



PAAB 300-1305 Pickering Parkway, Pickering, Ontario L1V 2P3  
www.paab.ca info@paab.ca 905-509-2275

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*" Once you replace negative thoughts with positive ones, you'll start having positive results."*

Willie Nelson

Year 2015 marks the 39th year of the PAAB since its incorporation in 1976. To see the current edition of the PAAB Code, visit the PAAB Web-site [www.paab.ca](http://www.paab.ca)

Ce document est également disponible en français sur notre site web.

## MISSION, VISION, VALUES

**MISSION:** To provide a preclearance review that fosters trustworthy healthcare communications within the regulatory framework for the benefit of all stakeholders.

**VISION:** Trusted healthcare product communication that promotes optimal health.

**VALUES:** Integrity, Competency, Credibility, Independence, Excellence, Transparency

## CODE BOOKS AND APP

You can get copies of the July 1, 2013 code revision in booklet form from the PAAB office at \$5 each.

You can get the new PAAB Code app at the Apple Store for iPad and from the PAAB website for web browser. There is no cost for the electronic app. It includes the code, advisories and guidances in English and French.

## PAAB LINKEDIN GROUP

Join 1,494 people in the PAAB LinkedIn group for news about the PAAB and to share your views.

## GOVERNANCE REVIEW

The PAAB commissioned consultant John Dinner to conduct a review of PAAB board governance and report to the current board of directors. The directors received the report at the Annual general Meeting of April 25, 2014 and subsequently struck a committee to review, prioritize and recommend the suggestions presented in the report prior to the next board meeting in November 2014.

### Motion Approved at General Meeting of November 21, 2014

THAT, after considering the results of the governance review undertaken in 2014, the PAAB Governance Task Force recommends the PAAB Board of Directors approve the following actions:

1. THAT the Executive Committee be retained but rendered largely dormant with the exception of providing limited oversight duties on behalf of the Board if required with respect to financial reporting, issues arising from significant changes in the operating environment or as crisis matters arise, with the other responsibilities heretofore within the purview of the Committee being assumed by the full Board of Directors;
2. THAT, in light of taking on increased responsibilities as a result of changes to the Executive Committee, the number of regularly scheduled meetings of the Board of Directors be increased from two to four and that these be scheduled to coincide with the availability of PAAB's quarterly financial results and other matters requiring the timely attention of the Board; and,
3. THAT, as part of the Board of Director's commitment to assume more of a governance oversight posture, an advisory group to be known as the Stakeholders Issues Forum be created to address those operationally focused matters which had previously been handled by the Board of Directors and that the recommended mandate for the Forum also be approved as presented. Carried Unanimously.

Given the degree of changes which are now in place, the group agreed that the discussions relating to the size of the board would be delayed until next year.

## NEW WEBSITE CONTENT: REVIEW TIPS AND CASES

Coming soon! Wanna see what's cooking? Prepare your advertising with review tips and cases hot off the PAAB grill. We are here to help. In response to requests from our clients, PAAB will be adding review tips and review cases on an ongoing basis to the PAAB website. Every month, we'll add at least one new entry formulated specifically to address current submission trends or key issues. Come see the hot topic of the month and come back next month! To access new and prior entries, simply click on "Resources" within the navigation menu from any page of the website, then select "Review Tips and Cases". Join "The PAAB" on LinkedIn if you'd like to receive a notification when new entries are added. If you have suggestions, contact Deputy Commissioner Patrick Massad.



## ISSUES STAKEHOLDER COMMITTEE

The PAAB has created an ongoing Issues Stakeholder Committee to provide an ad hoc advisory to the PAAB Commissioner. The commissioner will implement the advisory committee and fill the positions with appropriate people as need arises for consultation.

The first need has arisen.

## CODE GAP ADVISORY COMMITTEE

Commissioner Chepesiuk is looking for volunteers to apply to be part of a committee to look at reviewing the PAAB Code of Advertising Acceptance in 2015 to see if change is required. The PAAB conducted a research survey with client stakeholders in 2014 and a report was completed. We are looking for qualified people to review the report and make suggestions for change that will be sent to the PAAB Directors for review and approval. There is no compensation for doing this.

If you are interested, please send your name, qualifications and a reason why you should be selected to be part of the advisory committee. The commissioner will notify you if you are selected to be part of this committee. We are looking for a mix of backgrounds and qualifications, so not everybody who applies may be selected. Send applications to [commish@paab.ca](mailto:commish@paab.ca)

## PAAB SPEAKS

The PAAB is recognized as a world leader in pharma advertising regulation and guidance. In recent years Commissioner Chepesiuk has spoken in Canada, United States and Europe on digital marketing activities. The Commissioner and Deputy Commissioner Patrick Massad are available for presentation by invitation.

PAAB staff can conduct learning sessions about the PAAB and the Code of Advertising Acceptance or Direct-to-Consumer advertising of Rx or biological health products on-site at your workplace. Sessions are usually 2 hours long and the content can be tailored to your needs. Q&A about your confidential marketing situations can be discussed. There is a fee and travel expenses charge. See the web-site [www.paab.ca](http://www.paab.ca) for fee info.

Contact Deputy Commissioner Patrick Massad for details and fee information 905-509-2275.

***“I always like to look on the optimistic side of life, but I am realistic enough to know that life is a complex matter.”***

**Walt Disney**

## PAAB COMPLAINT REPORT

During the period of January 1 to December 31, 2014, the PAAB Commissioner processed 2 Stage 2 complaints.

In addition, PAAB has continued to regularly monitor journals, the Internet, and receive direct-mail/detail aid materials collected by health professionals as part of its monitoring program. When Code violations are discovered, PAAB sends a letter to the advertiser seeking their cooperation to meet the requirements of the Code. When appropriate, PAAB will notify the advertiser's trade association and/or Health Canada for their assessment of additional penalties. The PAAB sent 0 monitoring notices.

*"It is impossible to suffer without making someone pay for it; every complaint already contains revenge".*

Friedrich Nietzsche

## PAAB COMMUNICATION STRATEGY

The PAAB directors have instructed Commissioner Chepesiuk to develop a communication strategy, the first of its kind for the PAAB. The Commissioner hired Ms Lee Cappel to assist in the development of that plan. The commissioner had conducted two focus groups consisting of PAAB clients earlier in the year to discuss how the PAAB could improve its communications to health care professionals. The Board expanded that project into all audiences. A draft plan was approved by the PAAB board in November.

*"It is not the voice that commands the story; it is the ear."*

Italo Calvino

## PAAB REVIEW CONSISTENCY AUDIT

The PAAB directors have hired Integrated Pharma Services to conduct an independent audit of the system and processes used by the PAAB staff to review pharma advertising in accordance with the PAAB Code of Advertising Acceptance. IPS hopes to have a final report in 2015.

*"Excellent firms don't believe in excellence - only in constant improvement and constant change".*

Tom Peters

## REVIEW ACTIVITY

During the period of January 1 to December 31, 2014, the total number of first review submissions was 7,051 files with 93% of files going 3 revisions or less. A first review was completed in 10 days or less 99.5% of the files and the average turnaround time to first review was 7.8 days. Average revision turnaround: 2.3 days. 81% of submissions were approved in 3 revisions or less. A total of 14101 revision letters were sent.

For information or if you have comments:  
Pharmaceutical Advertising  
Advisory Board  
300 -1305 Pickering  
Parkway  
Pickering, Ontario Canada  
L1V 2P3  
info@paab.ca