The homepage of the Frontdesk app keeps track of who is currently in the store, and who is currently in line to get in the store (queue). These tables make it easy to see who is next in line, and how long people have been waiting.

## 2.2 New Patients

For new patients, when their ID is scanned a message will appear indicating that the patient is new. The budtender has the option to add the new patient which initiates the patient sign-up process.

When the patient's ID is first scanned, the information from their ID is automatically added. The budtender uploads the patient's documents, and enter a small amount of information from the patient's medical card, specifically the name of their doctor, the expiration date, and the medical card ID number.

While the budtender enters this information, the patient is presented with an iPad (or other tablet or

The WEED  Other Apps ▾

### JOHN DOE

**Basic Info**

DOB:	11/11/1991 (25 years old)
Address:	33 SMOKEY ST
City:	LOS ANGELES
Zip:	91919
State:	CA
ID #:	P9292929
ID Exp:	N/A

**Enter Info**

Physician *	<input type="text" value="Physician"/>
Exp Date *	<input type="text" value="Exp Date (MM/DD/YYYY)"/>
Rec # *	<input type="text" value="Rec #"/>

**Upload Images**

Photo ID *	<input type="button" value="Browse..."/> No file selected
Rec *	<input type="button" value="Browse..."/> No file selected

**Images**

Photo ID	Rec
	

Figure 2.8: Empty New Patient Form

The WEED  Other Apps ▾

### JOHN DOE

**Basic Info**

DOB:	11/11/1991 (25 years old)
Address:	33 SMOKEY ST
City:	LOS ANGELES
Zip:	91919
State:	CA
ID #:	P9292929
ID Exp:	N/A

**Enter Info**

Physician *	<input type="text" value="Dr Doctor"/>
Exp Date *	<input type="text" value="12/13/2017"/>
Rec # *	<input type="text" value="12345678"/>

**Upload Images**

Photo ID *	<input type="button" value="Browse..."/> iD.png <small>(Image example)</small>
Rec *	<input type="button" value="Browse..."/> medcard.jpg <small>(Image example)</small>

**Images**

Photo ID	Rec
	

Figure 2.9: Completed New Patient Form

1 out of 5

Personal Information

JOHN	123 SMOKEY ST
DOE	LOS ANGELES
01/01/1990	CA
A1010101	91919

Powered by  
CannaData

Next

Figure 2.10: Autofilled Basic Info

computer) where they enter their information into the Signup application discussed below.

### 2.2.1 Signup

The Signup application works in conjunction with the Frontdesk app to let new patients quickly join a dispensary. When a new patient's ID is scanned they are added to the database, but their profile is incomplete. The budtender must input the patient's medical information (discussed above), and the patient must complete the signup form (and sign the patient agreement), before they can enter the store. The first page of the signup form contains an input where the budtender can select the incomplete profile of the new patient. If only one patient is signing up they will automatically be selected.

Once the incomplete profile is selected the budtender would hand the iPad over to the new patient who would fill out the rest of the form. The first page of the signup form is automatically filled in based on the information on the patient's driver's license.

There are four additional pages where the patient fills in their contact info, and preferences.

After the patient completes the form they are automatically sent to DocuSign where they digitally sign the new patient agreement contract. This makes the signup process completely paperless.

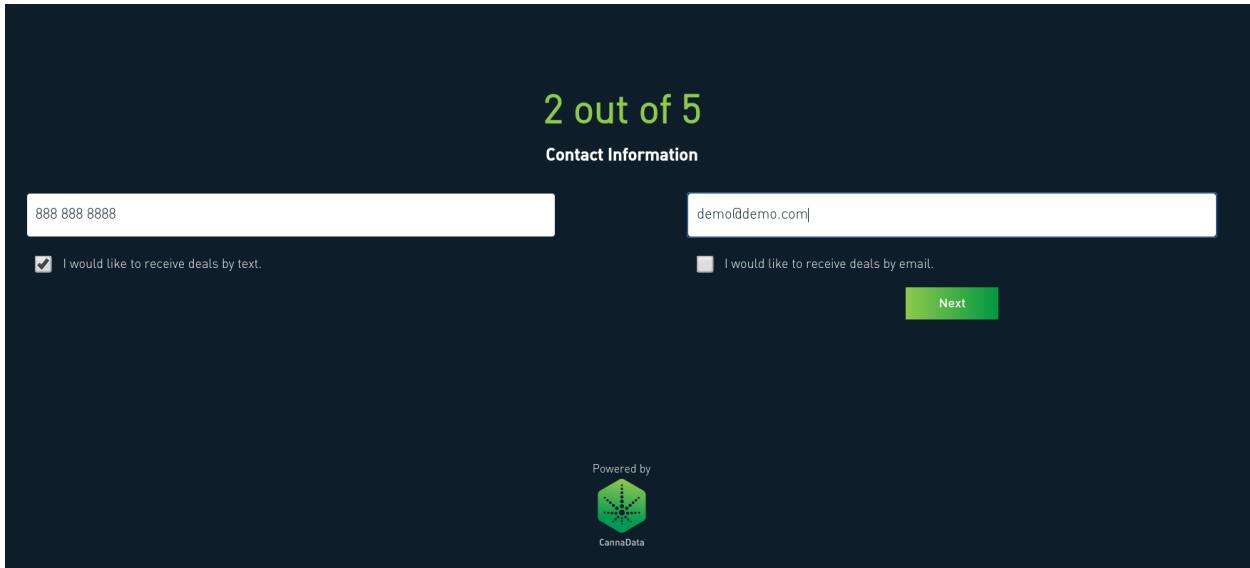


Figure 2.11: Contact Info

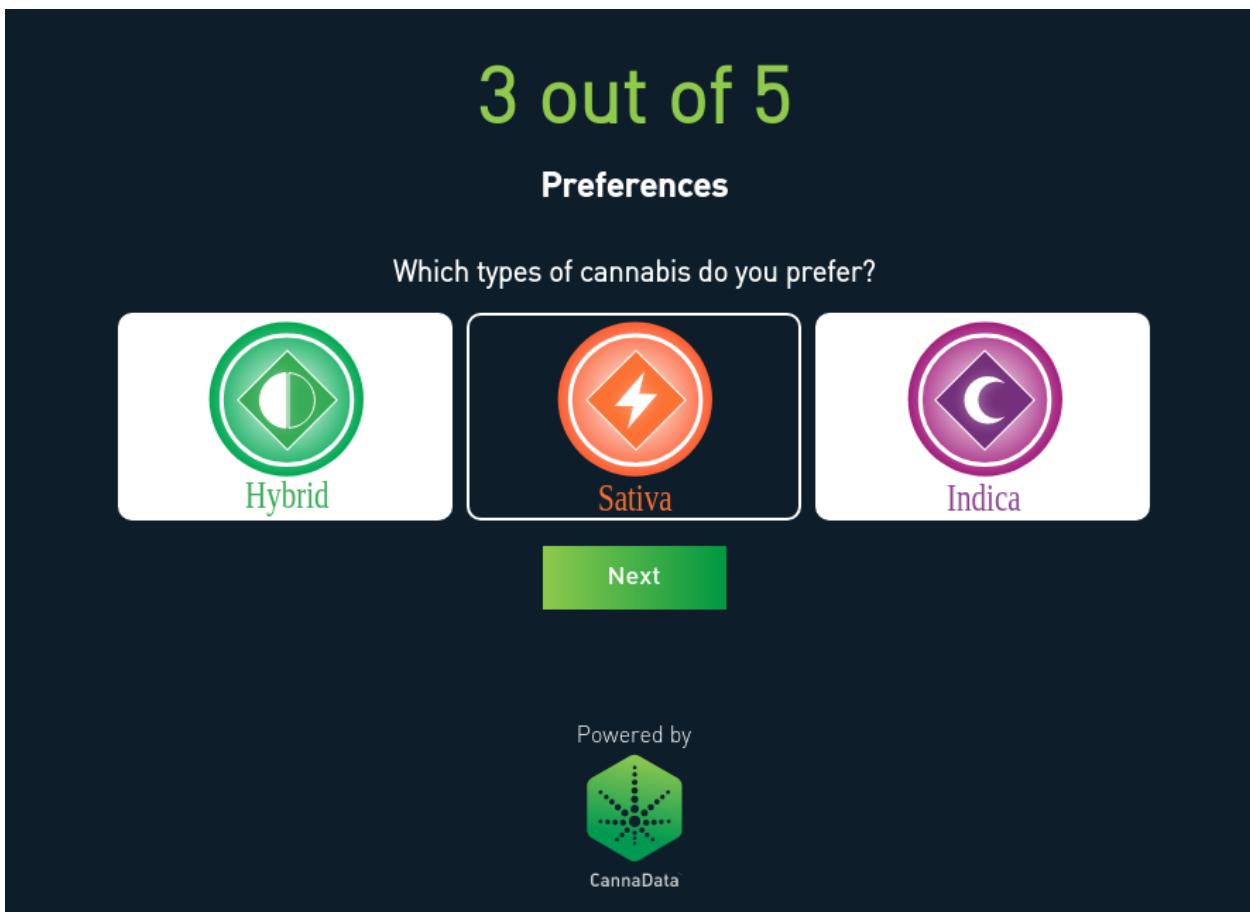
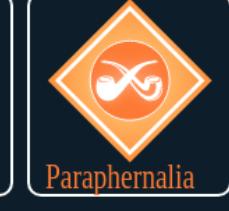


Figure 2.12: Preference Info

# 4 out of 5

## Preferences

What types of cannabis products interest you?

 Flower	 Concentrate	 Edibles	 Beverages	 Joints
 Soaps	 Vaporizers	 Tinctures	 Ointments	 Paraphernalia

Next

Powered by



CannaData

Figure 2.13: Preference Info

5 out of 5

[Explain](#)

Please explain your medical condition.

Pain

How did you hear about us?

Internet|

[Submit](#)

Powered by



CannaData

Figure 2.14: Other Info

# Chapter 3

## Inventory

The Inventory Management application provides facilities for:

- Adding new inventory and new wholesalers
- Viewing the performance of past products and wholesalers
- Checking quantities of current stock
- Updating/editing information about existing products
- Print labels/barcodes for inventory

### 3.1 New Inventory

The new inventory page allows you to enter new shipments of inventory into your database. Digitally managing inventory doesn't just make it easier to keep track of products, but it also simplifies the record keeping process required for taxes, and other regulations.

The WEED

Search

Other Apps -

## New Product

**Basic Info**

Name: Name (if applicable)

Description: Description

Category Selection:

- Flower
- Concentrate
- Edibles
- Beverages
- Shops
- Vape
- Tincture
- Dabs
- Juice
- Tobacco
- Panorama
- Medications

**Strain Info**

Strain\*: Strain

THC (%): THC

CBD (%): CBD

Effects Selection:

- Relax
- Sleep
- Focus

**Wholesaler Info**

Wholesaler\*: Wholesaler

Cost\*: \$

Quantity\*: Quantity

Derived From Another Product?\*:  No  Yes

**Price Info**

1g:	\$20
3.5 g:	\$70
7 g:	\$140
14 g:	\$280
28 g:	\$560

**Upload Image**

Browse... No file selected

The WEED

**New Product**

**Basic Info**

Name: Name (if applicable)

Description: Awesome sativa hybrid that keeps you alert and feeling good

Product Types:

- Flower
- Concentrate
- Edibles
- Beverages
- Shops
- Vape
- Cannabis
- Accessories
- Peripherals
- Miscellaneous

**Strain Info**

Strain\*: Blue Dream

THC (%): 18.8

CBD (%): 1.1

Strain Types:

- Hybrid
- Sativa
- Indica

**Wholesaler Info**

Wholesaler\*: Byron LLC

Cost\*: \$1,000

Quantity\*: 300

**Price Info**

Size	Price
1 g:	\$20
3.5 g:	\$60
7 g:	\$120
14 g:	\$240
28 g:	\$480

**Wholesaler Info**

Wholesaler\*: Byron LLC

Cost\*: \$1,000

Quantity\*: 300

Derived From Another Product?\*:
  No
  Yes

**Upload Image**

Browse... IMG\_3424.JPG

Upload complete

There are several required fields in the new inventory form:

- Product Type (i.e. flower vs concentrate vs edible etc.)
- Strain (No strain is an option, but must be explicitly selected)
- Wholesaler
- Wholesale price
- Quantity
- Price

There are also several optional inputs, and inputs that are only required sometimes:



Figure 3.1: Price Input with 2 g level manually set to \$100

- Product Name (required if no strain selected)
- Specific Product Type (i.e. is concentrate wax/shatter/kief? is edible cookie/brownie/cheeseburger?)
- Description
- THC & CBD levels
- Whether product is Indica/Sativa/Hybrid
- Image
- Source product and quantity (i.e. if you take 50 grams of Banana OG and make 75 joints, when you enter the 75 joints you would also want to remove the 50 grams of Banana OG that the joints are derived from)

### 3.1.1 Pricing

The price input contains default values based on the product type. Whenever a value in the price input is updated, the rows below the changed value, representing the price for larger quantities, are updated to be consistent with the new value. For example, the default price for concentrates is \$30 per half gram. This rate is used for higher quantities so 1 gram is  $\$30 \times 2 = \$60$ , two grams is  $\$30 \times 4 = \$120$ , etc. We can update the price for two grams to \$100, which translates to \$50 per gram. Now all quantities above two grams are priced at the \$50 per gram rate, while all quantities below two grams retain the \$30 per half gram (\$60 per gram) rate.

Current Inventory						
Name	Wholesaler	Type	Date Added	Amt	Price	
Banana OG	Byron LLC	Flower	2017-10-03	597 (g)	\$20/g	<button>Info</button>
Glue	Byron LLC	Concentrate	2017-10-03	398 (g)	\$60/g	<button>Info</button>
Chocolate Cookies	Tasty Bakery	Edibles	2017-10-03	398 (pkg)	\$10/pkg	<button>Info</button>
Disposable Pen (Banana OG)	Dixie Pens	Vape	2017-10-03	395 (pkg)	\$30/pkg	<button>Info</button>

Old Inventory						
Name	Wholesaler	Type	Date Added	Profit		
Red Alien	Byron LLC	Flower	2017-10-03	\$182	<button>Info</button>	

Figure 3.2: Current Inventory Table

## 3.2 Past Products

Details about existing and past products are easily accessible. You can search for any inventory or wholesaler in the search box at the top. You can also view tables containing current inventory, old inventory, and wholesalers on the main page.

When you select an item you are taken to the product information page. This includes a variety of tables regarding the specific product with the option to edit. Buttons at the top allow to quickly add more inventory and print barcodes for the product.

Basic analytics are provided so you can quickly see how the product is performing. Daily sales are charted, and average daily profit is rated against other similar products.

## 3.3 Wholesaler

You can also view information about individual wholesalers. You can select a wholesaler in the search bar at the top or in the wholesaler table in the homepage. Alternatively, when you select a product the wholesaler page displays info for that product's wholesaler.

Analytics about the wholesaler including daily sales, average daily profit, and product type.

## 3.4 New Wholesalers

New wholesalers can be added in either the new inventory page:

Or in the wholesaler info page:

The WEED

Search: Disposable Pen (Banana OG)

Products

- Banana OG: [from Byron LLC]
  - Quantity: 507 (pkg)
  - Strain: Banana OG
  - Product Type: Flower
  - Dated: 2017-10-03
- Glue: [from Byron LLC]
  - Quantity: 398 (pkg)
  - Strain: Glue

2017-10-03      395 (pkg)      \$30/pkg      Info

Previous 1 Next

**Old Inventory**

Name	Wholesaler	Type	Date Added	Profit
Red Alien	Byron LLC		2017-10-03	\$182

Previous 1 Next

**Wholesalers**

Name	Date Added	Contact	# of Products
Byron LLC	2017-10-03	Byron	3
Tasty Bakery	2017-10-03	John	1
Dixie Pens	2017-10-03	Jane	1

Previous 1 Next

Figure 3.3: Old Inventory and Wholesalers

The WEED

Search: Banana OG

**Banana OG**

New Batch Print Barcode Delete Item

**Product Info**

Amt: 593.5 g  
Date Added: 2017-10-03  
Description: N/A

**Price Info**

Quantity	Price
1 g	\$20
3.5 g	\$55
7 g	\$110
14 g	\$220
28 g	\$440

**Wholesaler Info**

Wholesaler: Byron LLC  
Wholesale Price: \$1000  
Original Quantity: 599 g

Wholesaler Page

**Overall Rating**

Figure 3.4: Current Inventory Table

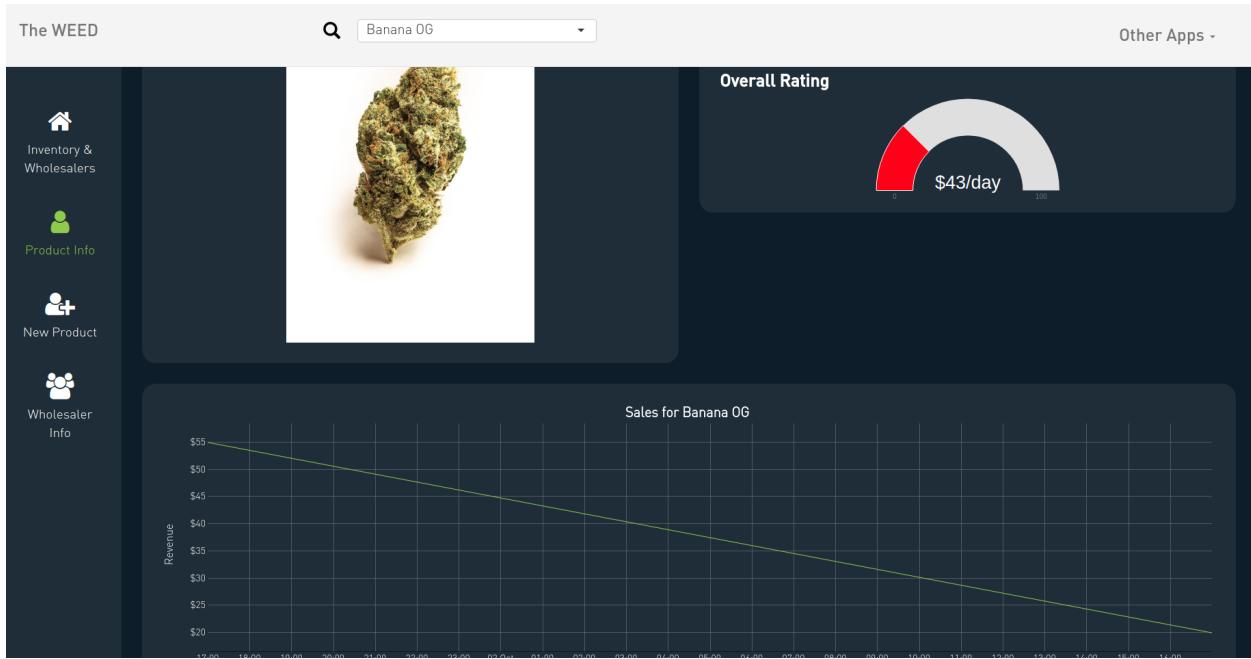


Figure 3.5: Current Inventory Table

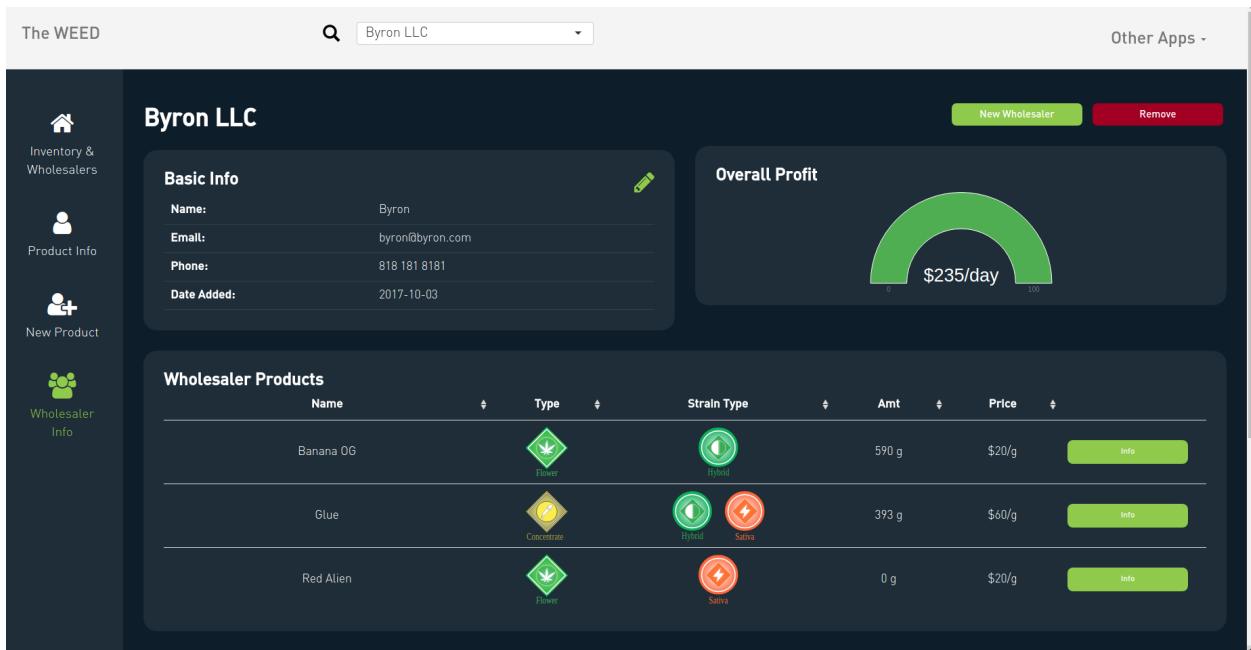


Figure 3.6: Wholesaler Info

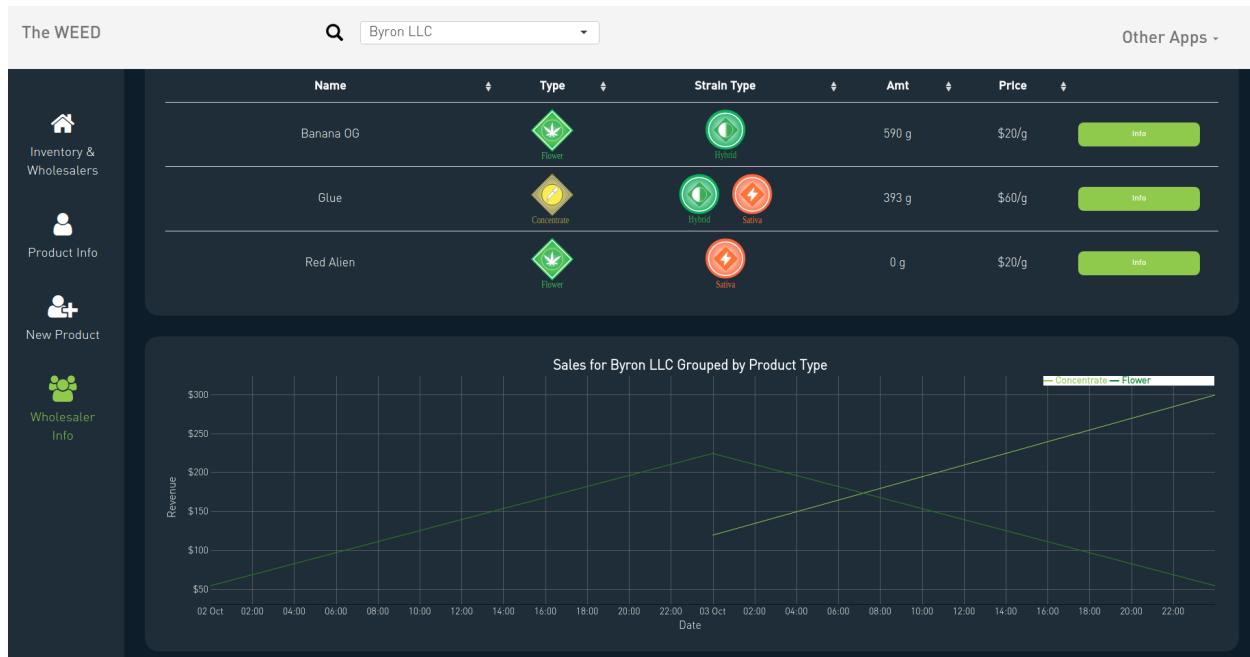


Figure 3.7: Wholesaler Analytics

The screenshot shows the 'The WEED' application interface. On the left is a sidebar with icons for Inventory & Wholesalers, Product Info, New Product, and Wholesaler Info. The main area displays a 'New Product' form and a modal for adding a new wholesaler.

**New Product Form:**

- Basic Info:** Fields for Name, Description, and category selection (Flower, Concentrate, Saps, Resin, Buds, Trichos, Parasitae, Miscellaneous).
- Strain Info:** Fields for Strain, THC (%), and CBD (%).
- Price Info:** Fields for Price, Cost, and Quantity.

**New Wholesaler Modal:**

**New Wholesaler**

- Wholesaler Business Name:**
- Wholesaler Contact Name:**
- Wholesaler Phone Number:**
- Wholesaler Email:**

**Buttons:** Submit, Clear, Add Wholesaler

Figure 3.8: New Wholesaler in New Inventory Page



Figure 3.9: New Wholesaler in Wholesaler Info Page

## 3.5 Labels

Many dispensaries use labels and barcodes to organize their inventory. There are two frameworks for using labels:

1. Prepackage all products in advance
2. Keep products in larger container, and weigh out and package for each sale like a deli

The second method is the most common, and it typically requires printing one or two labels to place on the primary container. The first method involves printing out a label for each prepackaged unit.

The product info page has a “print label” button, which provides the user with a choice of either printing *simple* labels for the second method, or prepackaging the product.



# **Chapter 4**

## **Point of Sales**

The point-of-sales application provides facilities for:

- Viewing patient info
- Viewing current inventory
- Processing transactions

### **4.1 Patient Selection**

To begin, you must select the current patient. The list of checked-in patients is available in the navbar.

### **4.2 Patient Info**

Once a patient is selected, their information appears at the top.

A more information about the patient is available by pressing the eyeball to the top right of the patient information.

This provides details about the patient's purchase history, as well as the specifics of the patient's previous transactions.

### **4.3 Sales**

There are two ways to add an item to the cart: by scanning a barcode, or by selecting an item from the inventory table. When scanned, or selected, the budtender is prompted to enter the exact information about the sale: the quantity sold, and the price. The budtender also has the option of applying a discount. (The discount info is automatically populated if you register the coupon in the connect app i.e. if you create Wax Wednesday the discount will automatically populate for concentrates on Wednesdays)

You can enter arbitrary quantities, and it will determine the price. Discounts can be added as either flat rates (i.e. \$10) or percentages.

When added, the item appears in the cart. This information is not session specific so you can leave the app, or process another patient's transaction, and when you return the item will remain in the patient's cart.

Item's in the cart can be edited by pressing the green pencil.

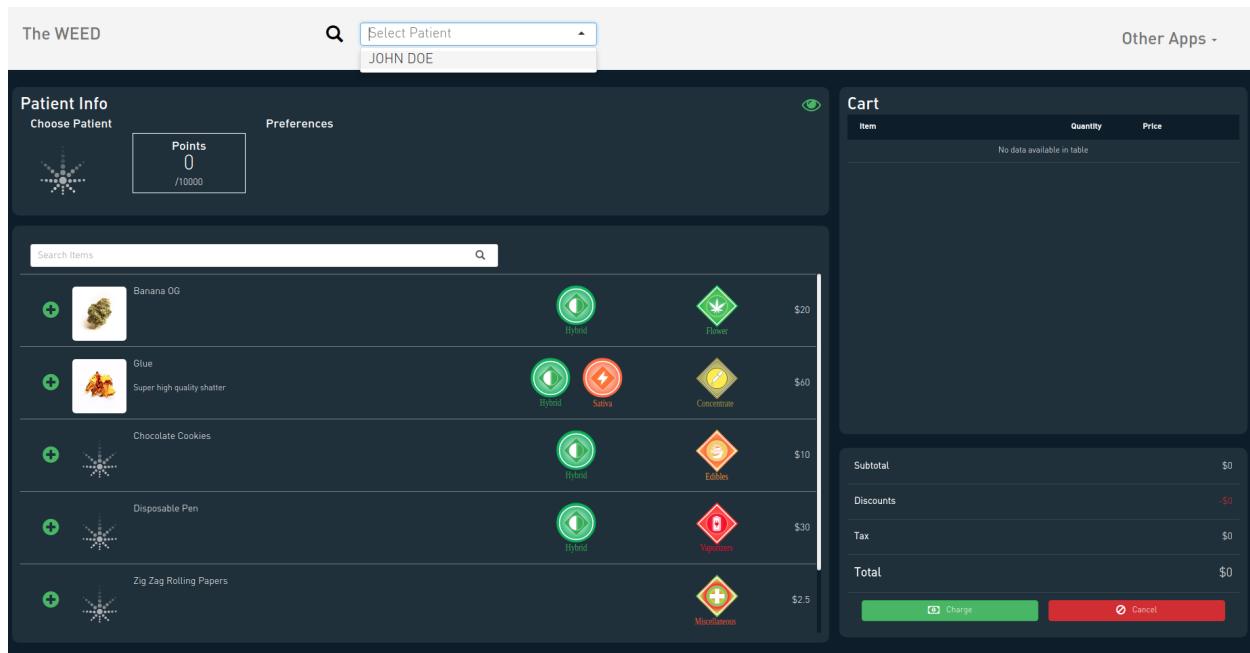


Figure 4.1: Checked-in Patients can be selected in navbar

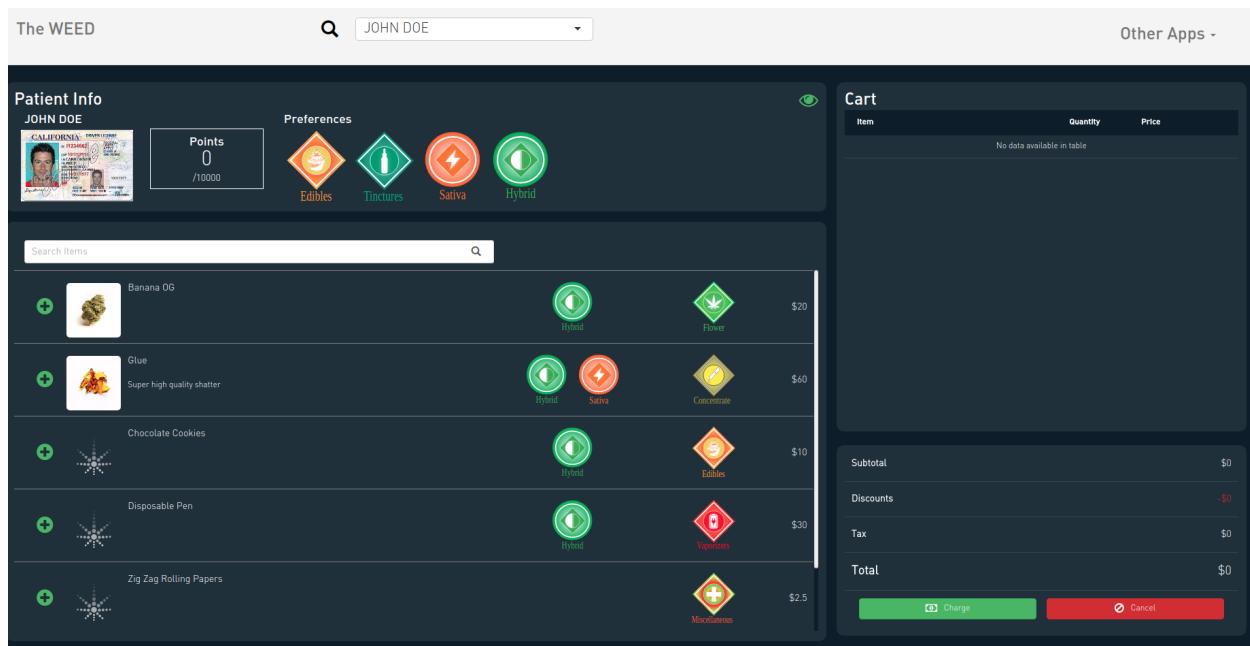


Figure 4.2: Patient info appears once patient is selected

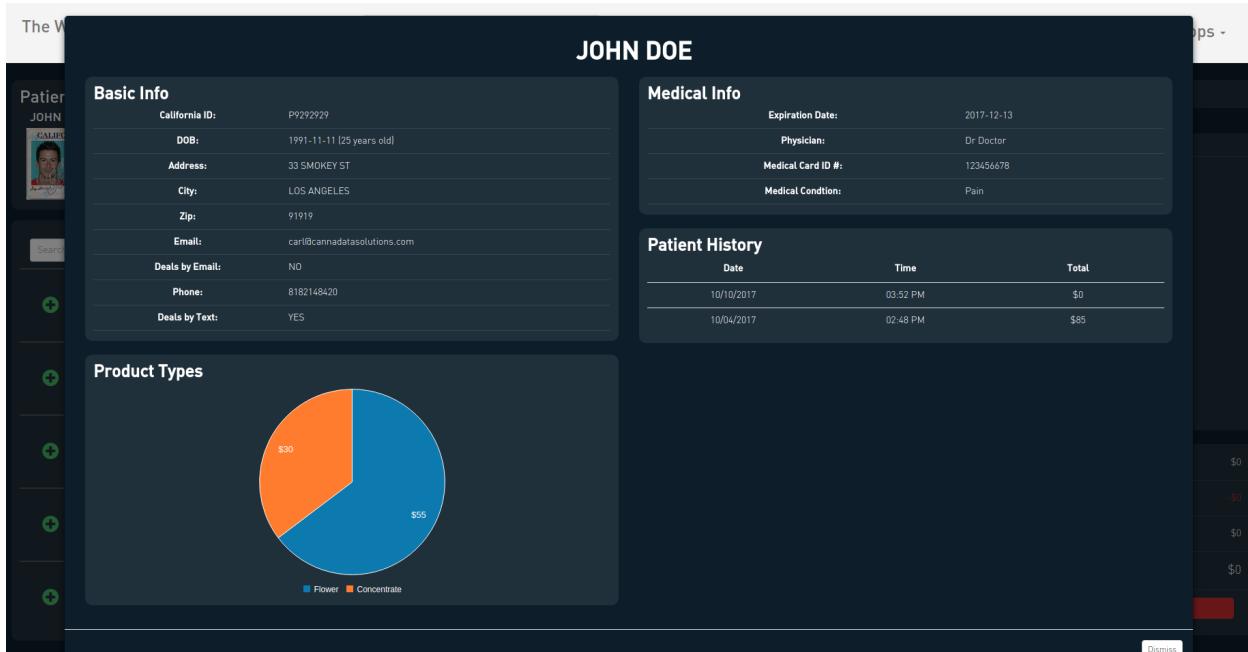


Figure 4.3: Detailed info about the patient

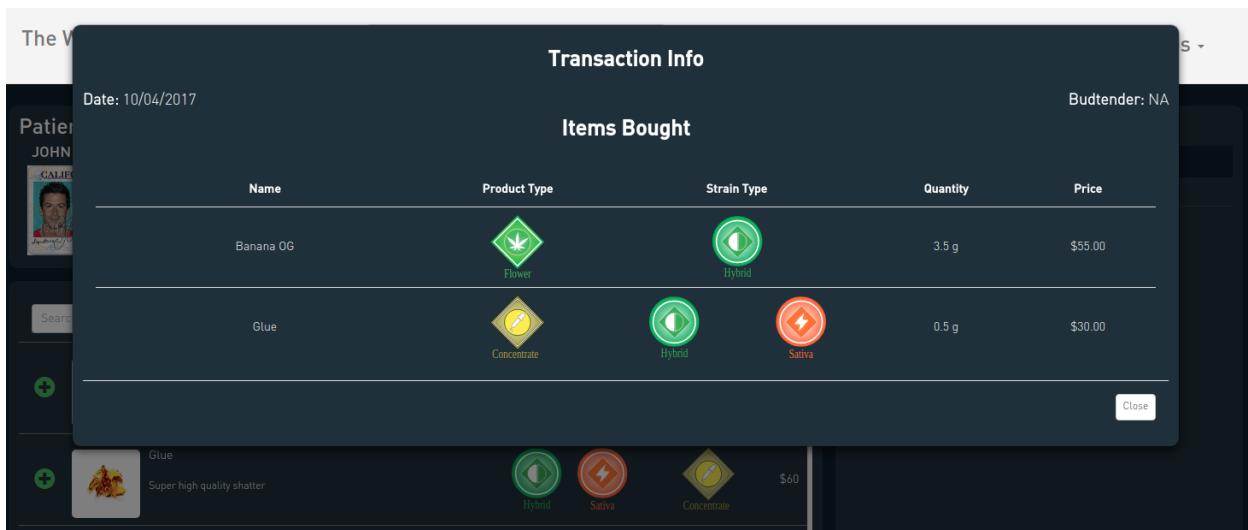


Figure 4.4: Details from patient's previous transaction

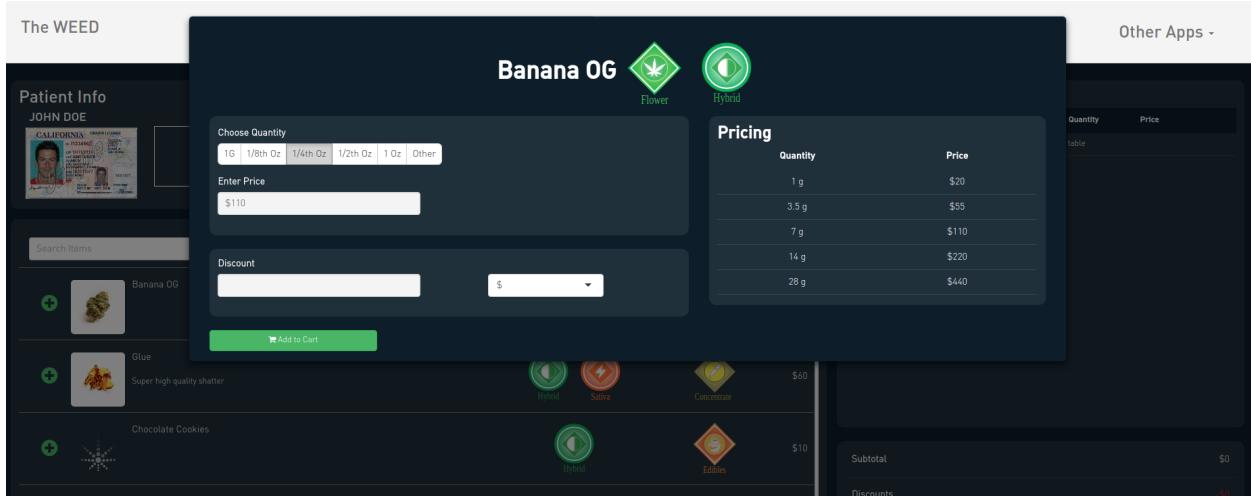


Figure 4.5: Adding 1/4th of an Oz of Banana OG

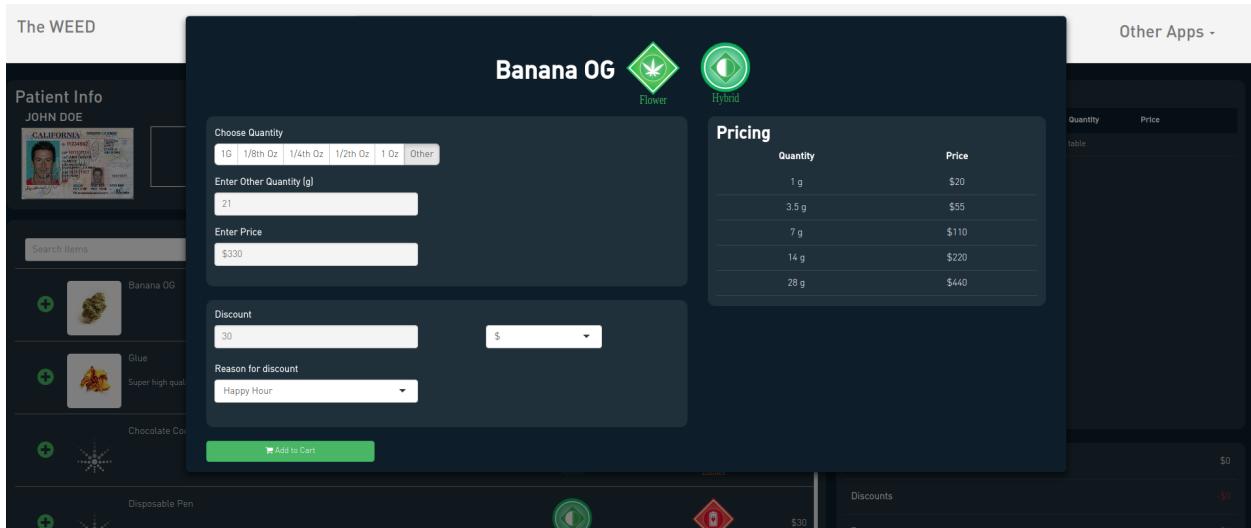


Figure 4.6: Adding 21 grams of Banana OG, and applying Happy Hour discount

**Cart**

Item	Quantity	Price
Banana OG  Flower	21 g	\$330.00
Happy Hour		-\$30
Subtotal		\$330
Discounts		-\$30
Tax		\$27.75
<b>Total</b>		<b>\$327.75</b>

 Charge       Cancel

Figure 4.7: Cart after adding Banana OG

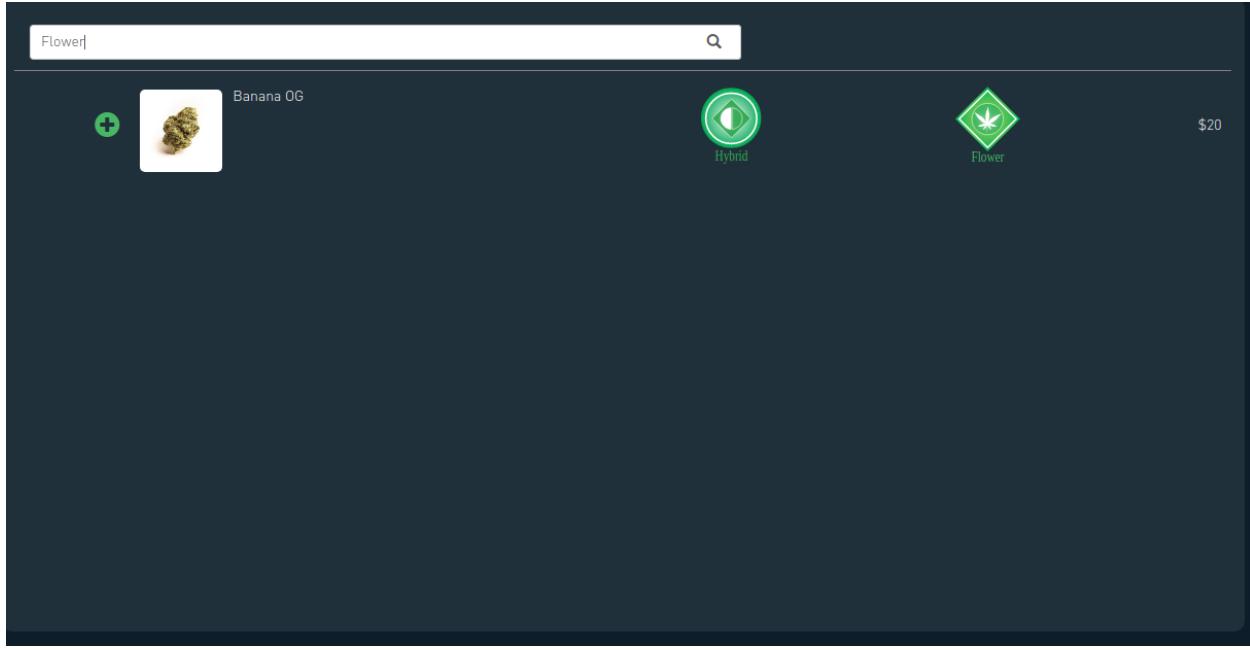


Figure 4.8: Searching for flower in inventory

## 4.4 Searching

When not using a barcode, it is often useful to search for the item you are entering by name. You can also search for items by various attributes like product type, strain name, strain type, and description.

## 4.5 Completing Transaction

To complete the transaction press the green “charge” button on the bottom right. This will prompt the budtender to enter the amount of cash tendered. The budtender can enter the amount by either entering the bills (i.e. if budtender is handed two twenties and a ten they press \$20, \$20, \$10) or by simply entering the amount (i.e. press 5 then 0).

**Total is: \$327.75**

**Cash**

\$ 1	\$ 5	\$ 10
\$ 20	\$ 50	\$ 100

**Amount Paid**

1	2	3
4	5	6
7	8	9
.	0	Clear

**Subtotal** \$330

**Discounts** -\$0.00

**Tax** \$27.75

**Total** \$327.75

**Charge** **Cancel**

**Total is: \$327.75**

**Cash**

\$ 1	\$ 5	\$ 10
\$ 20	\$ 50	\$ 100

**Amount Paid**

1	2	3
4	5	6
7	8	9
.	0	Clear

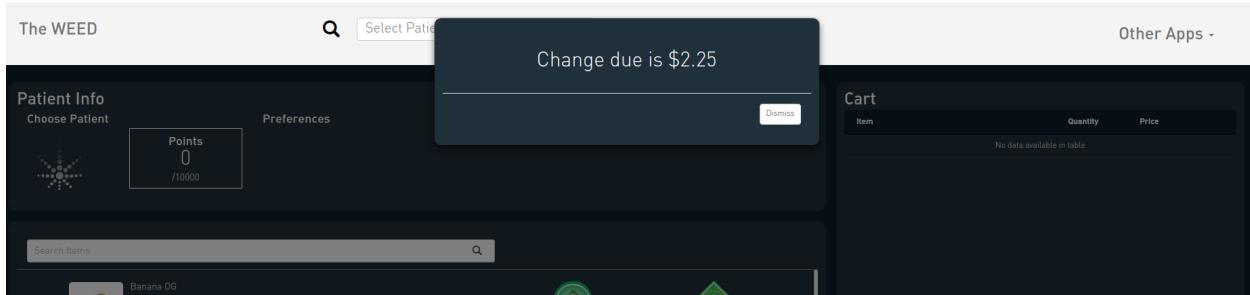


Figure 4.9: After submitting amount paid, the amount of charge is given

Once the amount paid is submitted, the amount of change is returned, and the transaction is complete.

# Chapter 5

## Connect

### UNDER CONSTRUCTION

Many dispensaries try to encourage patients to come to their store with coupons, and targeted messages. The Connect Application provides facilities for:

- Creating coupons/deals
- Reaching out to patients via text, or email

### 5.1 Coupons

#### 5.1.1 New Coupons

The required information for a new coupon is:

- A name
- A discount (either a flat amount i.e. \$10, or a percentage i.e. 10%)
- A minimum (either a minimum total amount spent i.e. \$60, or a quantity i.e. 3.5 grams)
- Which products the discount applies to. Options include:
  1. Total (i.e. take 10% off total bill)
  2. All products of a certain type (i.e. on Wax Wednesdays you discount **all** concentrates)
  3. Specific products
- Lastly you have to choose when the coupon is active

#### 5.1.2 Coupon Info

You can view information about existing coupons by selecting them in the search box in the top. The coupon info page provides basic information that can be edited as well as a list of current inventory that is discounted when the coupon is active. There is a graph of daily sales for the discounted products, which enables you to see if the coupon created a positive bump.

The screenshot shows the 'Add New Coupons' interface. On the left is a sidebar with icons for 'New Coupon' (highlighted in green), 'Coupon Info', 'New Message', and 'Message Info'. The main area has a search bar at the top right. A 'Store Name' dropdown is also present. At the top center, there are 'Submit' and 'Clear' buttons.

**Basic Info**

- Name \*:
- Discount \*:  \$
- Minimum Spent:  \$0
- Max:  Unlimited

**Date Info**

- Start Date\*: 2017-08-31
- End Date:
- Start Time \*: 10:00 AM
- End Time \*: 08:00 PM
- Days of Week:
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Saturday
  - Sunday

**Targets**

- Total
- All Flower
- All Concentrate
- All Edibles
- All Other
- Specific Items

Figure 5.1: Blank new coupon

The screenshot shows the 'Add New Coupons' interface. The sidebar and top controls are identical to Figure 5.1. The main area includes a 'Targets' section with a summary of '2 Items'.

**Basic Info**

- Name \*:
- Discount \*:  \$
- Quantity:  1/2 lgl
- Max:  Unlimited

**Date Info**

- Start Date\*: 2017-08-31
- End Date:
- Start Time \*: 10:00 AM
- End Time \*: 08:00 PM
- Days of Week:
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Saturday
  - Sunday

**Targets**

- Total
- All Flower
- All Concentrate
- All Edibles
- All Other
- Specific Items

**2 Items**

Figure 5.2: Blank new coupon targeted at all concentrates

**Add New Coupons**

**Basic Info**

- Name \*:
- Discount \*:  \$
- Quantity:  Max:

**Date Info**

- Start Date\*: 2017-08-31
- End Date:
- Start Time \*: 10:00 AM
- End Time \*: 08:00 PM
- Days of Week:
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Saturday
  - Sunday

**Targets**

- Total • All Flower • All Concentrate • All Edibles • All Other • Specific Items

**Specific Items**

Name	Type	Strain Type	Profit
Banana OG	Flower	H	\$39.83333333
Nectarine	Concentrate	H	\$87.6
Gorilla Glue	Concentrate	I	\$0

Show 10 entries Search:

Showing 1 to 3 of 3 entries Previous  Next

Submit Clear

Figure 5.3: Blank new coupon targeted at specific items

**Wax Wednesday**

**Basic Info**

- Name: Wax Wednesday
- Add Date: 2017-08-25
- Discount: \$10
- Quantity: 1
- Max: Unlimited

**Date Info**

- Start Date: 2017-08-25
- End Date: 2017-09-30
- Start Time: 10:00 AM
- End Time: 08:00 PM
- Days of Week: Wednesday/Saturday

**Current Items**

Name	Type	Strain Type	Profit
Nectarine	Concentrate	H	\$87.6
Gorilla Glue	Concentrate	I	\$0

Show 10 entries Search:

Showing 1 to 2 of 2 entries Previous  Next

**Performance**

Sales for On-Sale Products

Date	Sales
2017-08-25	42
2017-09-01	41
2017-09-07	40
2017-09-14	39
2017-09-21	38

Generate Message Delete

Figure 5.4: Info for Wax Wednesday

The screenshot shows a software interface for sending messages. On the left, there's a sidebar with icons for 'New Coupon', 'Coupon Info', 'New Message' (which is highlighted in green), and 'Message Info'. The main window has a dark header with a search bar and a 'Store Name' field. Below the header are two main sections: 'Basic Info' and 'Target Audience'. In 'Basic Info', there are fields for 'Name' (with a placeholder 'Name'), 'Type' (with options 'SMS/MMS' and 'Email' where 'SMS/MMS' is selected), and a 'Coupon' dropdown. In 'Target Audience', there are fields for 'Size' (set to '2 Patients') and 'Cost' ('\$0.015'). At the bottom, there are three buttons: 'Submit' (green), 'Send Test' (green), and 'Clear' (red). The 'Message' tab is currently selected, showing a large text area labeled 'Message' with the placeholder 'Enter text to send as SMS'.

Figure 5.5: New Text Message

## 5.2 Messages

### 5.2.1 New Messages

To send a new message out to patients you are required to enter:

- A name
- Message type (text or email)
- Audience (based on patient preferences)
- The message
- If you send an email a subject is required

### 5.2.2 Message Info

You can review the info about past messages by selecting the message in the search box at the top. This will give you basic info about the message like when it was sent, to whom, and its content. There is also a graph of daily sales of the patients who were messaged, which makes it easy to check whether the message led to a noticeable increase in sales.

**New Message**

**Basic Info**

Name \*

Type\*  SMS/MMS  Email

Coupon

**Target Audience**

All  Flower  Concentrate  Edible  Other

Size **1**  
Patients

Cost **\$0.0005**

**Message**

Subject \*

Message  
Enter text to send in email.  
# You can include headers like this  
You can also:  
\* List Things  
\* With bullet points

Image  No file selected

**Submit** **Send Test** **Clear**

**Store Name**

**New Coupon** **Coupon Info** **New Message** **Message Info**

Figure 5.6: New Email

**Wax Alert**

**Basic Info**

Name:	Wax Alert
Date:	2017-08-30
Type:	Text
Message:	Remember to come on wednesday!
Coupon:	Wax Wednesday

**Targets**

Show 10 entries Search:

Name	Profit
CARL GANZ	\$160

Showing 1 to 1 of 1 entries Previous **1** Next

**Performance**

A line graph showing performance over time, starting at approximately 110 and rising to about 155.

Figure 5.7: Message Info for Wax Alert