PAAB FORUM
QUARTERLY REVIEW

A review of the last quarter on the PAAB Forum: April - June 2024

Announcements

- **Artificial Intelligence (AI) Working Group Call for Participants:** PAAB is looking for qualified volunteers to build out an industry working group to explore key opportunities, challenges, and barriers of AI in pharmaceutical marketing and market access. Learn more.
- **Client Messenger:** A new PAAB offering has now launched. Client Messenger allows clients to receive official review rulings made asynchronously from the remainder of the APS review. This feature is particularly helpful on tricky topics which may require multiple rounds of discussion impacting the timeline of the remaining content review. Learn more at ARO Client Messenger – Administrative Guidelines.
- **Training:** Access to self-paced online training modules for **RWE, study duration, and disease burden** will persist on the PAAB training site**.** New enrollees will have access to the recorded one hour live virtual session of Q&As. Follow this link to learn more.
- **Renewals Dashboard:** We've seen great uptake of the renewals dashboard. Make sure you're familiar with this new service to take advantage of early renewal discounts. Learn more at Renewals Management Dashboard. If you have suggestions on ways to improve the service, please reach out to daniellea@paab.ca.
- **Creative Imagery Committee:** The committee will be meeting in Q3 to discuss a first draft guidance for creative evaluation. Learn more.
- **Forum Account Reminder:** If you change organizations, no need to create a new forum account. You can update your email under profile and "change email". This allows you to keep your history, preferences, and notification settings. If you require assistance, please reach out to info@paab.ca.

New Documents

- Client Messenger – Administrative Guidelines
  - Administrative guidelines for using messenger function to augment the review process on particularly complex copy discussions.
- Epidemiology Information in Branded Patient Information
  - A modernized approach to the presentation of general epidemiology information within branded patient pieces.
- If you missed last quarter's review, don't forget to review here to make sure you're up to date on all things new at PAAB and upcoming projects.

Q&A

22 Forum questions from industry answered on topics such as:

- Gating
- Website landing pages
- Duration of studies
- Banner ad sizes
- Physician acknowledgment
- Branded and unbranded disease content linkage
- What requires review

In the Works for 2024

AI Assisted Submission Process – Work is well underway in building out AI powered systems that will assist clients during the preparation of submissions to know when

elements are missing that could result in a delay in the acceptance for review, with aspirations of eventually assisting with referencing and annotating things like previously approved copy in past files. We will be looking for clients who are well versed in AI to be part of a committee which shapes this development, so stay tuned.

External Training – On-demand training now includes updated 2.0 videos. We continue to look for opportunities to add and improve training content. If you have topics of interest, please let us know with this quick survey.

eFiles Tag and CEI Reports

- We continue to thank all who contributed to the CEIs over 2023 and into 2024. With a Q2 completion rate of 21.8% completion rate, we continue to identify opportunities to improve training and internal processes as a result of the CEI feedback. Similarly, the CEI surveys have provided immensely positive and constructive feedback. We'd like to thank all those who participated, especially our TOP 10 responders! We hope to continue this momentum throughout the rest of 2024 as we strive to provide the best customer service possible.
- As a reminder, the tickets are **completely confidential.** If you want more information on the tagging system, please see Client Tagging System Advisory.
- As a reminder, the CEI captures the **overall experience** with a file and the review process. It helps to impact macro processes and performance. The "tags" help us pinpoint cases where there was an event that could be assessed for learning purposes, checked for consistency or which could be used to implement change. This specific feedback helps us improve performance on a more granular level.

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