



## Terms of Reference

**Advisory Committee Name:**

PAAB Website Social Functionality Advisory Panel

**Role:**

This group is tasked with assisting PAAB staff in determining how to configure the social functionality on the PAAB website in a manner that is most likely to meet the following objectives:

- promote client use of the social feature
- effectively manage risks associated with the social feature
- generate useful data & powerful insights contributing to PAAB's mandate of continuous improvement

The group's work will culminate into creation of a proposed framework which will be presented to the PAAB Board for consideration.

**Composition:**

This group will be comprised of approximately twelve individuals varying in roles and experience throughout the pharmaceutical industry. For example, we hope to have representations from manufacturers, communication agencies, and consultants.

**Responsibilities:**

- Feb 2019: Participate in a 1-hour telephone or web meeting. Discuss whether social media functionality on the PAAB website would broaden client involvement in continuous improvement processes relating to the various documents on the PAAB website. If so, contribute and assess ideas relating to how this benefit can be realized while meeting the other objectives identified in the Role section above.
- Mid-March 2019: Participate in a 1-hour telephone or web meeting. Provide feedback on a framework proposal which was built based on the committee input.
- It is possible that a third 1-hour telephone or web meeting is required to complete the committee work.

*To deliver pre-clearance review services that support trustworthy health product communications that comply with the Canadian regulatory framework. Fournir des services de révision agréé en vue d'une pré-approbation qui favorisent une communication digne de foi sur les produits de soins de santé dans le cadre réglementaire canadien.*