



PAAB's mission is to deliver pre-clearance review services that support trustworthy health product communications that comply with the Canadian regulatory framework.

PAAB Staff Announcement Regarding Senior Reviewers

During a pilot period extending through 2019, several reviewers will be taking on Senior Reviewer roles which entail the addition of new responsibilities to their existing reviewer role. This is in preparation for work on initiatives we will soon be launching to support our customers through every step of their preclearance journey. Some of those initiatives were introduced in my first correspondence as Acting Commissioner available here:

[https://www.paab.ca/Introduction To New Acting Commissioner .pdf](https://www.paab.ca/Introduction%20To%20New%20Acting%20Commissioner.pdf)

The following appointments to senior reviewer role specializations are effective immediately:

- **Introducing our Acting Preclearance Services Senior Reviewer**
Yin Man heads all aspects of the preclearance services. She manages the team of reviewers. Yin brings almost 20 years of PAAB experience to the position. PAAB customers will interact with Yin in her Senior Reviewer capacity during review escalations and when offering feedback about the review process.
- **Introducing our Acting Communications Senior Reviewer:**
Jennifer Carroll heads all activities and processes relating to client training. She also heads existing and emerging technologies PAAB employs to keep external and internal stakeholders informed. Stay tuned for information about the emerging technologies PAAB will be employing to promote stakeholder engagement.
- **Introducing our Acting Policy Senior Reviewers:**
John Greiss and Pauline Dong will be heading efforts relating to creation of advisories, guidances, infographics, and checklists that help clients interpret the PAAB code. They will also be heading the PAAB's advertising monitoring activities.

These senior reviewer role specializations were envisioned with the aim of enhancing PAAB's overall responsiveness to our customers evolving needs. This structure also positions PAAB to capitalize on the skillset depth & diversity which exists across the staff. Stay tuned for information about our upcoming initiatives.

Kind regards,

Patrick Massad
Acting Commissioner, PAAB

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