

PAAB FORUM

QUARTERLY REVIEW

A review of the last quarter on the PAAB Forum: October - December 2024

Announcements

- **Client Messenger: 🎉 Available for all Files 🎉** In Q4 we saw increasing adoption of Client Messenger use to help expedite review of eFiles. This feature is particularly helpful on tricky topics which may require multiple rounds of discussion, impacting the timeline of the remaining content review. **As a reminder, Messenger is available for all submissions and can be requested at any point in the review process, not just upon initial submission. To request Messenger after initial submission, please reach out to review@paab.ca and request that they turn Messenger on for your eFile.**

Early users have reported:

- The ability to resolve a pivotal issue between rounds of review with a binding response.
- Ease-of-use of Messenger: Instructions provided in the [Messenger Guidelines](#) were clear and easy to follow.
- Value in being able to request Messenger after initial submission.

Have you been making the most of PAAB's updated service offerings?

What users are saying:

We love the new Messenger service! We were recently tasked with incorporating new data into a client's Detail Aid and needed to engage with PAAB in multiple calls and resubmissions. However, once we began using the PAAB messaging service, we were able to submit specific questions directly, which significantly reduced time spent waiting for resubmissions or clarification calls. Our client particularly appreciated not only the faster turnaround time but also the clear and direct guidance provided. This service truly streamlined the process and helped us move forward with a happy client.

Hayley Bain, Sr. Account Director, IPG Health Toronto

- **Creative Imagery Committee:** On November 13th, PAAB introduced the Creative Imagery Document for consultation, inviting valuable feedback from our community. After reviewing the thoughtful responses to the first draft, we engaged in a collaborative discussion with a small group of agency volunteers. Together, we explored impactful examples to enhance the document's usefulness and clarify areas that needed more precision.

This process has been a testament to the power of teamwork and the shared commitment to change. While we continue refining the copy and working through these examples, we are confident that this collaborative effort is bringing us closer to modernizing the approach to creative. Though the implementation timeline has shifted, we remain optimistic and energized by the progress we're making—together. [Learn more.](#)

- **AI Industry Townhall:** PAAB hosted a virtual industry townhall on December 19th, with over 100 participants joining to explore our phased approach to integrating AI. The session highlighted how AI can augment our services and support more streamlined submissions for clients.

The townhall provided an opportunity for PAAB to gather input from industry stakeholders, helping to shape this initiative to ensure it delivers maximum value to our clients. If you were unable to attend, the presentation slides are available [here](#). We encourage you to share your feedback on what you'd like to see included in this development.

- **Client Survey:** The client survey is now closed, and we're thrilled with the response! Over the course of just 3 weeks, we received an impressive 125 completions. A heartfelt thank you to everyone who took the time to share their insights. Your feedback is invaluable and will play a crucial role in shaping the direction of our initiative in the year ahead.

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We're excited to share the key findings with you in Q1—stay tuned for updates!

New Documents

- Client Messenger – Administrative Guidelines
 - Administrative guidelines for using Messenger function to augment the review process on particularly complex issues (copy or creative)
 - If you have questions about Client Messenger, please email daniellea@paab.ca
- 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

27 Forum questions from industry answered on topics such as:

- 3rd party podcasts
- Products with no PM
- Google responsive design
- Patient surveys
- Prescription pads
- Unpublished extension data
- Banner ad placement
- Disease awareness campaigns
- NOC/c product & use of extension data
- Real MRI images
- Exempt payer cards

In the Works for 2025

AI Assisted Submission Process – The proposal for Phase 1 was well received during the December [PAAB AI Industry Townhall](#). Over the past quarter, we have been working diligently to develop AI-assisted enhancements to the submission platform. We're aiming to launch some preliminary features by the end of Q1 or early Q2.

If you're interested in volunteering for testing and providing early feedback, we'd love to hear from you—please don't hesitate to reach out to info@paab.ca.

Throughout Q1 and Q2 we will be in discussions with manufacturers to “opt-in” to the AI model. If your company is considering the value and has not yet started a conversation with PAAB, please reach out to info@paab.ca to start the discussion.

eFiles Tag and CEI Reports

- As we moved through Q4, the rate of completion increased from 21% to 22%. 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. Stay tuned for our list of the [TOP 10 responders](#)! Thank you to all responders for your commitment to collaboration towards continuous improvement of the PAAB interaction.
- 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

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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.