

# PAAB FORUM

## QUARTERLY REVIEW

A review of the last quarter on the PAAB Forum: July – September 2021

### Announcements

- Accelerated Preclearance Pathway (APP)
  - We are working hard on the backend to get eFiles and review capacity ready for the new APP. Stay tuned for updates as they roll out.
- Reminder to those looking to register for the Forum, to use a *professional email* for security purposes. You can select to have your email hidden on your profile page.

### New Documents

- Advisory on APS Breakpoints and QR Code Links
  - In [this document](#) we provide a reminder about standard review practice for APS with multiple breakpoints for viewing on various devices, as well as the use of QR codes.
- Advisory on Fair Balance Headings
  - [This document](#) covers the changes to fair balance heading treatment across platforms and the revision to past ruling on the French translation of “Utilisation clinique”.
- Newsletter: Targeting consumer materials to patients through healthcare professionals
  - A [reminder](#) on audiences and what falls under the scope of the PAAB Code.

### Q&A

**15 [Forum questions](#)** from industry answered on topics such as:

- Sales Rep LinkedIn posts
- TMA dosing copy
- Digital conferences
- Drug shortage claims
- International Guidelines
- Patient support program (PSP) enrolment
- Pre-NOC creative opinion services
- Exempt messages

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### Myths vs. Facts

No new “Myths vs. Facts” this quarter, however, monitoring identified a number of infractions still occurring. If you haven’t yet familiarized yourself with the most common myths, head over to the PAAB [Myths](#) page to learn more.

*Let us know if there are any myths you want clarification on, or for PAAB to help dispel for the industry.*

### eFiles Tag Report

- The page [PAAB Tag Report 2021](#) has been generated to present an ongoing report on the eFiles client tags. This page will be updated quarterly so that you can see trends, actions taken and other useful tips to maximize the effectiveness of client tags.
- A list of unaudited client tags from the first half of 2021 can be found [here](#).

Is there more information you would like to know and see in the next quarterly update? Let us know on the forum.