



PHARMACEUTICAL ADVERTISING ADVISORY BOARD
| JULY 2019

To deliver pre-clearance review services that support trustworthy health product communications that comply with the Canadian regulatory framework.

A note from the Commissioner

We've been hard at work on several projects designed to improve your efficiency and support your learning. By the end of this year, we will have:

- Converged all PAAB content into a single repository on our website. This should remove the guess work about where to find any of the hundreds of helpful documents available to help you interpret or apply the PAAB code.
- Created HTML versions of all documents on our website. That will enable cross-website searches to look through entire documents so that you can always find what you are looking for. During client surveys, "Please improve search" consistently ranks as a top request. We should soon be well on our way to addressing that need.
- Built social functionality on our website. This will:
 - enable individuals to ask a question in the context of the particular document that triggered the question
 - make it easier for users to disseminate content to colleagues through social sharing functionality
 - enable users to prioritize or filter search results by a community determined

give users an opportunity to provide input on the Code and guidance

documents on an ongoing basis

We've also been creating workshop content for PAAB's 2019 National Workshops. They will be held November 26th in Montreal and November 28th in Toronto. Register here:

<https://www.paabtraining.com/register.html>

Patrick Massad

Acting PAAB Commissioner

PAAB Stats

January - June 2019

- Number of submissions:
3,924
- Time to first response:
Average of 5.7 days
- Time to revision response:
Average 2 days



Real World Evidence Update

The stakeholder feedback period for the proposed RWE code / guidance change ended January 31, 2019. Ten organizations provided feedback. These organizations largely applauded the PAAB for initiating a process intended to modernize its code and guidance vis-a-vis use of RWE in advertising. However, it's clear from the feedback that industry would prefer a more permissive approach than that which was initially proposed by the committee. We've learned that Health Canada, CADTH and INESSS are currently collaborating on a framework intended to define Decision-Grade RWE and its role in Canada. You can learn more about this collaborative effort here: [CLICK HERE](#). Once enough information about this framework is available, the expert committee which generated the proposed RWE Code / Guidance change will be reinstated. This committee

The manufacturer portal on eFiles

19 manufacturers are registered to use the eFiles portal. There is no cost associated with registering or using the manufacturer's portal.

This portal gives manufacturers direct access to all PAAB correspondences to assist with their internal auditing needs. Additionally, it provides manufacturers various metrics & indicators pertaining to their products and communication agencies. Please contact us at review@paab.ca if you'd like to register for this service.

PAAB Monitoring and Complaint Report

In 2019, as of end of June:

- There has been 1 stage 2 complaint ruling.
- There have been 5 monitoring letters sent to manufacturers.

Complaint and monitoring summaries will be published on the PAAB website once the website updates discussed above are completed.



Training and Events

Help us collect data for an external audit

We plan on conducting an external audit of the client tags once the sample size of tags is sufficiently large for the external auditor to make valid conclusions. The more our clients use this system, the sooner the external audit can be done. To learn more about the tagging system, [click here](#).

PAAB Staff Update

We welcomed two reviewers to the PAAB team in the 2nd quarter of 2019:

- Tommy Lam joined PAAB's reviewer team. He is a pharmacy and management grad from University of Toronto. At leisure, he likes to play basketball, explore cultural histories, and read non-fiction psychology.
- Peter Yoo joined PAAB's reviewer team. Peter holds a Pharmacy and Human Biology degree from the University of Toronto. He is a student of the sciences and an admirer of art and design.



The PAAB Code

To see the current edition of the PAAB Code, [visit our website](#).



Our Mission

Vision: PAAB will be a world-class leader in supporting truthful advertising of health products.

Mission: To deliver pre-clearance review services that support trustworthy health product communications that comply with the Canadian regulatory framework

Values: Integrity, competency, credibility, independence, excellence, transparency

Social Media

[in](#) PAAB LinkedIn Group

[in](#) PAAB LinkedIn Page

[t](#) PAAB Twitter

Contact us

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