PAAB AI Project

Open Townhall – December 19, 2024

PAAB's commitment to efficiency

1. AROs
   - Decreased initial review and revision turnaround times

2. Renewals Management Dashboard
   - Renewal tracking and reminders
   - Simplified submission process

3. Client Messenger
   - Binding review decisions on issues prior to formal resubmission
   - Available for all reviews

Preparing for the Future with Artificial Intelligence

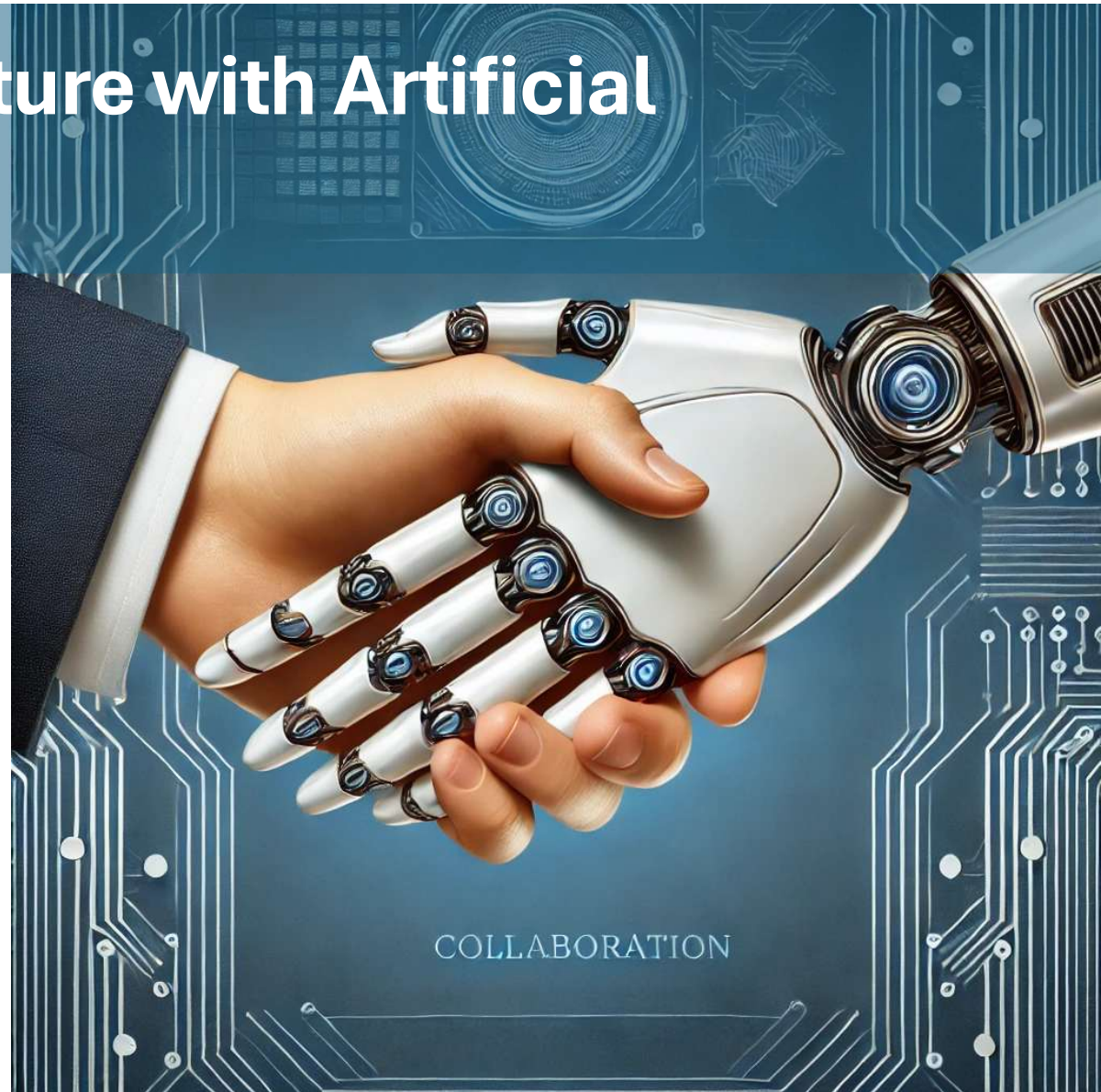- **AI is Transforming Industries**
  - Automation of routine tasks
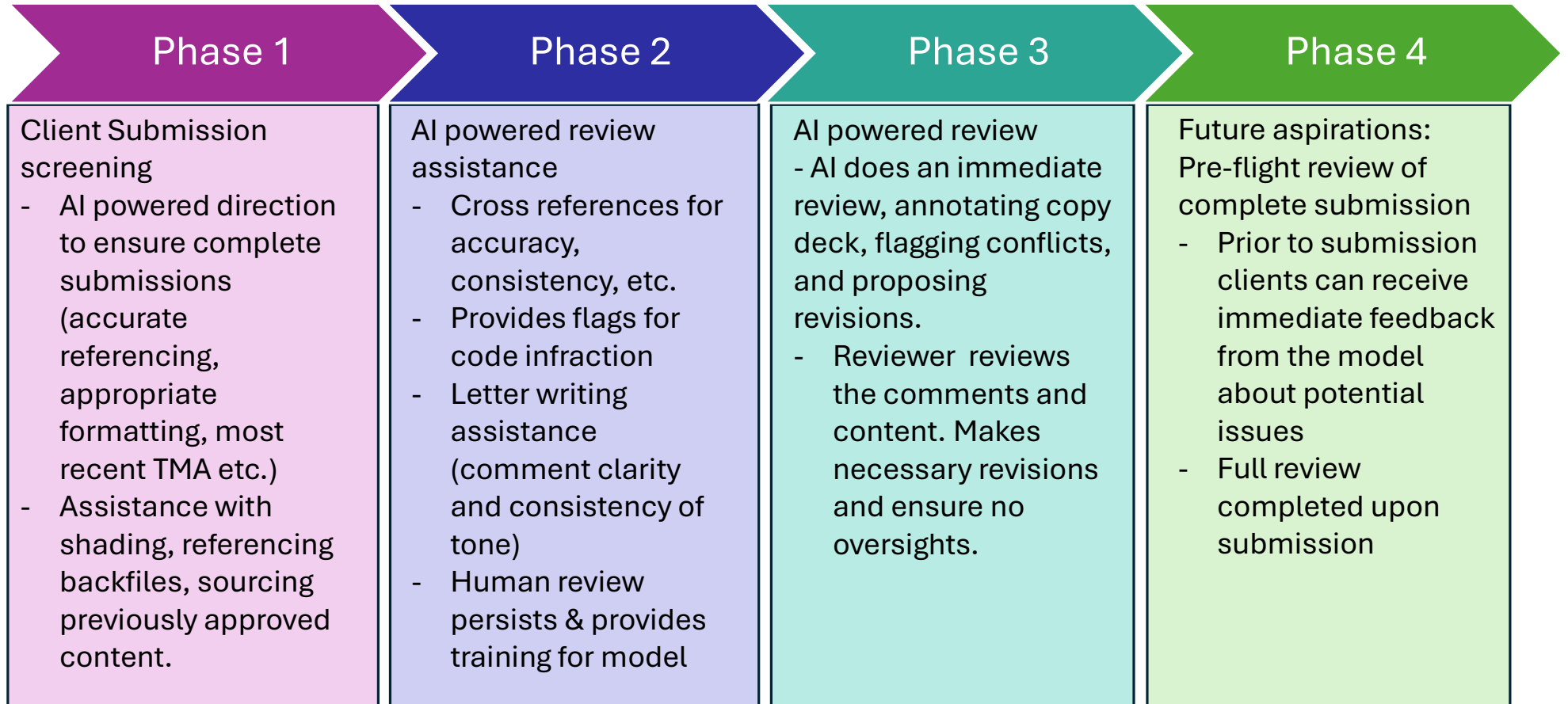 - Enhanced data analysis and decision-making
- **Why we're adopting?**
  - Opportunities for innovation and growth
- **Our Vision with AI**
  - Integrating AI to augment our capabilities

COLLABORATION

Phased approach to adoption

Phase 1	Phase 2	Phase 3	Phase 4
Client Submission screening - AI powered direction to ensure complete submissions (accurate referencing, appropriate formatting, most recent TMA etc.) - Assistance with shading, referencing backfiles, sourcing previously approved content.	AI powered review assistance - Cross references for accuracy, consistency, etc. - Provides flags for code infraction - Letter writing assistance (comment clarity and consistency of tone) - Human review persists & provides training for model	AI powered review - AI does an immediate review, annotating copy deck, flagging conflicts, and proposing revisions. - Reviewer reviews the comments and content. Makes necessary revisions and ensure no oversights.	Future aspirations: Pre-flight review of complete submission - Prior to submission clients can receive immediate feedback from the model about potential issues - Full review completed upon submission

Built in strengths

1. Consistent application of the Code
   - Across reviewers, brands, therapeutic areas
   - Within brands, therapeutic areas

2. PAAB Communications
   - Clear, consistent, and informative feedback across reviewers
   - Increased capacity of reviewers to collaboratively work on code compliant solutions with clients

3. Increased volume capacity and accelerated timelines
   - Client submission support

AI enhancements to the Submission Process

- Recognition of uploaded **files**

  - Have all the required file types been uploaded?

  - Are files oriented and formatted properly?

- Detection of appropriate **shading**

  - AI generated shading and backfile identification

  - Calculation of percent pickup

  - Ensuring format considerations are met

AI enhancements to the Submission Process

- Ensuring the most recent **regulatory documents** are uploaded

  - Latest PM

  - PM & NOC dates align

- Referencing **checks**

  - Do the reference names in the copy match the references submitted?

  - Are all references accounted for?

  - Are claims referenced?