

Q&A with Dr. Michael Murphy, Chairman and CEO of Alternate Health Corp. providing a Medical Marijuana Patient Management System, Blood analysis, Toxicology Labs, Clinical Research, Nutraceutical Products, Security and Control Services to the Medical Cannabis Industry



Dr. Michael Murphy
Chairman and Chief Executive Officer

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Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Dr. Murphy, what is the focus at Alternate Health Corp today?

Dr. Murphy: The main focus for Alternate Health Corp is revenue growth through developing our software/technical division (CanaCard/CanaPass) as well as the clinical laboratory. The fit between the two divisions grows over time as well with the partners on the software side opening doors to the lab side as well as partners on the lab opening doors to the software side. By focusing on growing revenues, Alternate Health Corp. enables our research division and product development division to lead the way in the emerging “cannabis as medicine” market.

CEOCFO: Are there many software solutions in general or many as comprehensive as Alternate Health?

Dr. Murphy: To the best of our knowledge, and through vast contact and presentations with potential customers...there is no rival to CanaCard/CanaPass.

CEOCFO: Have people been looking for such a system? Do they not yet realize that it is needed? How do you bridge that gap?

Dr. Murphy: The market is absolutely looking for our system...hundreds of doctor requests is growing to thousands of requests overnight, BUT we are highly selective in picking doctors to represent our brand(s). By associating our software with top industry names, we position Alternate Health Corp. high above our competitors.

CEOCFO: Like many other fields, but in this one certainly, there is so much noise in just about every facet. How do you grab attention to explain what you offer?

Dr. Murphy: Most other companies in the space offer a single product or concept, have significant debt and positive earnings are not forecast in their immediate future. Alternate Health offers multiple layers of innovation and expertise that covers almost the entire medical cannabis space. We offer a software solution to an area that is sorely needed, but has not been addressed before, world class research and development, a laboratory solution, and proprietary product development and formulation in the CBD space. Alternate Health also posted positive earnings its first quarter and has experienced an 87% increase in revenue growth from Quarter 1 to Quarter 2. We think this is what will gather attention to our offering.