



News Release

For Immediate Release

Pharmaceutical Advertising Regulatory Agency Launches Industry Training

September 15, 2003, Toronto, Ontario.... The Pharmaceutical Advertising Advisory Board (PAAB) today announced a new professional development initiative aimed at increasing the understanding of PAAB's Code of Advertising Acceptance. PAAB is an independent review agency whose primary role is to ensure that advertising of prescription drugs is accurate, balanced and evidence-based.

"The goal of the training program is to teach the application of the PAAB Code to new pharmaceutical industry employees and suppliers and refresh the knowledge of seasoned professionals," said Ray Chepesiuk, the Commissioner of PAAB. "The new training program will include at least three elements: workshop pre-work, face-to-face PAAB training workshops, and Internet e-Learning resources. Registration will be open to anybody having an interest in the regulation of pharmaceutical advertising."

The first workshop series will take place January 27 in Montreal and January 29, 2004 in Toronto. The workshops will be full day events. Attendance will be limited. Participants are encouraged to register early. PAAB last held open registration workshops on its Code in 1996. Up until that time, PAAB held such training annually.

"We selected Pharmahorizons as our professional development partner because of their extensive training experience in the pharmaceutical sector and their communications channels via their website and widely distributed industry newsletter, *LifeTrack*. Pharmahorizons will provide logistical, instructional design and marketing support for the training workshops while PAAB staff will provide and control content," said Commissioner Chepesiuk.

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 1st to June 30, 2003, PAAB reviewed 1812 submissions from pharmaceutical companies and advertising agencies. PAAB 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 such as:

- Canada's Research-Based Pharmaceutical Companies (Rx&D)
- Canadian Generic Pharmaceutical Association
- Nonprescription Drug Manufacturers Association of Canada
- Association of Medical Advertising Agencies
- Canadian Association of Medical Publishers

Pharmahorizons.com is a major Canadian life science site. It focuses on career advancement and workforce development in the pharmaceutical, biotechnology and healthcare sectors. Pharmahorizons features jobs, Internet and executive recruitment, training and e-learning technology and support services.

Pharmaceutical marketers interested in receiving more information on the 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

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For more information on the PAAB Training Initiative, please contact:

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