



2020 Q1 Edition

PHARMACEUTICAL ADVERTISING ADVISORY BOARD

To provide independent preclearance and advisory services that enable healthcare product advertising to comply with the Canadian regulatory framework.

What's covered in this edition?

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- **PAAB SUBMISSION VOLUME, RESPONSE TIMES, AND CLIENT TAGS FOR 2019**
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 - Clients should definitely continue generating review issue tags as we hope to be commissioning an independent external audit of the tags in 2021.
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 - Sneak peak at future advisory committees

PAAB STAFF

Structure

In 2019, we piloted a modified staff structure featuring three distinct Senior Reviewer roles rather than having a single Chief Review Officer. This resulted in strong alignment between interests, skills, and responsibilities and it was ultimately a very successful pilot. We have therefore formally adopted that structure.

The three roles are:

- Senior Reviewer of Preclearance Services: Yin Man
- Senior Reviewer of Policy: Pauline Dong
- Senior Reviewer of Communications: Jennifer Carroll

Escalations

As the supervisor of the review team, Yin Man administers the escalation process. Pauline Dong covers escalations in Yin's absence. Pauline also administers escalations on submissions reviewed by Yin.

New Staff

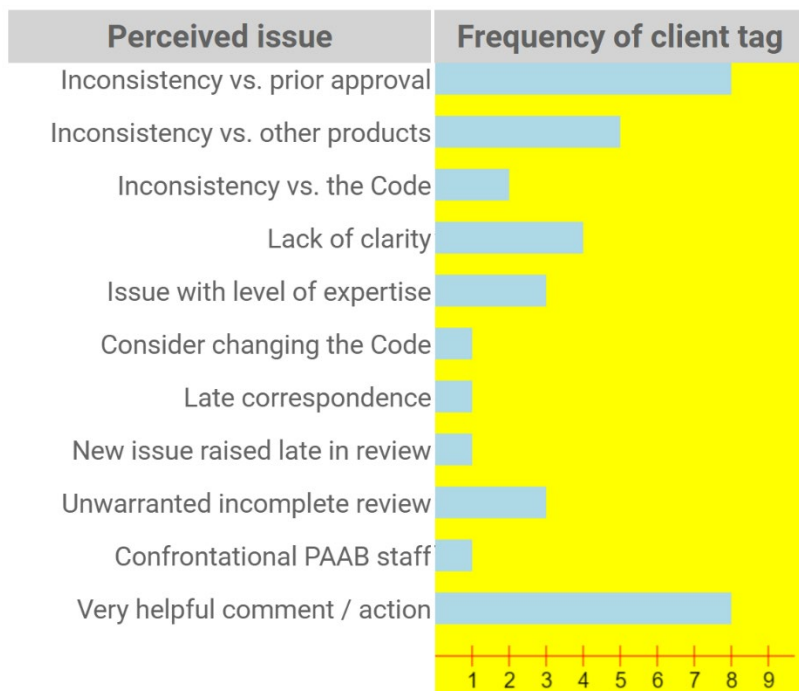
We welcome our newest reviewer Lucy Lui. We are also pleased to welcome Glenn Golaz back to the PAAB. He is our Manager of Finance and Administration. John Greiss and Patrick Marshall have moved on from PAAB to explore other opportunities. We wish them the best of luck on their new journeys. We are grateful for the years of support they provided towards PAAB's mission.

Patrick Massad Has Transitioned from Acting Commissioner to Commissioner

Patrick Massad is the Commissioner of the PAAB as of the Board Meeting on November 22, 2019.

PAAB SUBMISSION VOLUME, RESPONSE TIMES, AND CLIENT TAGS FOR 2019

A dynamic table outlining the number of each client issue tag has been added to the website. Click [HERE](#) for that comprehensive presentation. Below is a brief presentation of the highlights:



We hope to do an independent external audit of client issue tags in 2021. This would only be worthwhile if we have a sufficient number of tags for the auditor to perform a robust analysis. So keep the tags coming!!

The PAAB's final submission volume and average turnaround times for 2019 have also been posted on the home page of our website. Click [HERE](#) for a direct link to the precise location on the homepage for the detailed data. Below is a brief presentation of the highlights:

Total volume of submissions in 2019	7635 submissions
Average turnaround time to first review	6.4 days
Average turnaround time for revisions	2.1 days

PAAB FORUM IS LIVE

We have integrated social functionality throughout the PAAB website. Each guidance document, PAAB Q&A, and page in the PAAB Code now has a dedicated comment box. We invite you to ask questions, provide feedback, and share approaches you have observed from other jurisdictions. The latter will assist us in our global benchmarking efforts.

All website visitors can see the posted comments but you will need to register to add to the discussion. You only need to register once, and the process is easy. Just follow these steps:

- i. Click the "[View Full Forum](#)" button, which is above all of the comment boxes throughout the website.
- ii. Click "[Register](#)" in the top right corner of the full forum view.
- iii. Follow the prompts. Note that your password must be at least six characters. If your proposed password gets rejected because it is too weak, try:
 - making it longer
 - adding a mixture of upper- and lower-case letters
 - incorporating numbers or special characters (#, \$, *, etc.)

We will approve registrants within 24 hours of completion of the registration process.

As with all communities, the PAAB Forum has guiding principles and rules. We encourage you to become familiar with them by reading our "[Community Forum Guide](#)." We are excited about engaging with you throughout 2020.

STAGE 2 ADVERTISING COMPLAINTS REGISTRY

A complaints registry outlining all stage 2 complaints throughout 2019 is now available on the PAAB website. Click [HERE](#) to access it. In total, there were 9 stage 2 complaints in 2019.

The complaints registry was generated to address a request we've received rather frequently for a single web destination listing and describing all complaints. More recently, we've received some requests to add any APS which are subject to future complaints to the registry. Prior to doing so, we would engage in formal consultation with several key stakeholders, including Health Canada and we'd report the consultation findings to our Board. However, before deciding whether to begin this consultation work, we'd like to get a rough idea of the size of the appetite for inclusion of APS within the complaint registry. Please let us know your thoughts by participating in the informal poll available on the page containing the registry. Only users who are registered on the PAAB Forum can vote or to leave comments. See registration instructions above.

REPORT ON PAAB MONITORING ACTIVITIES

17 monitoring notices were sent in 2019 impacting 31 different APS. In the future, we may create a monitoring registry on our website as we've done with the complaints.

NEW PAAB GUIDANCE DOCUMENTS

We have two documents to inform our clients about:

1. **Guidance Document for Reporting Claims in Relative Terms**

Following a complaint (see Oct 17, 2019 in the complaint registry available [HERE](#)), we are making adjustments to the way claims for treatment effects in relative terms are reviewed. Specifically, undue emphasis on treatment effects in relative terms, by means of graphic representation or differences in type size, will not be accepted (s. 4.2.3). Moving forward, the absolute results should be integrated into the relative risk claim and the font size of absolute results should be no less than 75% of the x-height and cap height of the font size of the relative risk claim. Please review the guidance document, which is accessible by clicking [HERE](#), for clarification and examples on direction of application. Reach out to a PAAB reviewer if you have any questions.

2. **Guidance Document for Claims Relating to Drug Interactions**

Advertising claims relating to drug interactions require specific balancing information. We frequently receive questions about which information should be included to balance these sorts of claims. Please refer to the guidance document we've added to the PAAB website. You can access it by clicking [HERE](#).

Advisory committee update:

PAAB Logo Committee

The PAAB logo committee had its first meeting this week. The committee is investigating whether it would be appropriate and beneficial to adjust the PAAB logo in a manner which more clearly conveys its intended significance to healthcare professionals and patients. If adjustments to the logo are deemed to be warranted, the group will determine which potential changes would optimally balance improved clarity with minimization of industry burden (e.g., spatial requirements, complexity, and so on). The group's work will culminate in the creation of one or more proposed logo revisions. These will be presented to the PAAB Board of Directors for consideration by volunteers from the committee.

Special thanks to this committee's participants:

Lisa Barbusci	CDM
Jennifer Carroll	PAAB
Guillaume Chapdelaine	Merck
Mathew Cooper	Pfizer
Dorothy Czylyski	No Fixed Address
Angela Hickman	Lemieux Bédard
Randy Levitt	Paladin
Patrick Massad	PAAB
Erin Musgrave	Registered Nurse
Christine O'Reilly	CORE Agency
Dr. Ahmed Saber	HLS Therapeutics
Ed Voltan	CHMN

Other upcoming committees

We'll soon be calling out for volunteers for the digital submissions committee and the tagging committee. The Terms of Reference for each committee will be included in the call for volunteers. Some of you have already sent emails to patrickm@paab.ca to convey your interest. Thank you! We'll be reaching out soon!!

Strategic Plan

PAAB completed its strategic planning exercise in September of 2019. The plan for the 2020 – 2022 strategic cycle is available on the PAAB website. Click [HERE](#) to access it directly.

Social Media



[PAAB Forum](#)



[PAAB LinkedIn Group](#)



[PAAB LinkedIn Page](#)



[PAAB Twitter](#)



[PAAB FaceBook](#)

Contact us

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