



PHARMACEUTICAL ADVERTISING ADVISORY
BOARD | JANUARY 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

I would like to introduce myself as the Acting Commissioner of the Pharmaceutical Advertising Advisory Board (PAAB). Over the past 17 years at PAAB I've had the roles of Deputy Commissioner, Chief Review Officer, and Reviewer. I am honoured to now have the privilege of working with our stakeholders in this new capacity.

First and foremost, I'd like to pay tribute to our previous Commissioner, Ray Chepesiuk. Ray has demonstrated great leadership in driving PAAB toward its vision. I am eager to build on the success that PAAB has experienced under his watch.

In 2019, one of my key priorities will be to promote stakeholder engagement. To that end, we'll soon be creating advisory committees to incorporate the client perspective into our planning for upcoming PAAB initiatives. We'll be promoting these opportunities for client involvement as they become available. However, if you'd prefer to make sure you don't miss these invitations, feel free to reach out to me at patrickm@paab.ca to get your name added to our registry of candidates. Tell me a bit about yourself so that I can ensure you are placed in the committee

that best fits your interest and expertise.

Upcoming PAAB initiatives cover a wide breadth of topics from continuous improvement of the preclearance journey to building additional connections with healthcare professionals and patient groups. Participation on advisory committees will generally involve two or three 1-hour web conference calls. Volunteers will be acknowledged in launch communications pertaining to the initiative. I'd appreciate your support towards the realization of our vision of being a world-class leader in supporting truthful advertising of healthcare products.

Please feel free to contact me directly at patrickm@paab.ca with any organizational questions about the PAAB or to share any insights on how we can best work together on promoting high standards in drug advertising.

Patrick Massad

Acting PAAB Commissioner

PAAB Stats

January - December 2018

- Number of submissions:
7965
- Time to first response:
Average of 5.1 days
- Time to revision response:
Average 1.7 days

In the upcoming weeks, we'll be communicating additional / new statistics intended to give a broader sense of PAAB performance. Stay tuned. Our aim in collecting and sharing performance metrics in a more wholesome way is to help us identify and prioritize areas of focus for our continuous improvement efforts.



Real World Evidence Update

The feedback period for the proposed RWE code change and guidance documents began on November 27th, 2018 ended January 31, 2019. We've received feedback from 10 organizations. At the April Board meeting, the PAAB Board of Directors will determine the process by which the feedback will be analyzed and considered. The next edition of the PAAB newsletter will report on this process. We thank all who contributed to the provided feedback

PAAB Structure

For a pilot period extending through 2019, several reviewers have taken 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.

Here is a list of the appointments to senior reviewer role specializations:

- **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

PAAB Complaint Report

There were no stage 2 complaint rulings in the fourth quarter of 2018. Stage 2 rulings for the year can be found in the April 2018 and July 2018 newsletters.



Training and Events

Advisory committees update

We'd like to thank all those who have volunteered to participate in future advisory committees. We continue to welcome volunteers who are interested in shaping the PAAB. To reiterate a key message from the "Note From the Commissioner" above, feel free to reach out to the Acting Commissioner patrickm@paab.ca if you'd like to add your name to our growing list of volunteers.

The first committee will help PAAB plan/design the addition of social media functionality on our website with the aim of promoting continuous dialogue about the code and our various guidance documents. The committee Terms of Reference will be disseminated on our social channels soon (i.e. LinkedIn and Twitter).

The second committee will help PAAB optimize its client tagging system and provide additional quality assurance recommendations. Stay tuned for more information about this and other committees. Several other committee opportunities will be announced throughout the year!



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

 PAAB LinkedIn Group

Contact us

We're here to help you get to yes.

 PAAB LinkedIn Page

300-1305 Pickering Parkway, Pickering, Ontario L1V 3P2, Canada

 PAAB Twitter

Phone: +1 (905) 509-2275

Send email to info@paab.ca

Copyright © [PAAB](#) 2015. All rights reserved.

[webversion](#) | [français](#)