

# PAAB Tags and CEI 2025

## QUARTERLY REVIEW

### A Quarterly Review of the eFiles Customer Experience Index (CEI)

The CEI Survey launched on February 13, 2023. This review of the CEI data accounts for the data captured between **January 1 – March 31, 2025.**

**81**

*Completed Surveys*

January 1 to March 31, 2025.

#### Averages of the CEI question survey results by question:

**1.** Staff connected with this eFile (e.g., file coordinators, reviewers, senior reviewers, etc.) were helpful and responsive.

**4.7/5**

Indicating an average response between “Agree” and “Strongly Agree”

**2.** Comments and suggestions in response letters, calls and messenger were clear and actionable.

**4.6/5**

Indicating an average response between “Agree” and “Strongly Agree”

**3.** I felt the review was:

1. Highly inconsistent
2. Somewhat inconsistent
3. Somewhat consistent
4. Highly consistent
5. I don't know

**3.8/4\***

Indicating an average response between “Somewhat consistent” and “Highly Consistent”

\*This average rating is calculated from Responses 1-4 as including ratings of 5 (or “I don't know”) would have skewed the average upward. There were 4 ratings of “I don't know” in this data set.

**4.** Please provide any other feedback specific to this file:  
[optional open text field]

See feedback themes below.

**5.** Please rate your overall experience with this particular review.

**9.1/10**

- 1 – highly negative experience  
10 – highly positive experience

Indicating a positive average overall experience.

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### Key Themes and Actions Taken from Open-Text Feedback:

Please note that there were minimal comments this quarter.

1. **Early feedback on layout (n=1).** A client reported that feedback could have been provided earlier in the review process to help expediate approval.

*Action Taken:* Reviewers have been reminded to open all versions of the layout provided, even if copy revisions are still required, and provide comments as early as possible to not hold up the review.

2. **Appreciation for quick reviews and helpful interactions with reviewers (n=7).**

Comment highlighted positive experiences with the speed of the review process as well as helpful interactions with reviewers and file coordinators. This is extremely helpful for providing positive feedback to the team about what clients are finding particularly helpful.

*Action Taken:* Reviewers were provided a summary of key features that resulted in a positive experience for clients with the goal of reinforcing these behaviours.

### Key Takeaways:

- Survey Completion Rate is 21.6%, with this data capturing 81 responses out of 294 surveys sent. Data should be interpreted with this in mind, as this is a relatively low sample size.
- Ratings for all questions, on average, have been positive. This data set is reflective of the complete quarter. Results have remained generally positive and consistent with the data from all quarters of 2023 and 2024.

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*Did you know? Now you can forward your CEIs to non-eFiles users for completion. In response to feedback that not all team members have eFiles accounts, we have updated our systems to allow the most appropriate team member to complete the CEI regardless of whether or not they have an eFiles account. Simply forward the CEI invitation to the appropriate team member and they can complete it. Please note that the survey can only be completed once.*

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We continue to encourage you to be as specific as possible when providing feedback in order to help us best understand your experience with PAAB and create a meaningful action-plan to improve or disseminate best practices. Thank you for your continued participation in the CEI surveys!

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### Confidence in confidentiality

As a reminder, client tags trigger internal audits for validation by PAAB's Director of Pre-clearance Services, Yin Man. Any tags pertaining to Yin are validated by the Commissioner and removed from the report provided to Yin. No Reviewer or Senior Reviewer is EVER aware of tags generated by clients. The CEI Surveys follow the same processing flow. You can be confident in the confidentiality of the tagging system and CEI Surveys. For additional reassurance, the tagging system, tag assessments, and documented actions taken will periodically be reviewed by an external auditor.

If you'd like to learn more about the client tagging system, check out the [Client Tagging System Advisory](#). You'll also find links to useful videos on [tagging a review](#) and [tagging phone calls](#).

If you'd like to learn more about CEIs, see [Customer Experience Index](#).

### A Quarterly Review of the eFiles Tag Report

#### Total number of submissions\*

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
2107			

\*Refers to unique eFiles. This number does not account for iterations within each file.

#### Total number of client tags (prior to validation)

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
18			

#### Tag submitting company and manufacturer distribution

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
4 & 1			

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### Therapeutic area distribution

	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
4	<i>Pulmonary</i>			
3	<i>Neurology</i>			
3	<i>Psychiatry</i>			
3	<i>Dermatology</i>			
2	<i>Oncology</i>			
2	<i>Infection &amp; Infestation</i>			
1	<i>Gastrointestinal</i>			

### Total number of tags deemed valid following internal review

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
9			

### Validated tag breakdown

	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
2	<i>Inconsistent with code guidance</i>			
2	<i>New issue raised late in the review</i>			
2	<i>Issue with level of expertise</i>			
1	<i>Inconsistencies with historic approvals for the same brand</i>			

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1	<i>Particularly helpful comment</i>			
1	<i>New issue raised late in the review</i>			

### Q1 PAAB Action Taken:

In one case that resulted in two tags, a piece was reviewed based on the **pre-NOC** Product Monograph. When the NOC was granted, the monograph had changed and no longer supported the claim in question. However, the reviewer did not identify this update and proceeded with the review. The discrepancy was later caught in a subsequent submission and addressed at that time. This incident prompted a reminder to PAAB staff during a reviewer meeting to carefully assess any changes between pre-NOC and NOC Product Monographs, as such changes may impact the validity of previously reviewed content.

Several tags also led to one-on-one follow-ups with reviewers to address, in general terms, clarity of written correspondences with respect to intent and accuracy of comments and the precision of code application. As part of this process, the team was reminded to refer to previous layouts when applicable, and to guide clients to supplemental documents when they can provide a clearer explanation of how specific code sections apply.

### Reasons for not validating a tag:

We've observed a recurring issue with the use of the tag: *"The requested revision was unclear to me even following a clarification phone call."* In several instances, no corresponding call is documented in the eFile. Please note that this tag is only valid **if** a call has actually occurred. Be sure to use this tag **only after** a clarification call has taken place.

Additionally, some tags marked as *"Perceived issue with level of expertise"* were deemed invalid. In these cases, the reviewers' feedback was accurate, and the resulting changes were appropriate. Upon review, it appeared that clearer explanations or more precise references to relevant guidances/advisories may have helped improve understanding for the client. Reviewers have been reminded to provide specific rationale and direction to support clarity.

Is there more information you would like to know and see in the next quarterly update? Let us know on the [Forum](#).