



PHARMACEUTICAL ADVERTISING ADVISORY
BOARD | OCTOBER 2018

To deliver pre-clearance review services that support trustworthy health product communications that comply with the Canadian regulatory framework.

Note from the Commissioner

As we go into the final quarter of 2018 I note that the PAAB has been having a pretty good year to date. On the operations side we have received a record number of submissions and we have operated with record efficiency in turning them around. We have a wonderful staff who gets things done and I am very proud of their accomplishment this year.

During the mid-year we conducted a survey to ask clients how the implementation of the new code format went and if there are suggestions for improvement. The survey showed 80% awareness of the new code format. Suggestions included improving the search function on the code app and a request to provide a PDF version that could be used in print format. We have implemented the PDF version and it is available on the PAAB website. We are looking into options to improve the search function. Thanks to all who replied to the survey. We listen, we learn, we improve.

The 2018 national workshops will be held November 20 in Montreal and November 22 in Toronto. Jon Gwillim of CreateHealth IO has been working tirelessly on organizing and creating awareness of the event to enhance registration numbers. It is a great learning opportunity to better understand the PAAB Code, meet the PAAB staff and learn about exciting

new developments in pharmaceutical promotion. Check out the agenda and speaker lineup on www.paab.ca.

The Board has been discussing options, with respect to product promotion, regarding the PAAB helping Health Canada deal with the opioid crisis. Health Canada has put in a lot of time and effort this year trying to find solutions.

The board has also been in discussion with the Canadian Animal Health institute regarding the PAAB being contracted to providing opinions on complaints that have not been resolved between their members. This may start in 2019.

On a final note, this will be my final note as commissioner of the PAAB. I have announced my retirement to the PAAB directors and it will take effect January 1, 2019. I have enjoyed the privilege of being the PAAB commissioner since 1998 and it is time to move on. Thank you to everybody who has helped the PAAB be successful over the past 20 years.

Sincerely,



Ray Chepesiuk
PAAB Commissioner

PAAB Stats

January 2018 through September 2018

- ✓ Number of submissions: 6133
- ✓ Time to first response: an Average of 5.2 days.
- ✓ Time to revision response: Average 1.8 days



New PAAB Guidance Documents added to the website in this quarter

The following documents were added to the PAAB website:

Record of Discussions for the April 4, 2018 bilateral meeting Health Canada and the Canadian APA's

This is the minutes from the annual bilateral meeting with Health Canada. For a direct link to the document, [Click Here](#).

[links to]:

https://www.paab.ca/RoD_2018_HC-APAs_Bilat_Final.pdf

PDF of the PAAB Code added to the Code App

Per popular request, a PDF of the PAAB code was added to the home page of the code app.

To access the PDF directly from this newsletter, [Click Here](#).

[links to]:

http://code.paab.ca/pdfs/paab_code_PDF_official.pdf

If you'd like to know as soon as new documents are posted, follow us on Twitter [@ThePAAB](#).

PAAB Code Survey of September 2018

We'd like to thank all those who participated in the PAAB code survey. In alignment with our commitment to continuous improvement, we've already taken steps to address some of the feedback received. For example, we have:

- Added a PDF version of the complete code within a single document to ease printing. This also simplifies some aspects of search.
- We've met with our developers to discuss modifications to the code app architecture to improve search. Stay tuned for updates on future changes.
- We are organizing a process by which we'll do a scan of the assets on our website to update documents that reference old code sections that are no longer accurate.

Are you making the most of the PAAB's

innovative tagging system?

The tagging system was created to enable our clients to efficiently provide feedback and thus help us enhance the PAAB preclearance mechanism. There is a wide spectrum of standardized tags ranging from review issues such as perceived inconsistencies to perceived opportunities for improving the code and/or guidance documents.

Once created, the tag remains on record and cannot be deleted by any PAAB staff. As per client request, **client tags are NOT visible to the reviewer.**

What's the value?

- Utilizing the tagging system empowers our clients to express their feedback and get it documented (exactly as expressed) directly into a single centralized record.
- It enables the PAAB management team to detect trends which can lead to expedient implementation of improvements to our processes, procedures, and practices (e.g. training & development).
- It can assist in determining areas of focus during audits of the preclearance system.

PAAB Complaint Report

There were no complaints for this quarter.



Training and Events

PAAB eFiles Cut off times

The cut off time for same day processing of complete eFile submissions is one hour prior to the end of the business day. The eFiles cut off times are 4:00pm Monday through Friday.

PAAB Office Holiday Closing

Please note that the PAAB office will be closed for the holidays from December 24, 2018 – Jan 1, 2019 (inclusive).

PAAB Workshop

The PAAB National Workshops to be held November 20 in Montreal and November 22 in Toronto. The day will cover a wide spectrum of topics including complaints on marketing materials, evidentiary standards, fair balance standards, patient information, social media, and artificial intelligence. As requested in prior event feedback, the day will include an advanced session covering some of the more complex nuances that occasionally arise during the review process. As also requested, it will include a question clinic. Visit the following URL for more information: <https://www.paabtraining.com/>



The PAAB Code

To see the current edition of the PAAB Code, [visit our](#)



Our Mission

Vision: PAAB will be a world-class leader in supporting truthful advertising of health products.

[website.](#)

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

 PAAB LinkedIn Page

 PAAB Twitter

Contact us

We're here to help you get to yes.

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