



NEWS RELEASE

Pharmaceutical Advertising Regulatory Agency Announces June 2005 Industry Education Series

February 16, 2005, Toronto, Ontario.... The Pharmaceutical Advertising Advisory Board (PAAB) today announced that a second of a series of industry education programs to increase the understanding of the PAAB's Code of Advertising Acceptance will take place June 7, 2005 in Toronto and June 9, 2005 in Montreal. The PAAB is an independent review agency whose primary role is to ensure that advertising of prescription drugs is accurate, balanced and evidence-based.

The June series was organized in response to strong industry participation in the PAAB Code education series planned for April 2005. The June series is intended to accommodate those pharmaceutical marketers who cannot attend the spring session which features courses in Toronto April 12 and Montreal April 14.

In June, the PAAB will offer two distinct ½ day training courses to meet the needs of pharmaceutical marketers. The goal of the sessions is to teach the application of the PAAB Code to new pharmaceutical industry employees and suppliers, refresh the knowledge of seasoned professionals, and to communicate the changes to the Code which come into effect April 1, 2005.

The first PAAB course is entitled: "The PAAB Code: Interpreting Industry Guidelines". The focus of this course is to foster skills to better understand and apply the Code. This course is directed at those new to the PAAB Code, or those who did not take the PAAB Code Workshop in 2004. This session runs in the morning of June 7 in Toronto, and June 9 in Montreal.

The second course is entitled: Pharmaceutical marketing: Advertising vs. Information. The purpose of this course is to educate pharmaceutical marketers about distinguishing "advertising" from material that is not advertising, aka "information". That includes the CME exemption, DTC and Patient Information and the Internet. It will also include discussion of the changes to the PAAB Code that will be effective April 1, 2005. This session is directed to those who are familiar with the Code, those who have taken the Code 2004 Workshop, or individuals who want to learn about the recent revisions to the PAAB Code. This session runs in the afternoon of June 7 in Toronto, and June 9 in Montreal.

Duplication between the two sessions will be minimal. Applicants may register for one or both courses. Participation in the sessions will be limited to foster participant interaction. Registration is on a first-come-first served basis. Information and registration forms for both courses can be found on the Pharmahorizons website at <http://www.pharmahorizons.com/training.html>.

Following the success of the PAAB's 2004 Training initiative, Pharmahorizons Inc. will continue as its professional development partner. Pharmahorizons will provide logistical, instructional design and marketing support for the training workshops while PAAB staff will provide and control content.

The scope of the PAAB Code of Advertising Acceptance currently includes advertising of prescription and OTC products to health professionals in all media. PAAB also provides advisory comments on direct-to-consumer materials for prescription drugs.

The definition of *advertising* in Canada's Food & Drugs Act is "*any representation by any means whatever for the purpose of promoting directly or indirectly the sale or disposal of any food, drug, cosmetic or device*". Consequently, most product-focused messages about drugs are considered *advertising*. From January 1, 2004 to December 31, 2004, PAAB reviewed over 3,918 submissions from pharmaceutical companies and advertising agencies.

PAAB (www.paab.ca) was incorporated in 1976. As well as non-affiliated companies, PAAB's clients include members from a wide variety of companies and associations associated with pharmaceutical marketing.

Pharmahorizons (www.pharmahorizons.com) is a major Canadian life science site featuring sector jobs, Internet and executive recruitment, industry training and e-learning technology and support services as well as a popular industry newsletter, *LifeTrack* that reaches over 23,000 life science professionals monthly.

Pharmaceutical marketers interested in receiving more information on the June training program or who wish to register may contact Mark Gregory, Vice President, Pharmahorizons at 1-866-472-4948 or via e-mail at mark@pharmahorizons.com Further information on PAAB is available at its web site: www.paab.ca

Information on the PAAB's fall training program will be available in June.

The PAAB 2005 Education Program brochure and registration form can be accessed off the Internet at: http://www.pharmahorizons.com/course_pdfs/PAAB_June-Brochure.pdf

For more information on the PAAB 2005 Education Program, please contact:

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