



PAAB 2024 Customer Insight

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Section 1:

Audience Demographics & Trends





In October, 2024, over 3,000 people were invited to complete an online survey.

The survey was made up of open and closed questions. The survey was sent to the PAAB email database and via the PAAB forum that consists of all PAAB clients.



125 responses were achieved

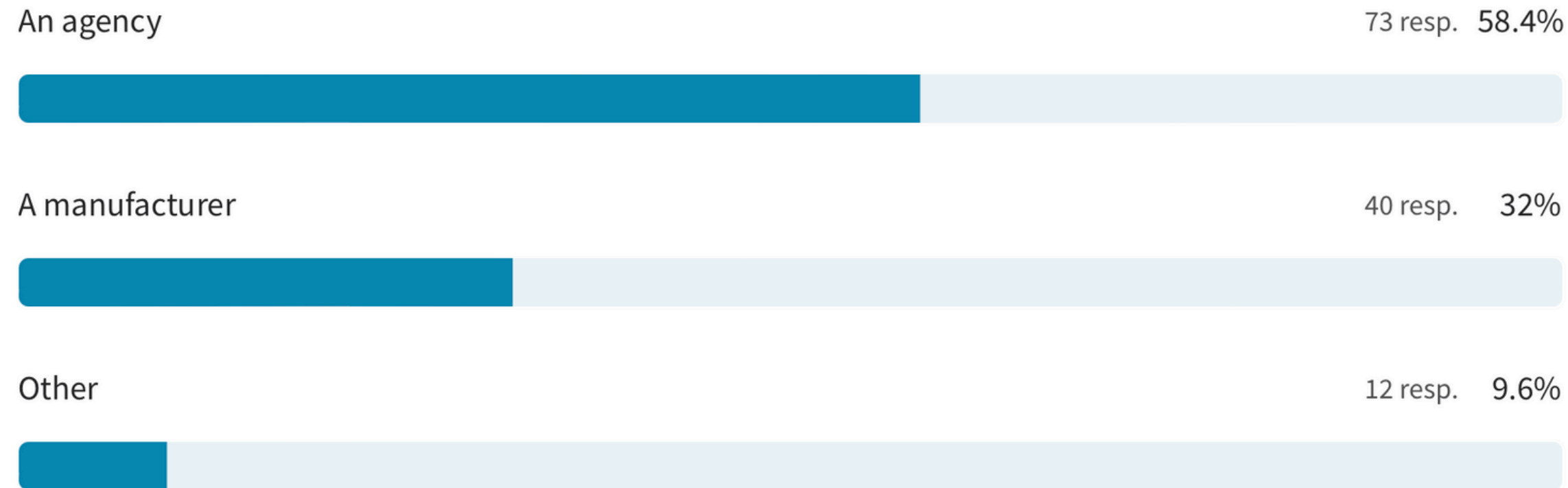


**Respondents took on average
23 minutes to complete**



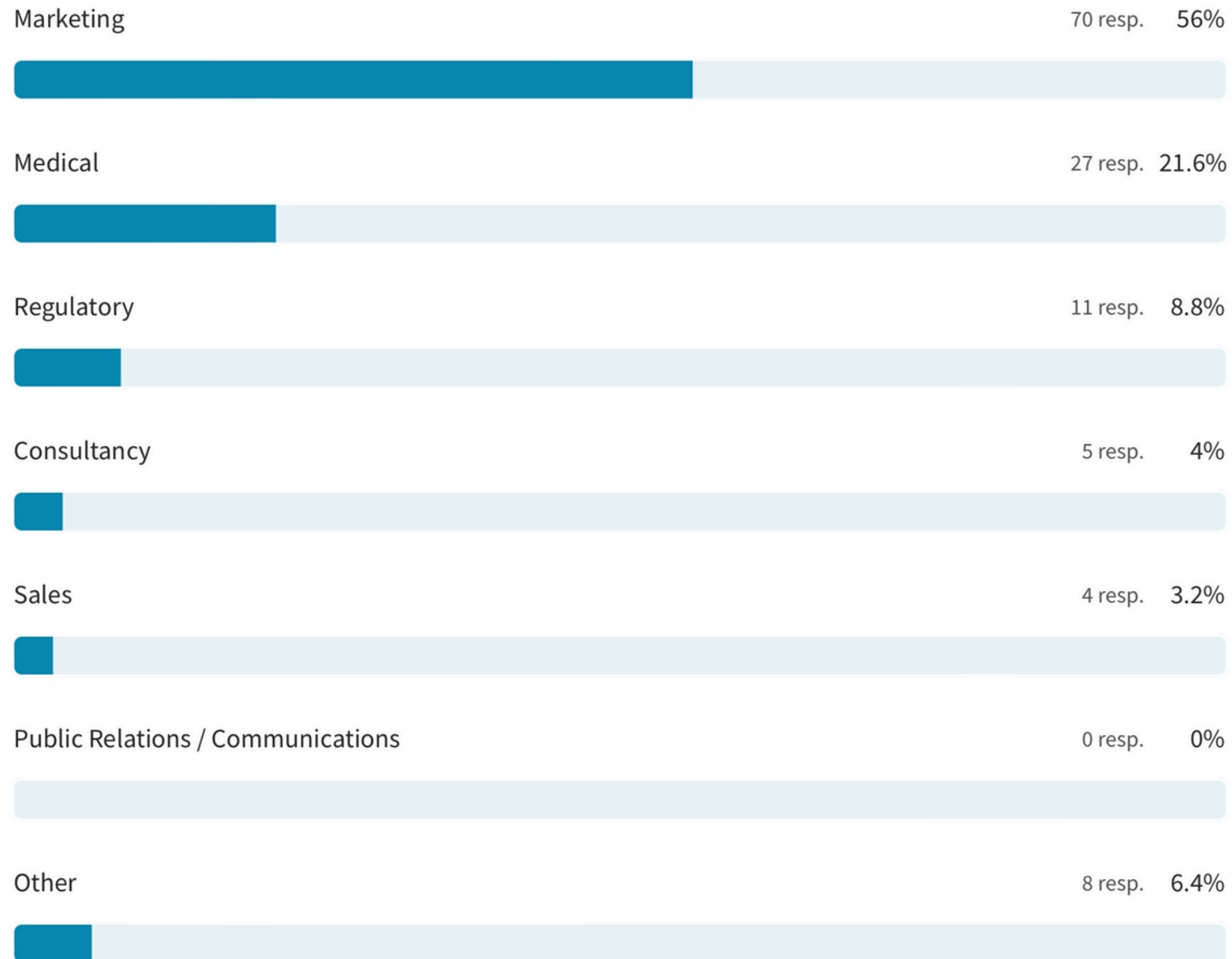
**Each respondent was compensated
\$10 CAD for their time.**

Just over half of respondents were from agencies



Other responses: Independent consultant, Law firm, Digital health media, Freelance medical writer, Clinical research organization, Government, Industry, Regulatory

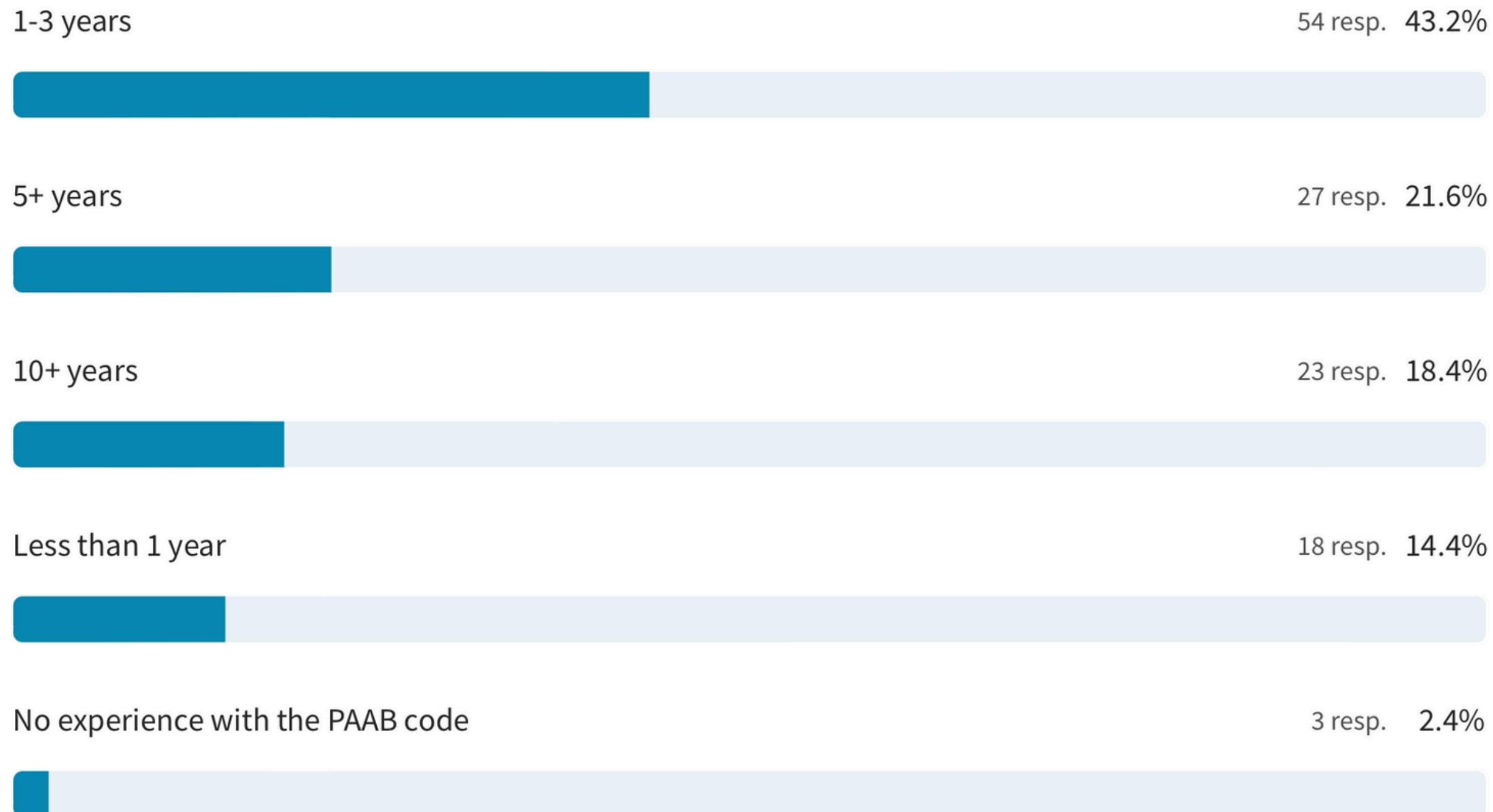
Marketing and Medical represented the majority of respondents



Other responses: Legal, Medical Writer, Translation, Operations x3, Strategy

Demographics

Please rate your level of experience in working with the PAAB code:



What trends do you see as being of high importance for pharma companies in 2025?

 35%

Generative AI Adoption

Respondents see generative AI as the most important area for life science companies in 2025.

Use of AI to generate promotional materials, assist in HCP (Healthcare Professional) practice, and create dynamic content.

AI's role in speeding up processes like content creation and regulatory submissions.

 25%

Omnichannel Marketing & Digital

True omnichannel experiences that integrate HCP and patient journeys seamlessly.

Flexibility and adaptability in content strategies to meet customer personas and needs.

 18%

Real-World Evidence (RWE)

Sharing RWE study results and integrating these into marketing content.

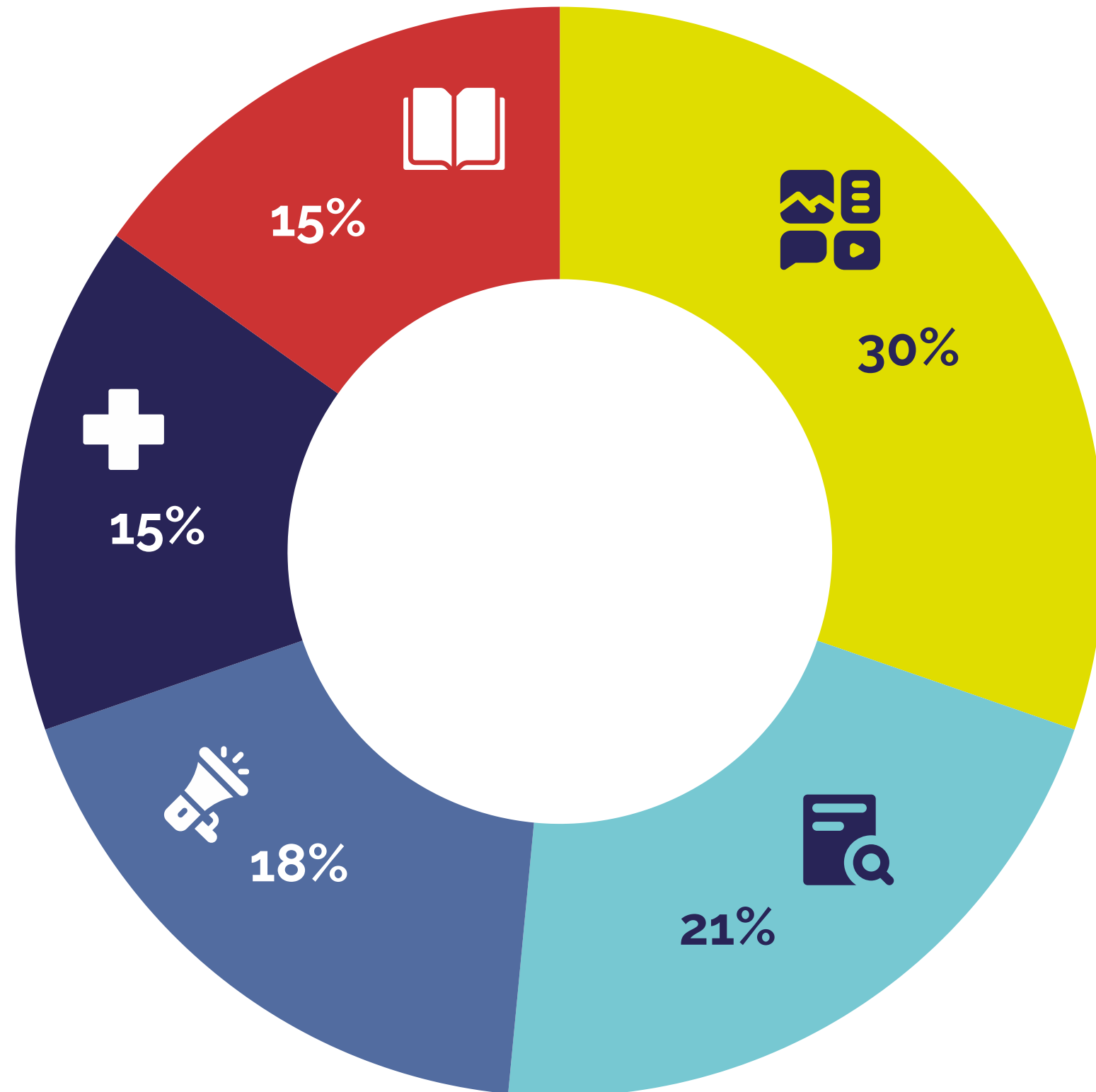
RWE as a tool to enhance transparency and legitimacy in advertising and HCP education.

 15%

Patient-Centric Approaches

Increasing patient engagement through digital tools and disease awareness campaigns.

Demographics Insight

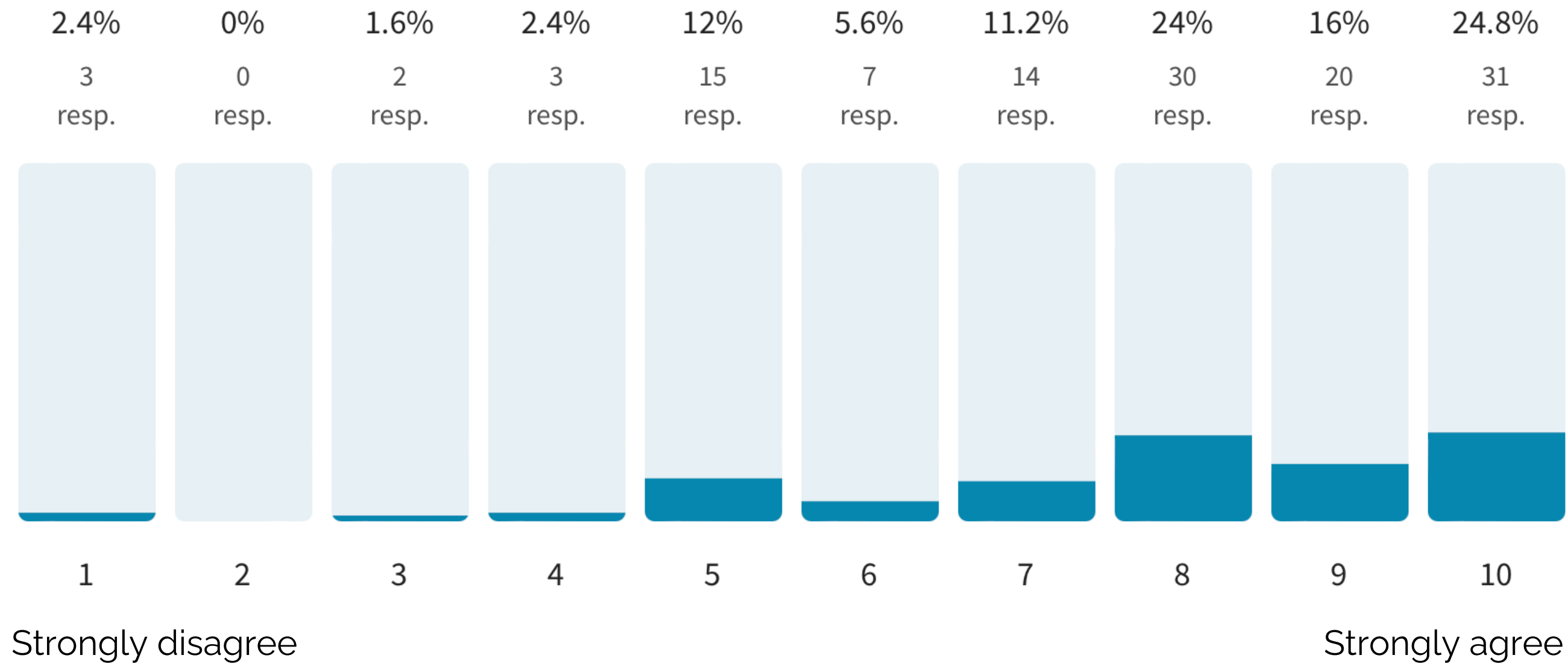


A large proportion of budgets are being allocated towards digital marketing activity closely followed by R&D

-  Digital Marketing Activity
-  Research and Development (R&D)
-  Traditional Marketing Activity
-  Medical Education and HCP Support
-  Compliance and Regulatory

PAAB Feedback

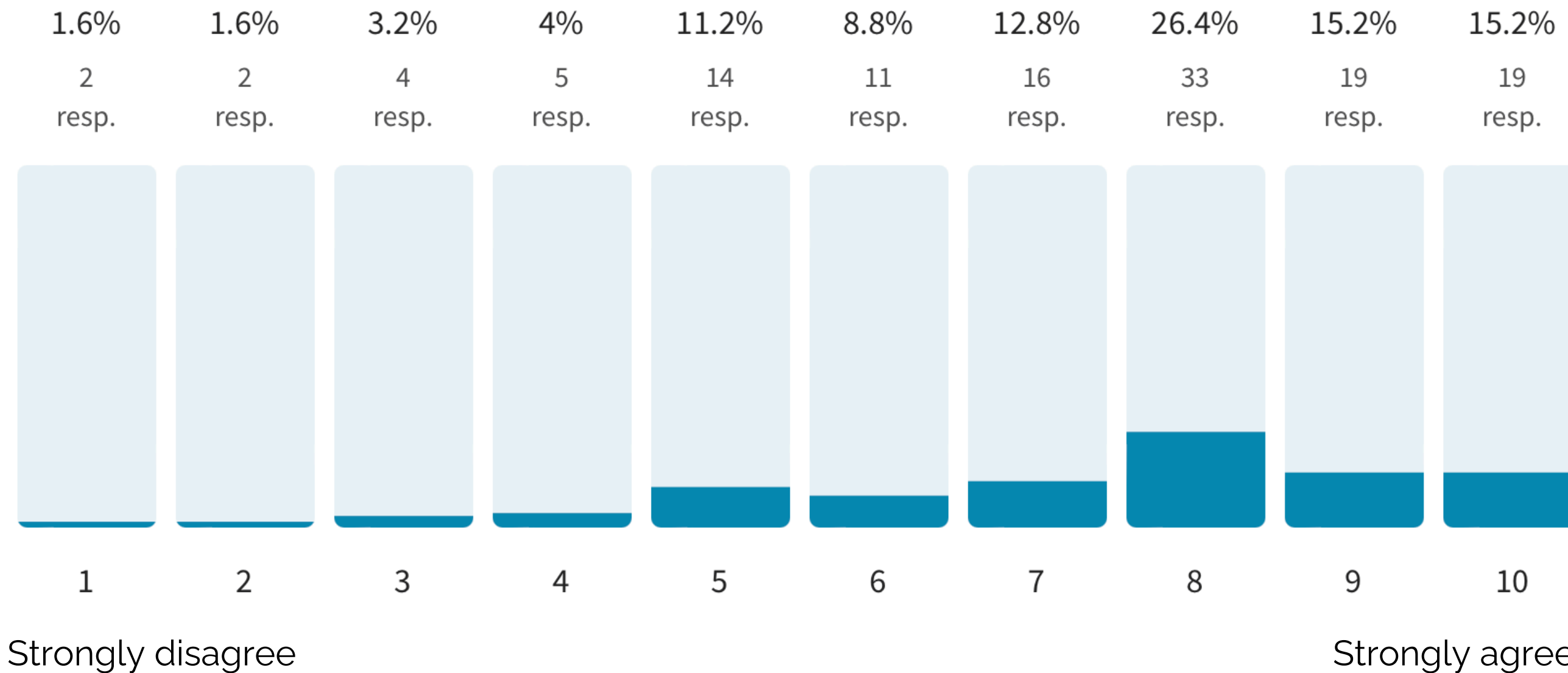
PAAB maintains the construct of a self-regulatory environment without perception of industry bias.



PAAB Feedback

PAAB is largely seen as a model organization for independent review agencies operating in a regulatory environment.

7.3
Avg. rating

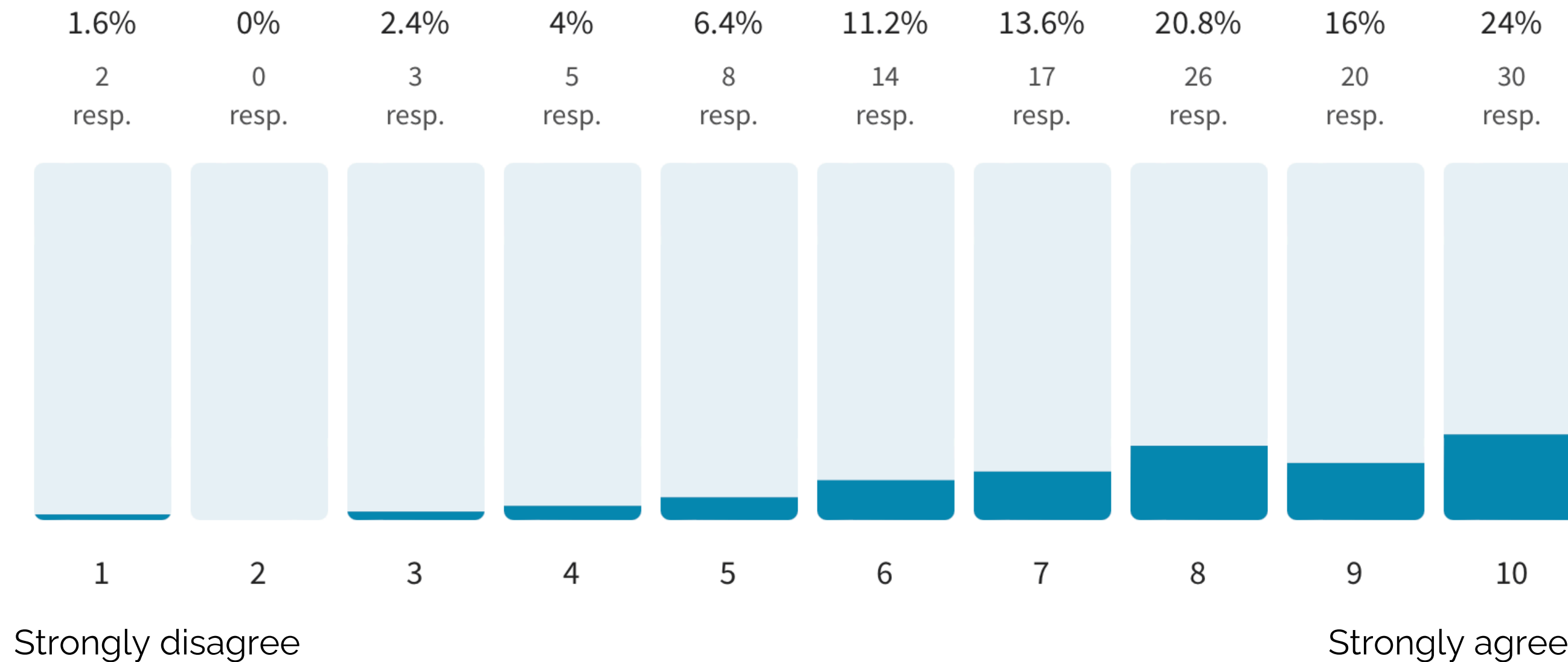


Q: PAAB is a model organization for independent review agencies operating in a regulatory environment.

PAAB Feedback

Respondents positively rate the support PAAB provides the industry in promoting trustworthy health product communications.

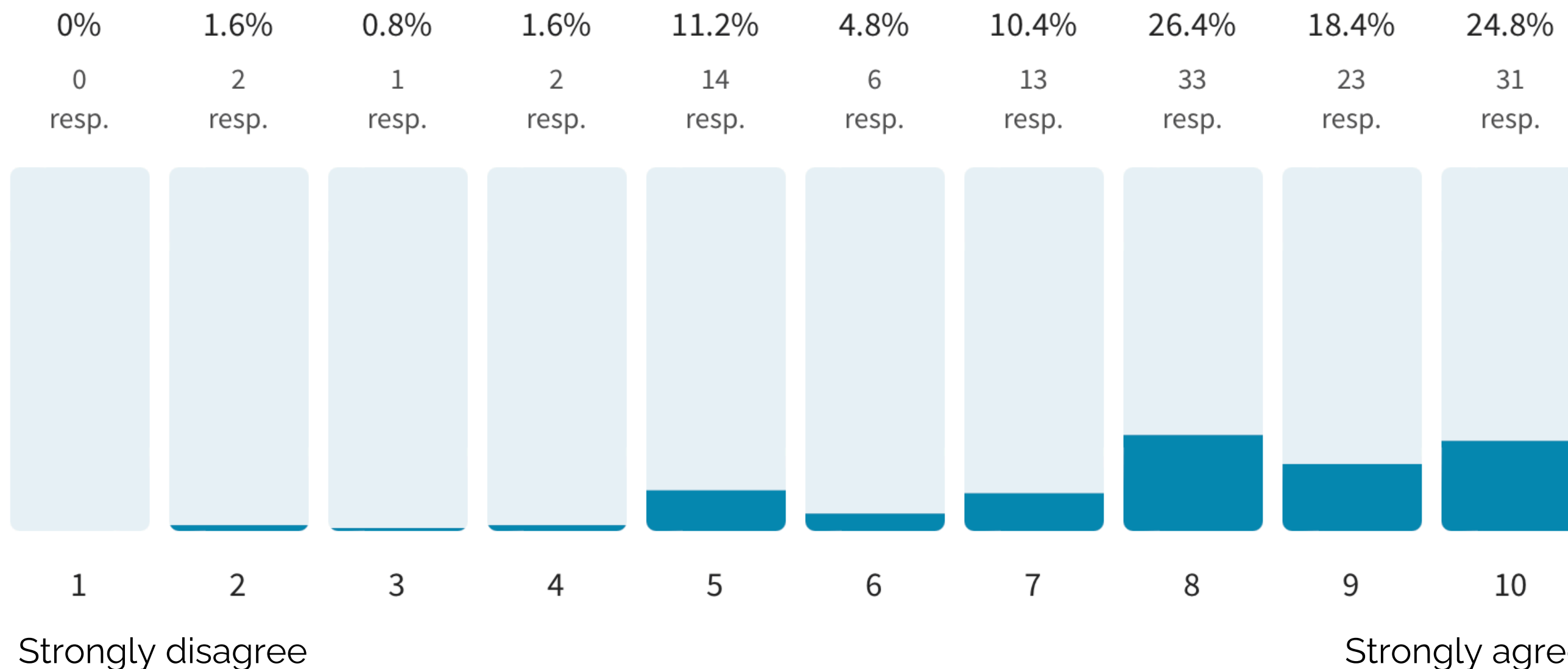
7.7
Avg. rating



Q: I value the support PAAB provides the industry in promoting trustworthy health product communications.

PAAB Feedback

PAAB Reviewers are highly available and provide valuable information in relation to submissions.



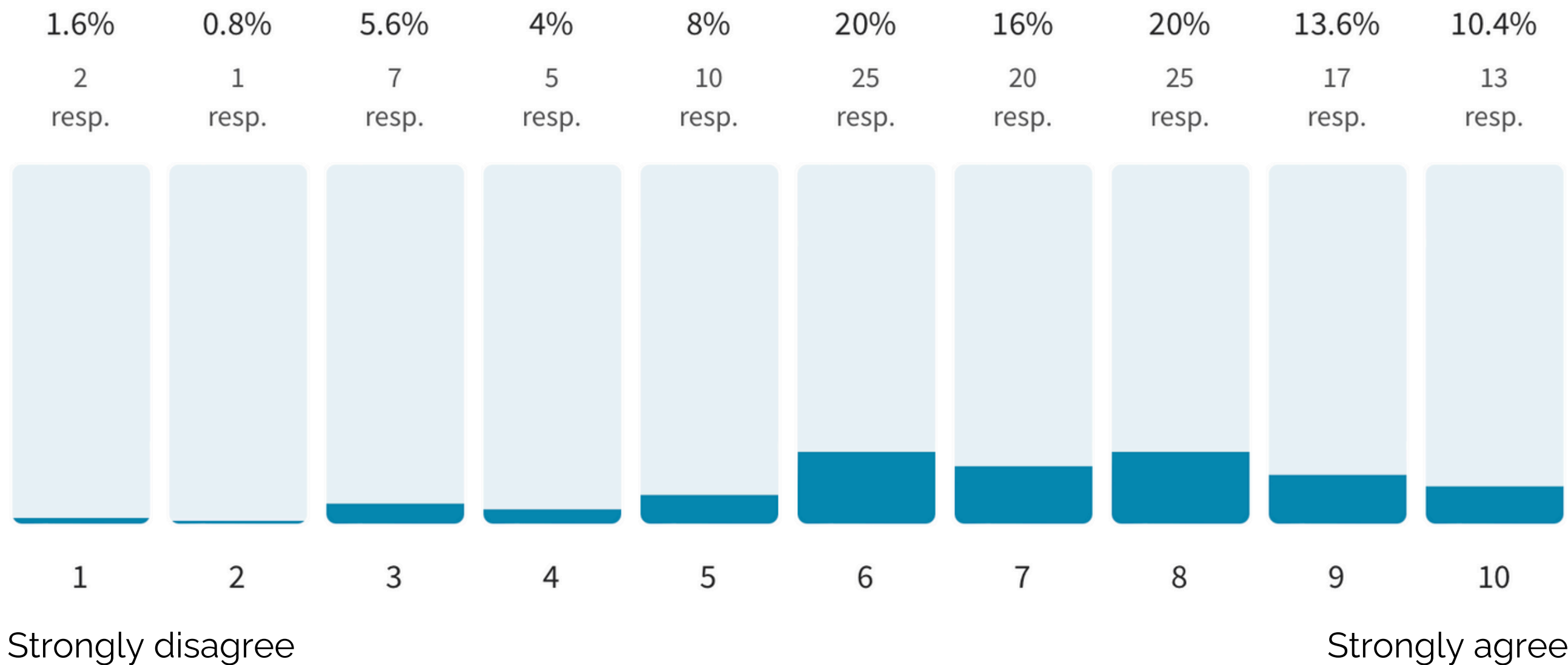
7.9
Avg. rating

▲ from
7.5
in 2020

Q: PAAB reviewers make themselves available for questions and discussions regarding PAAB submissions, providing valuable information.

PAAB Feedback

PAAB Reviewers are generally regarded positively for their ability to find solutions to challenges in submissions.

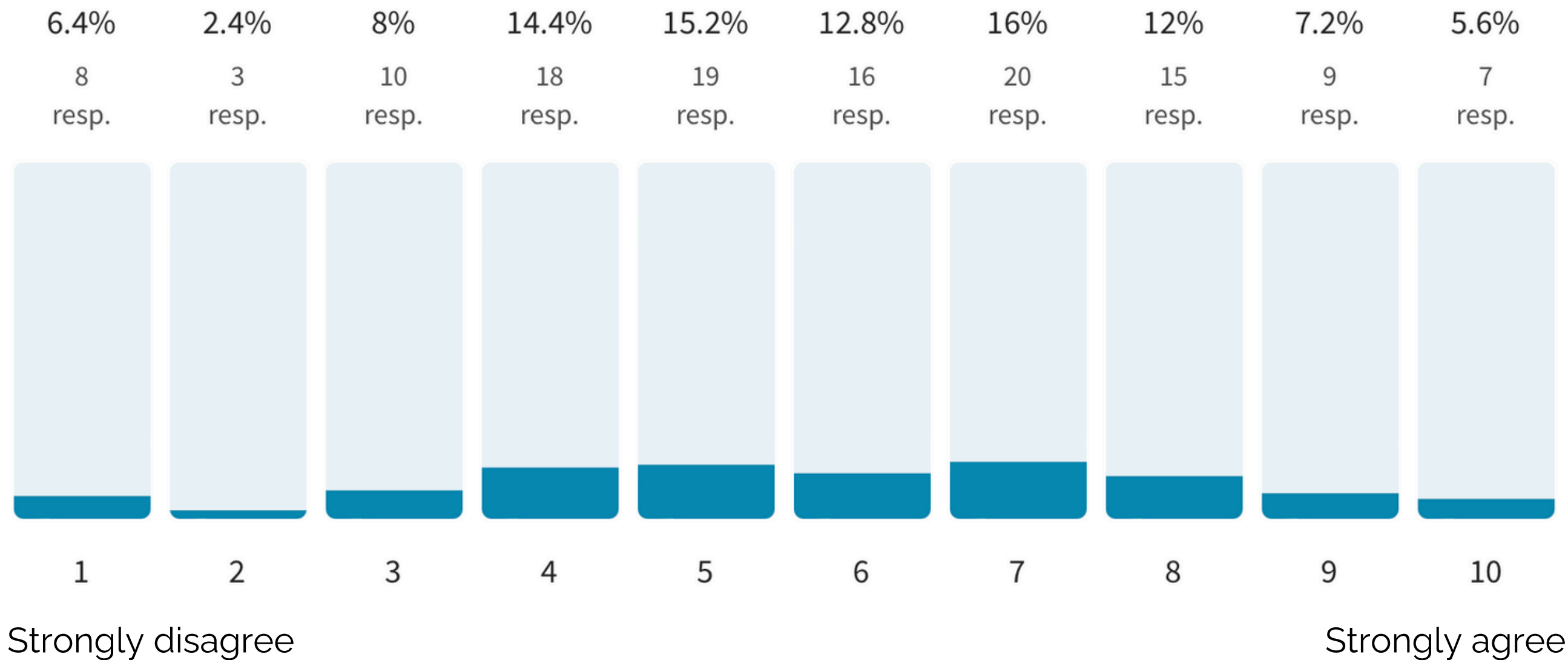


PAAB reviewers assist with finding solutions to challenges with submissions.



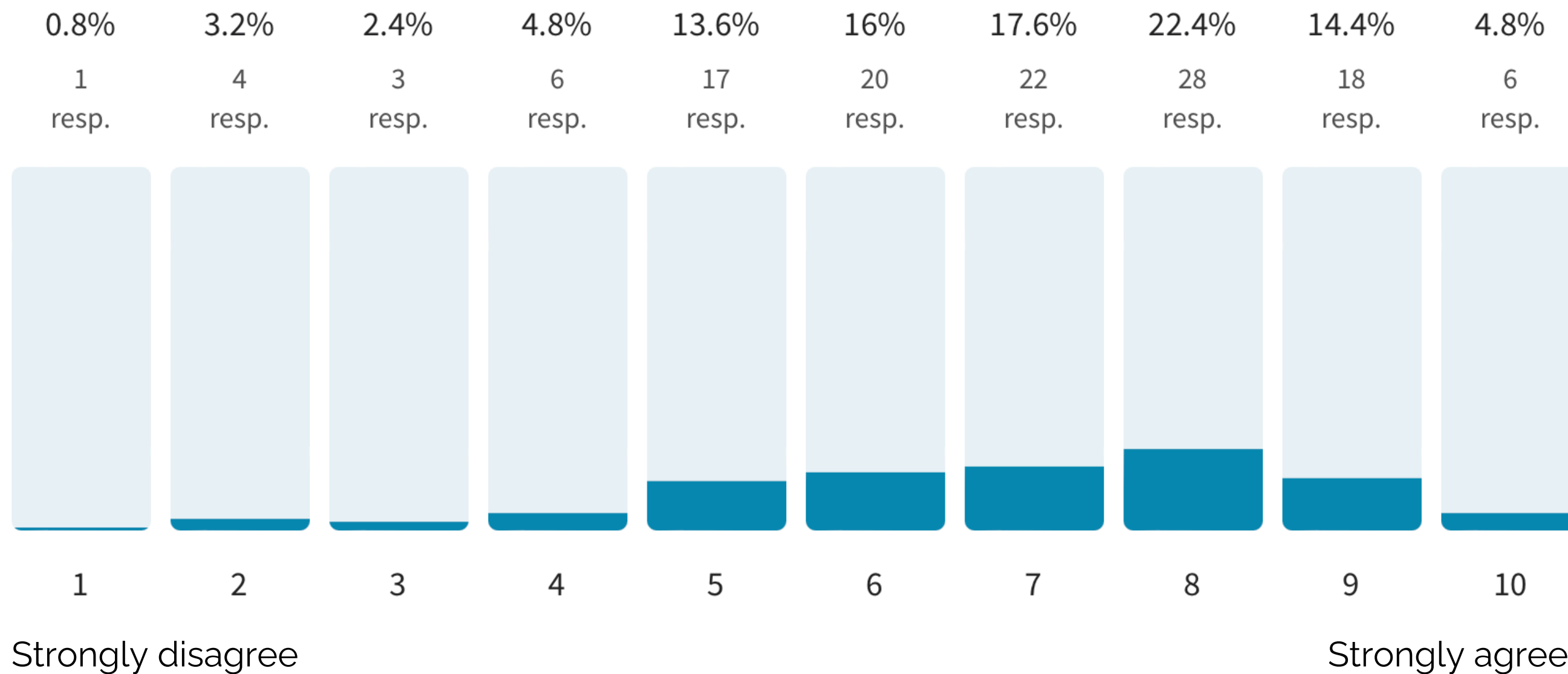
PAAB Feedback

Reviewer consistency is identified as an area for improvement, with respondents reporting average scores.



Q: The PAAB Code is generally interpreted similarly between reviewers, and from one material submission to the next.

Commentary from Reviewers in response to the first submission is generally complete and thorough.

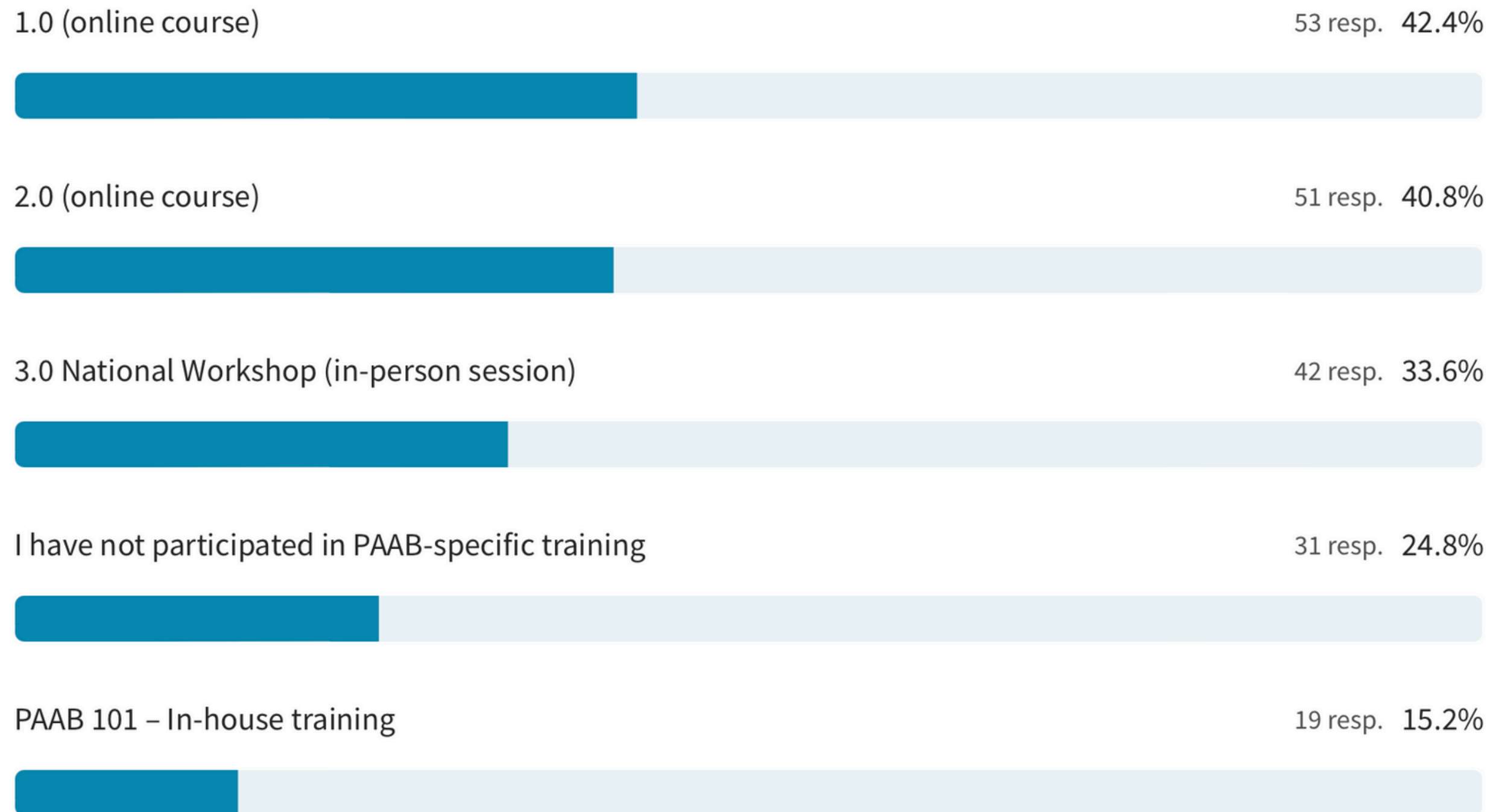


Q: Commentary received by PAAB reviewers in response to the first submission is complete and thorough.

Section 2:
Education &
Communications



I have participated in PAAB training in the last 3 years (select all that apply)



Q Insight

The majority of respondents have completed some form of PAAB Training.

Gauging the effectiveness of PAAB's communication tactics. What is your preferred method of receiving updates and information from PAAB?

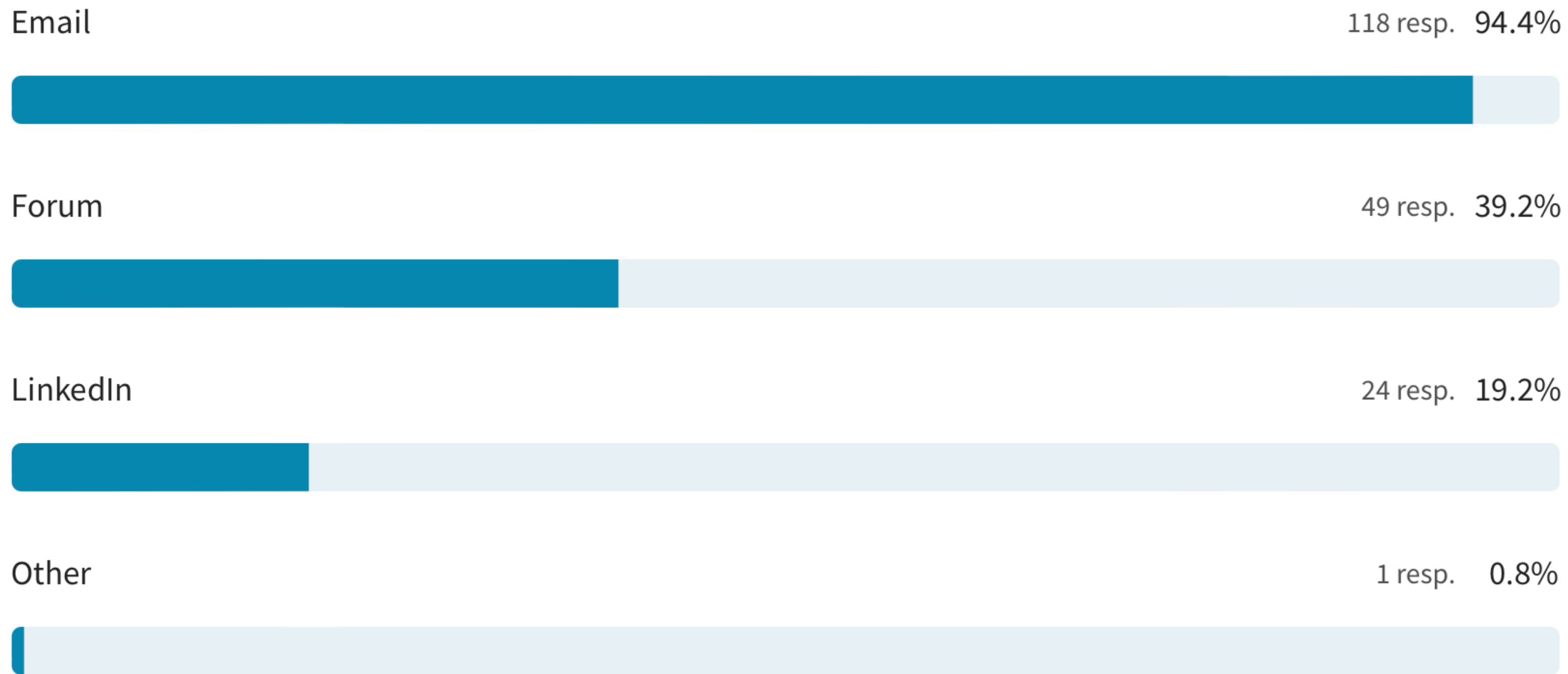


**Other: Training sessions on latest updates/info and live events*

🔍 Insight

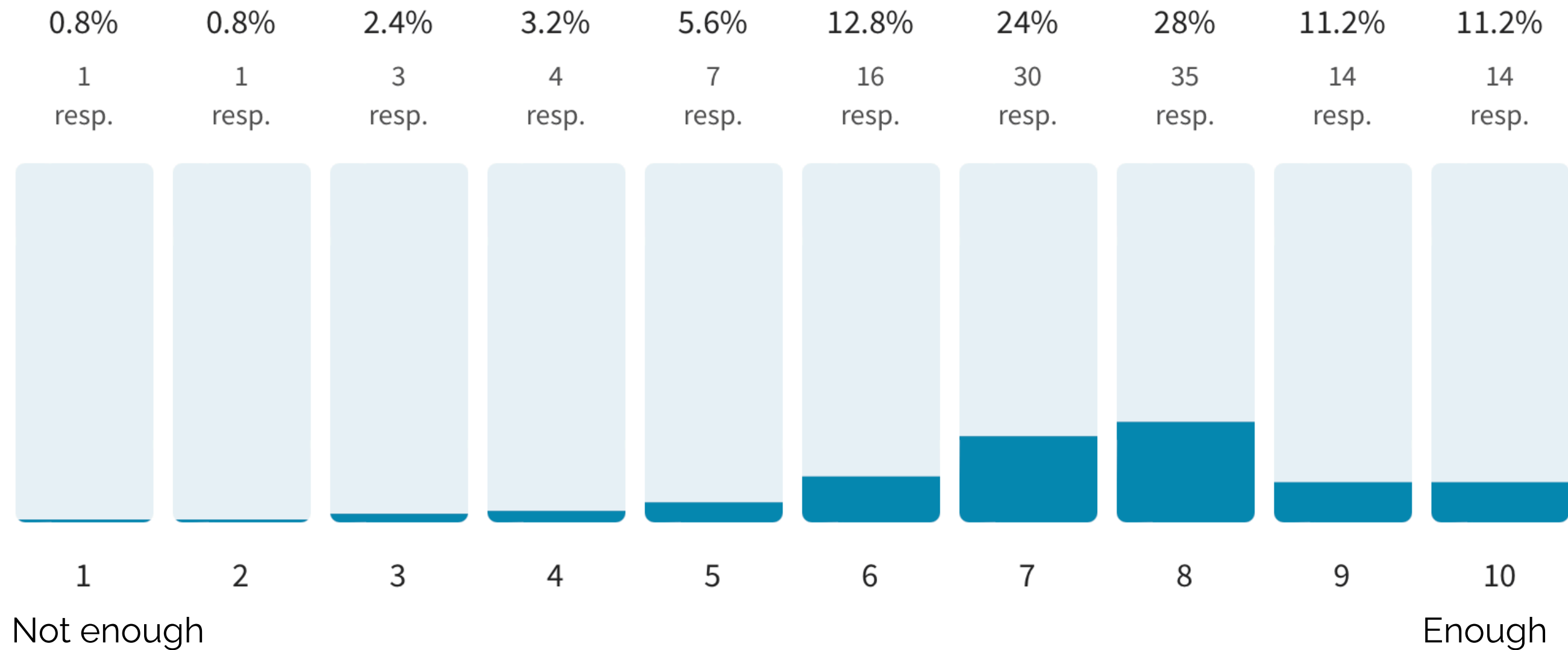
The majority of respondents prefer email as the primary form of communication for updates from PAAB.

Are you registered to receive communications through the following channels?



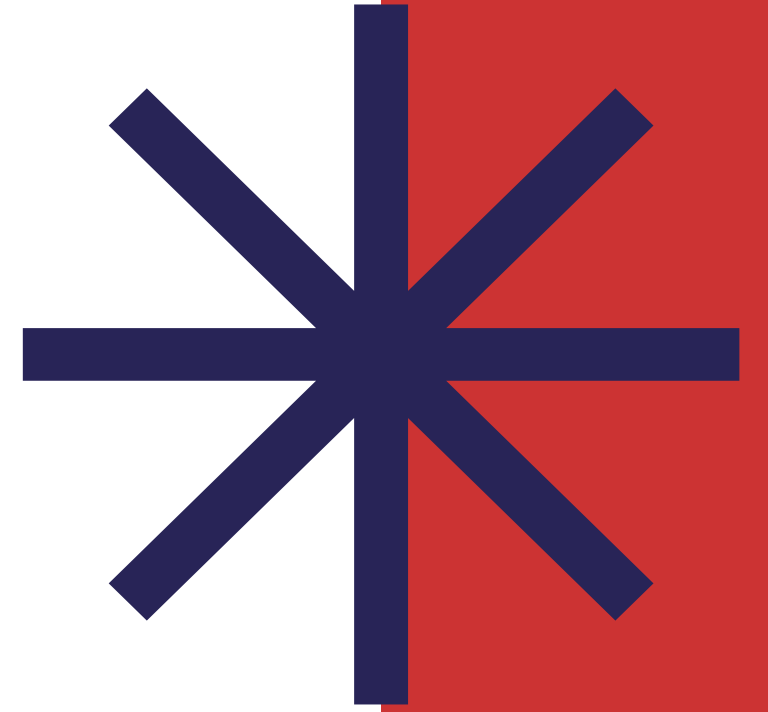
PAAB received above-average scores for providing sufficient updates and content.

7.3
Avg. rating

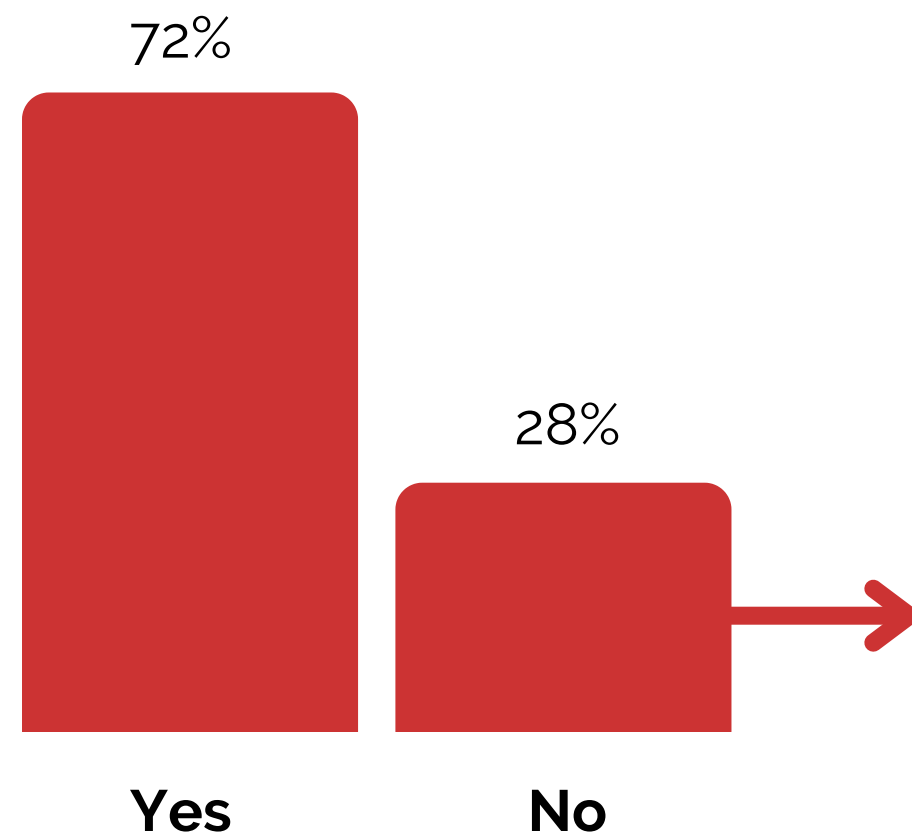


Q: Do you feel PAAB engages enough with updates and content?

Section 3: **Code & Guidance** **Updates**

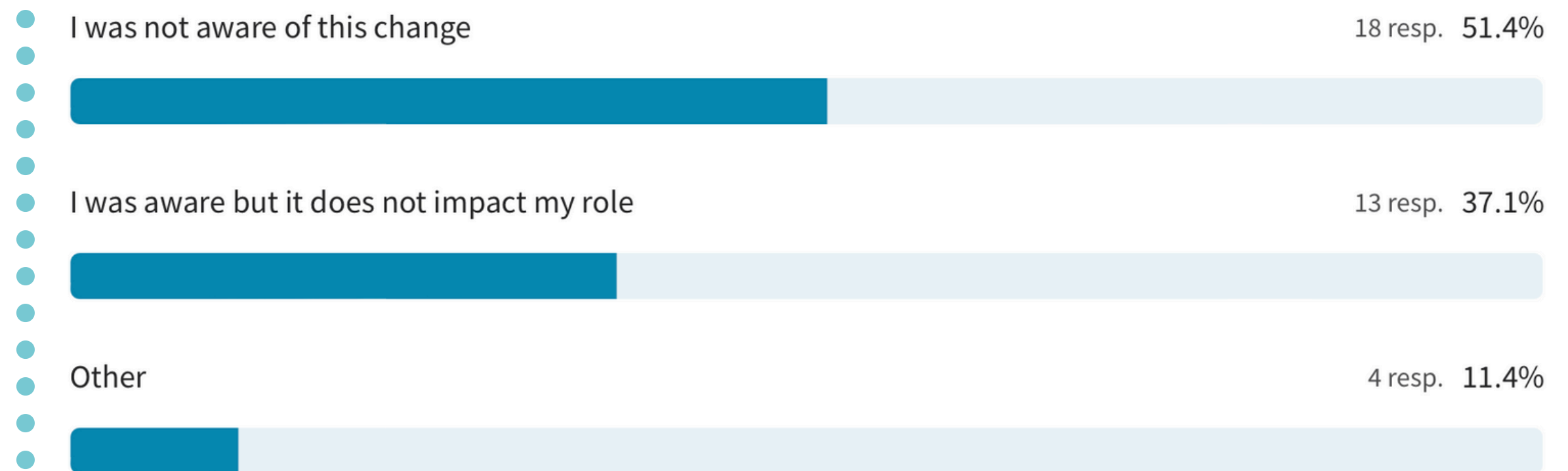


Are you familiar with the updated Guidance on Real-World Evidence/Data (RWE) which supported the extension to guidance on when and where the Attention Icon is required and its presentation?



Question directed only to those unfamiliar with the change.

Why did you give this answer?

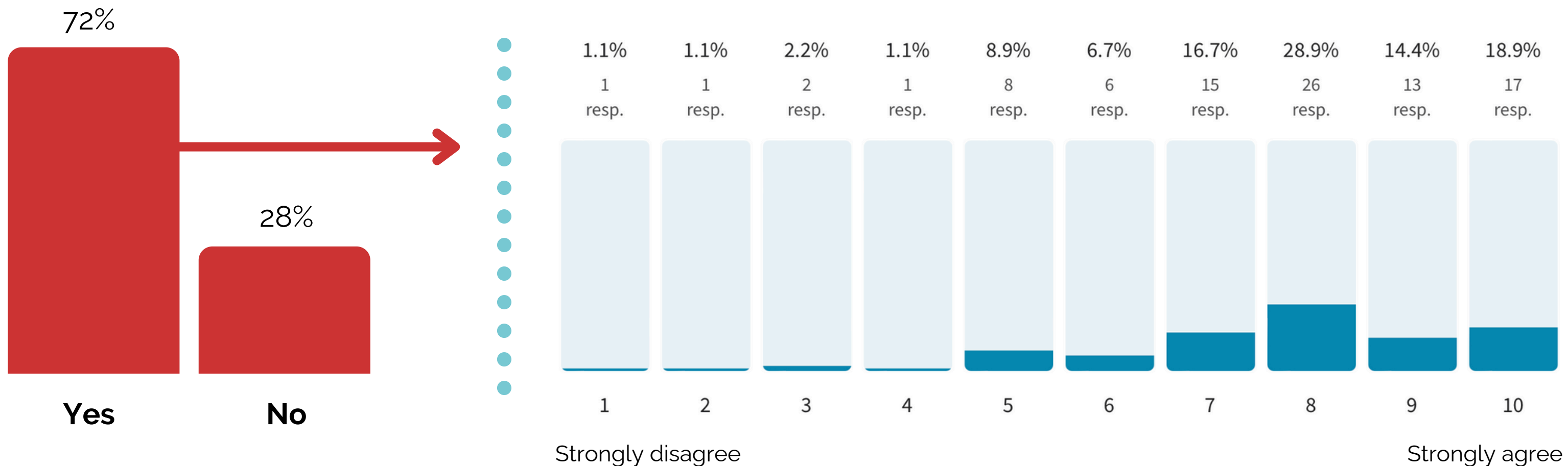


Feedback of RWE

Question directed only to those familiar with the change:

The ability to include RWE within the parameters of the RWE guidance document increases the perceived value of advertising to HCPs.

7.7
Avg. rating



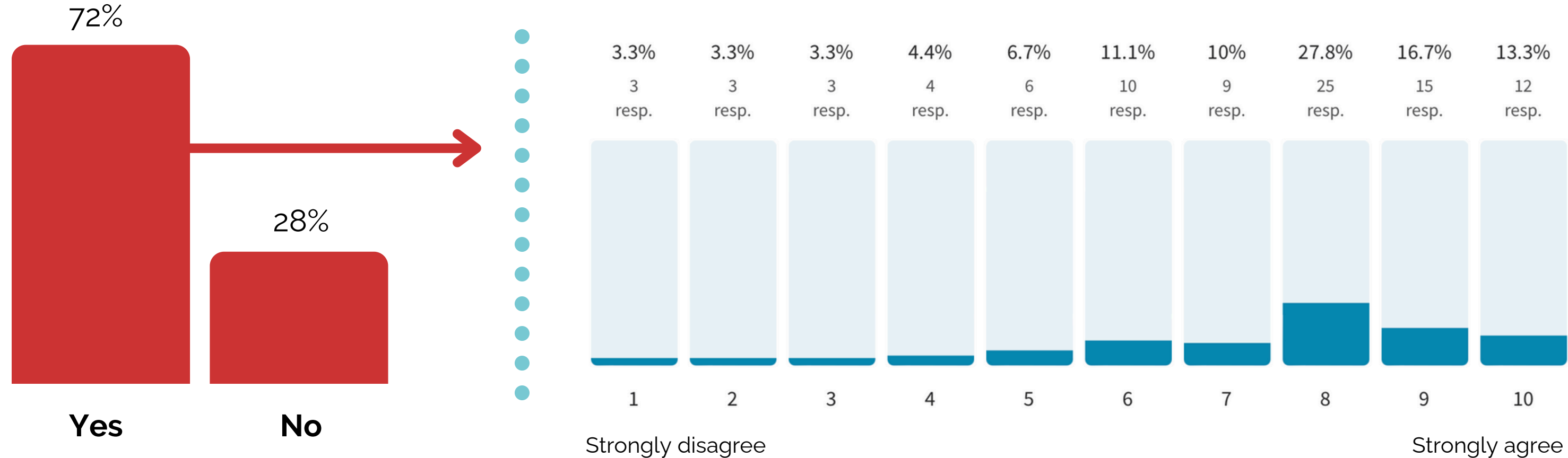
?

Feedback of RWE

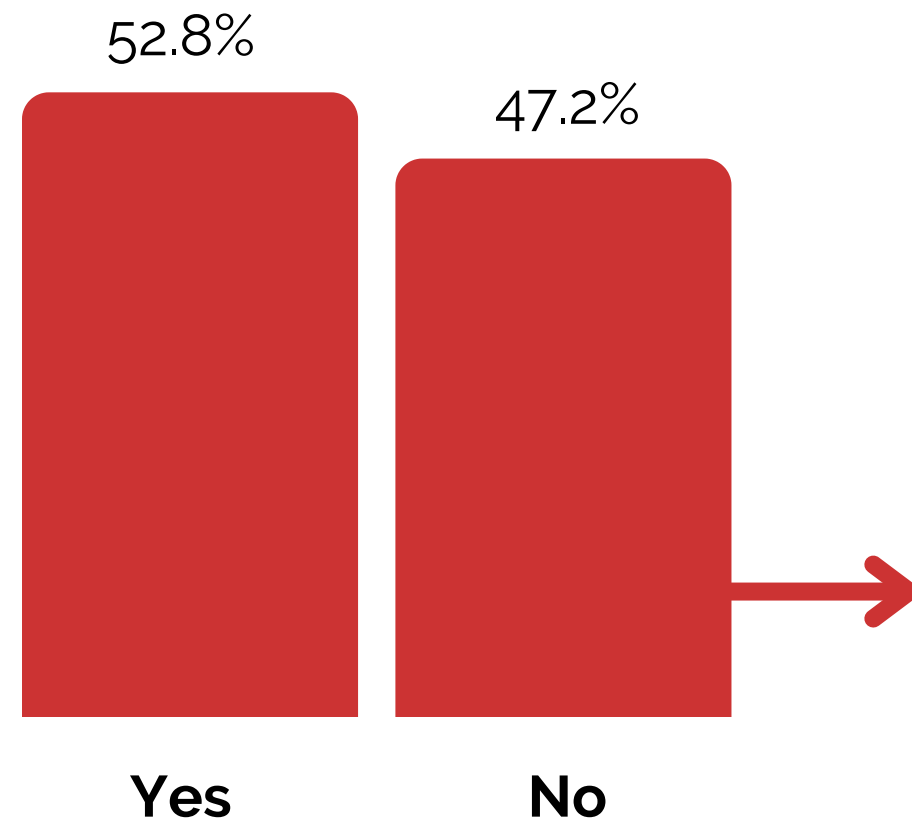
Question directed only to those familiar with the change:

The RWE guidance strikes a good balance between increasing access to relevant scientific data while maintaining integrity and consistency across the competitive landscape.

7.1
Avg. rating

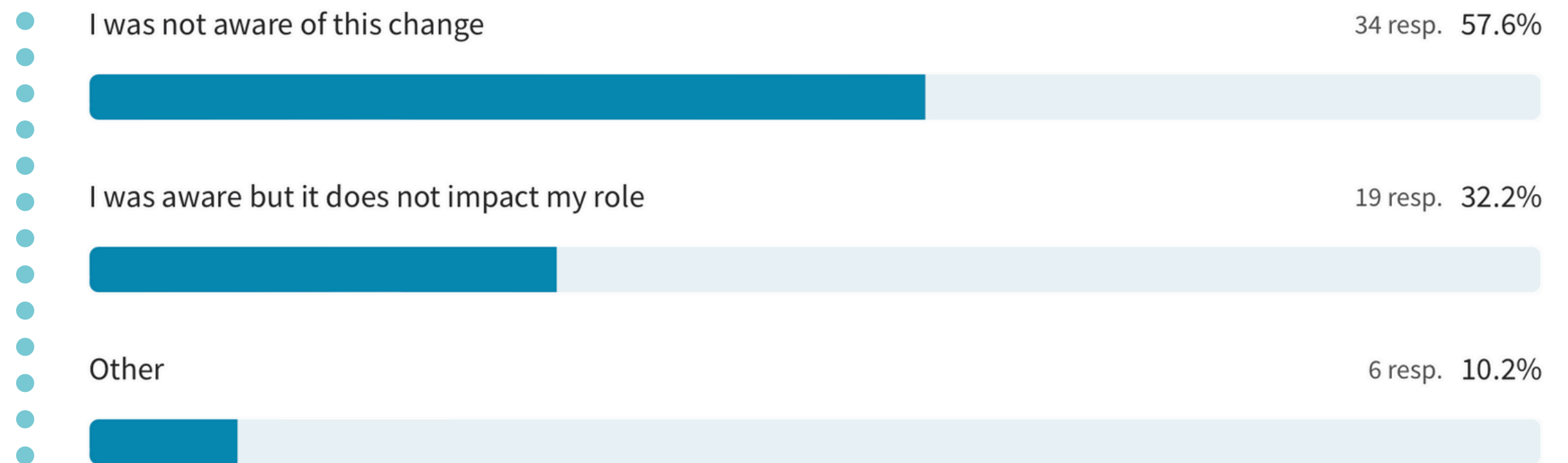


Are you familiar with the updated Guidance on the Presentation of Burdens of Disease in Advertising?



Question directed only to those unfamiliar with the change.

Why did you give this answer?

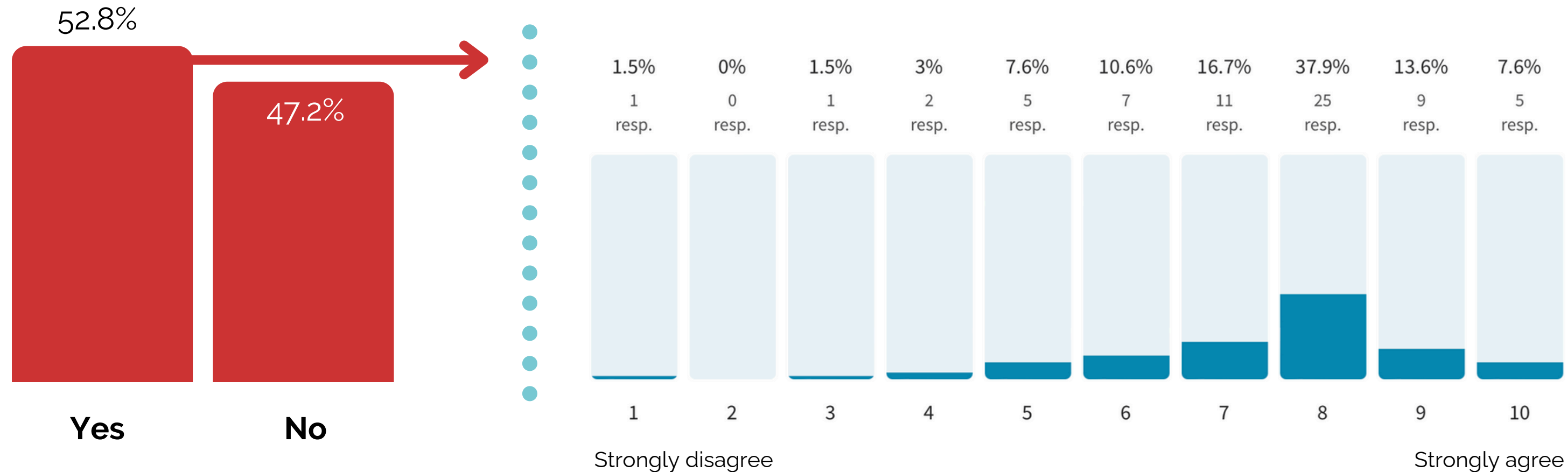


Burden of disease

Question directed only to those familiar with the change:

The new approach to the presentation of disease burden within branded advertising has allowed us to present a more complete depiction while maintaining accurate and balanced representations of conditions in our marketing materials.

7.4
Avg. rating

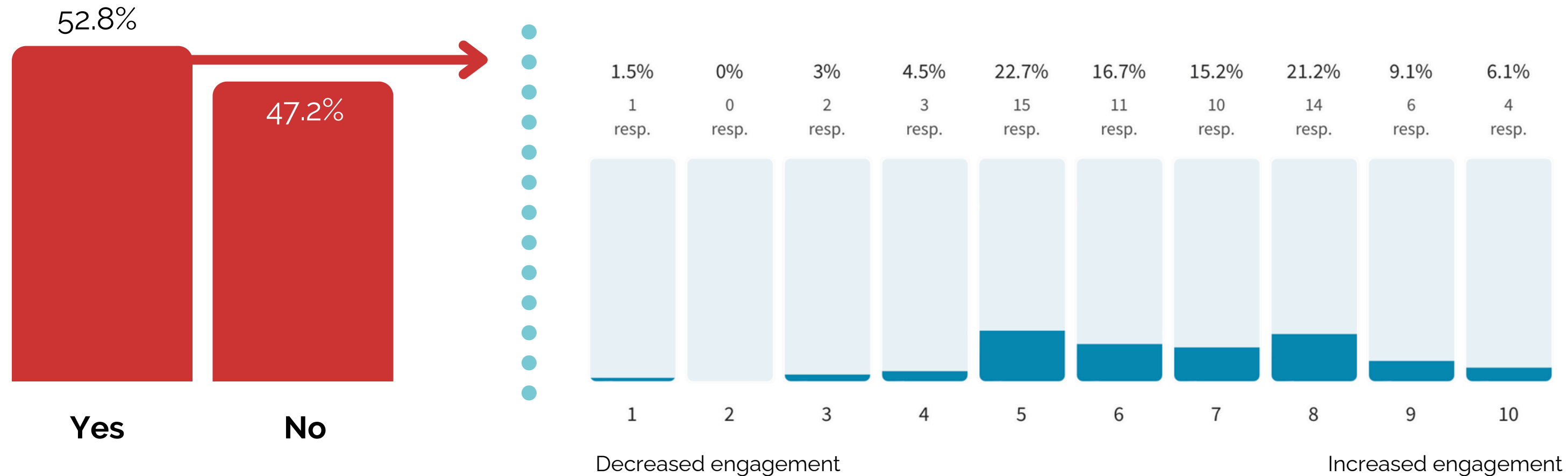


Burden of disease

Question directed only to those familiar with the change.

In your opinion, has the revised approach to disease burden increased the level of engagement and interest from healthcare professionals in your promotional content?

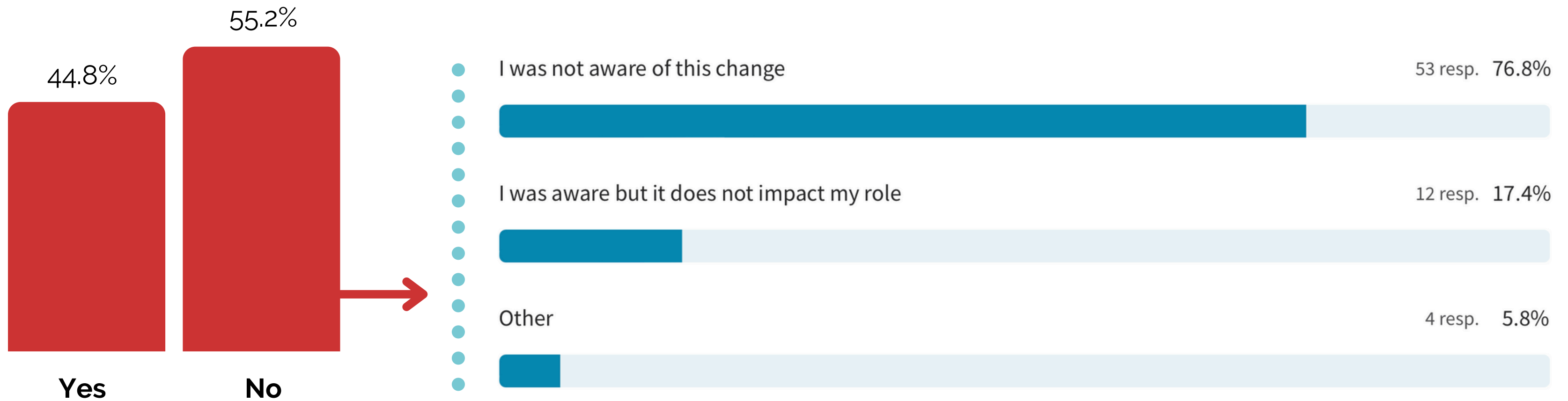
6.6
Avg. rating



Study duration

Question directed only to those unfamiliar with the change.

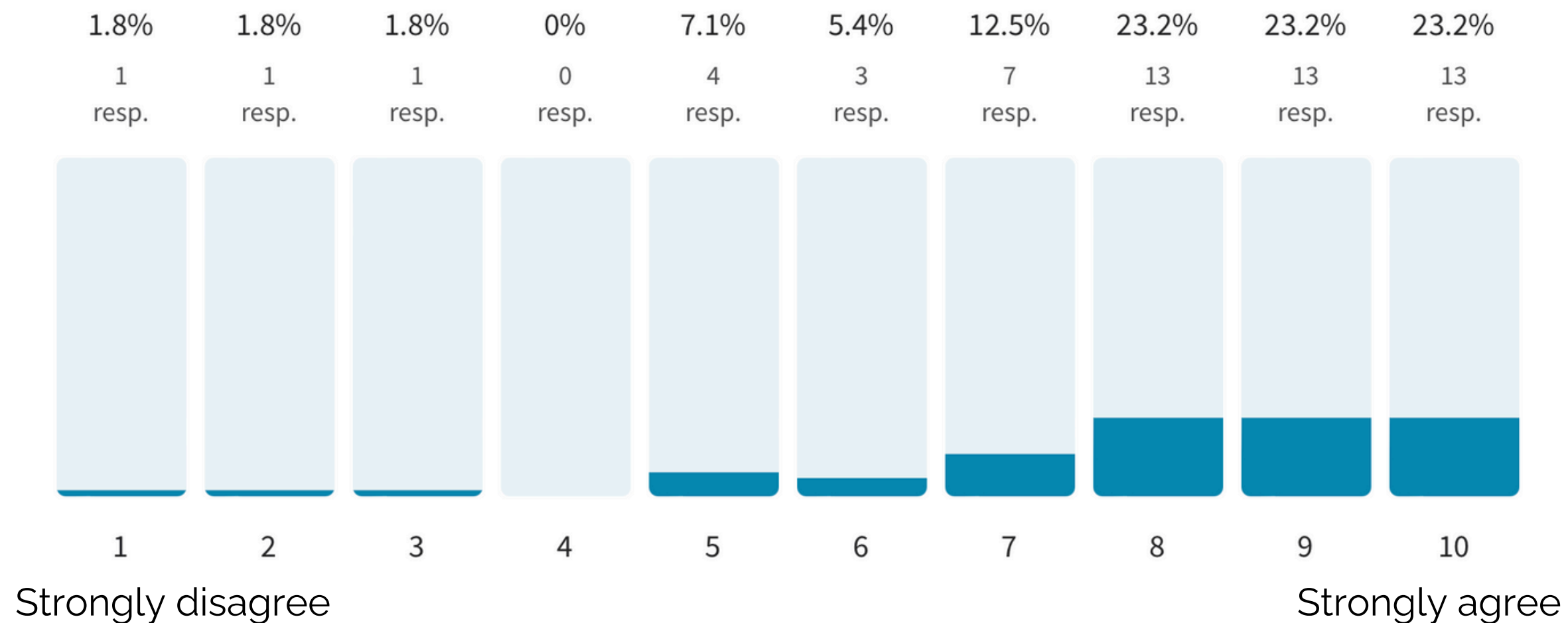
Are you familiar with the updated Guidance Regarding Duration of Clinical Trials Used as Reference Support in Advertising?



Study duration

Question directed to those familiar with the change.

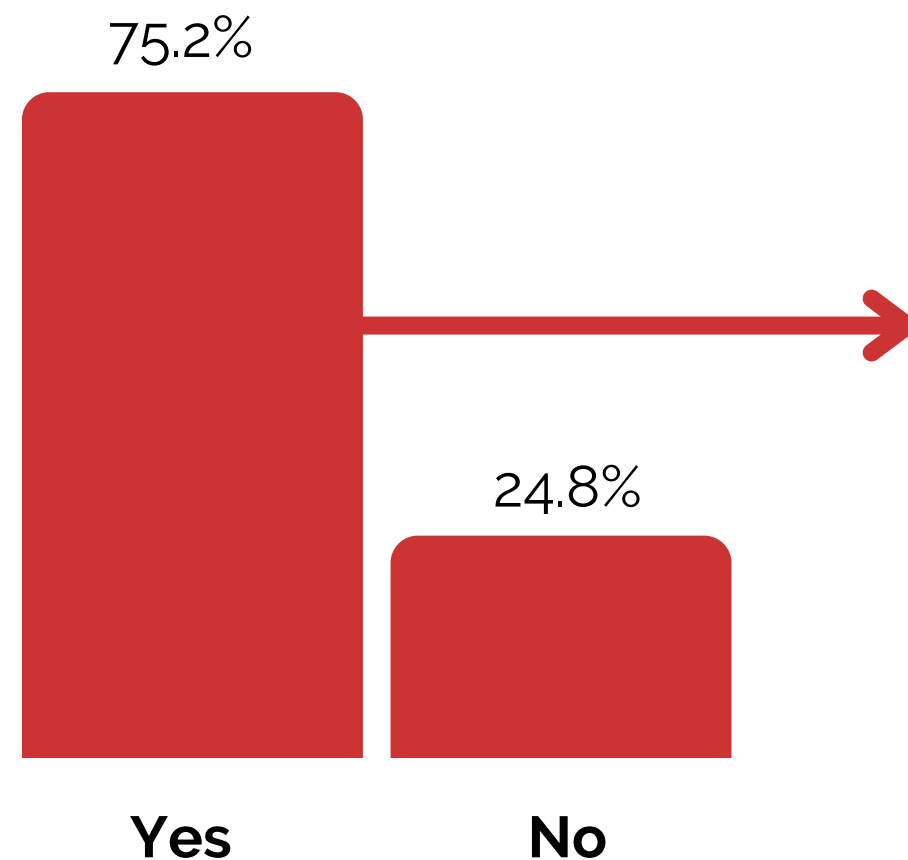
The approach to the presentation of studies that exceed the duration within the TMA allows for a more comprehensive understanding of a treatment's long-term benefits or risks in advertising content.



7.9
Avg. rating

On December 1, 2023, PAAB updated its pre-NOC practices policy to allow for submission of advertising content at earlier stages in the drug authorization process. I was previously aware of the Pre-NOC update...

Question directed to those familiar with the change.



The update will improve the speed at which we get launch material to market

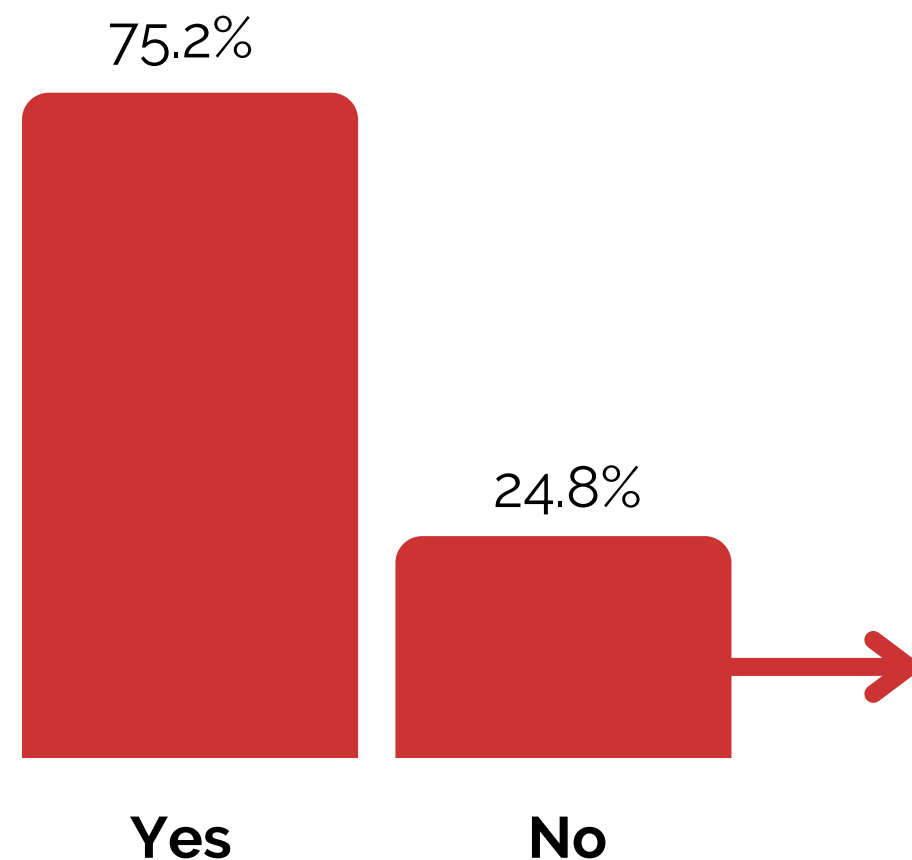
Agree 69 resp. 73.4%

Not sure 20 resp. 21.3%

Disagree 5 resp. 5.3%



On December 1, 2023, PAAB updated its pre-NOC practices policy to allow for submission of advertising content at earlier stages in the drug authorization process. I was previously aware of the Pre-NOC update...

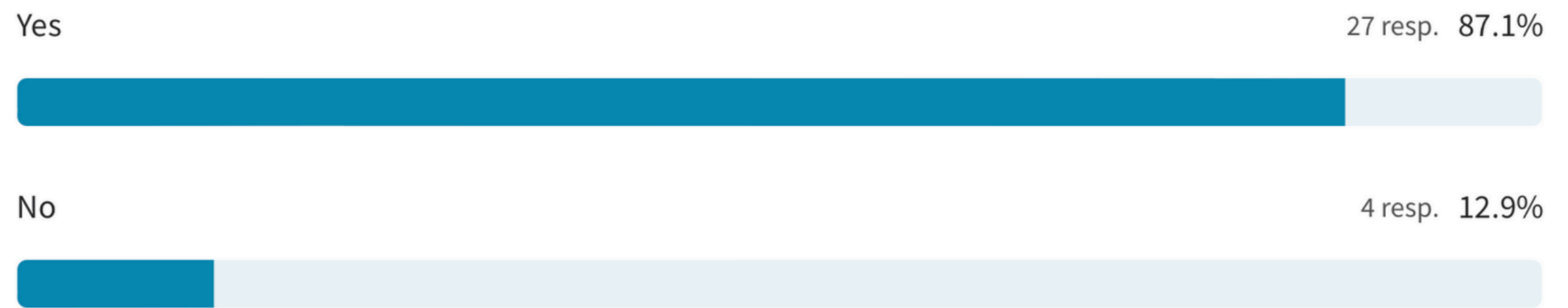


Additional context provided to those unfamiliar with the update.

The pre-NOC update now allows for:

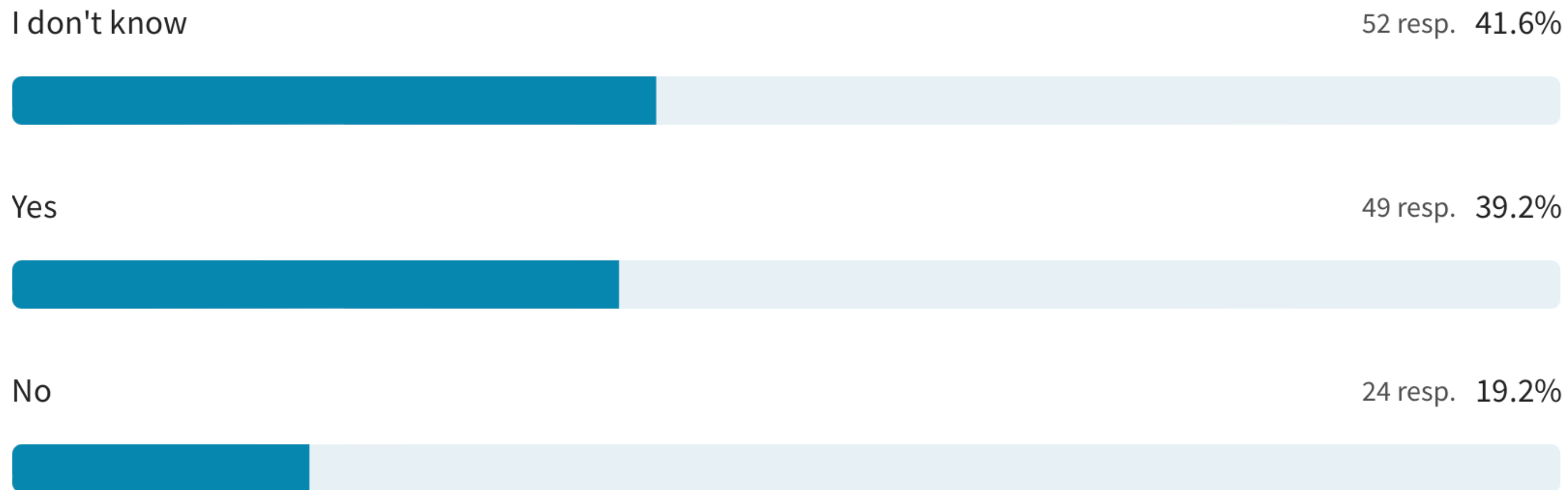
- Submission at any stage of the product monograph development (formerly final draft stage only)
- No maximum number of APS if staff capacity permits (formerly restricted to two core pieces)
- Maximum 15-day turnaround for first review (formerly no guaranteed time)

Do you see this change as helping with post NOC launch timelines?

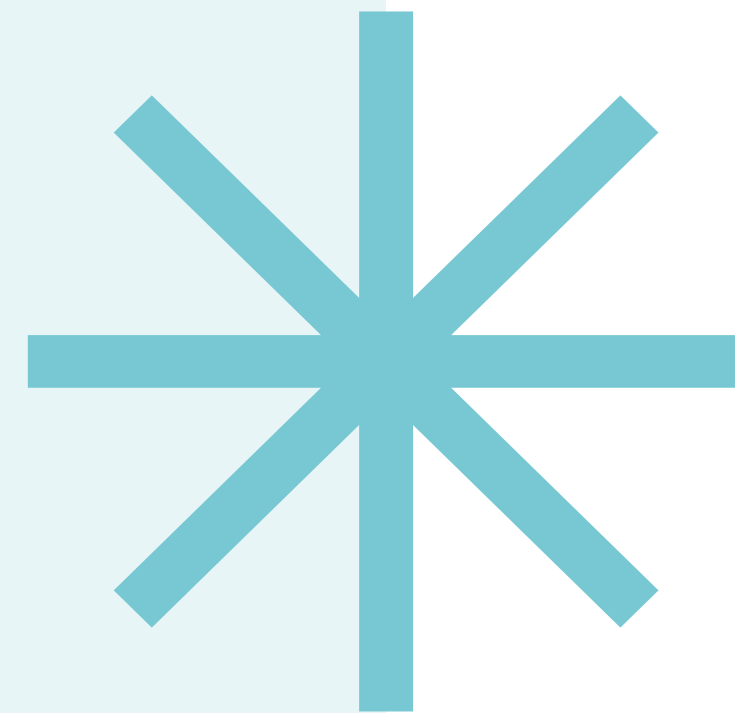


In 2023, PAAB launched a Customer Experience Index (CEI), which is a short confidential survey deployed upon the completion of every* e-File to gather clients' overall impressions of the specific file.

Do you or your agencies generally participate in completing the CEIs?



* Excluding renewals and series children



Thank you