

Pharmaceutical Advertising Advisory Board Conseil consultatif de publicité pharmaceutique



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PAAB Website Update

It's a new year and one of PAAB's resolutions is to provide a more comprehensive, organized, engaging, and searchable website.

THE PAAB WEBSITE IS NOW SOCIAL

We have integrated social functionality throughout the website. Each guidance document, PAAB Q&A, and page in the PAAB Code now has a dedicated comment box. We invite you to ask questions, provide feedback, and share approaches you have observed from other jurisdictions. The latter will assist us in our global benchmarking efforts.

All website visitors can see the posted comments but you will need to register to add to the discussion. You only need to register once, and the process is easy. Just follow these steps:

- i. Click the "<u>View Full Forum</u>" button, which is above all of the comment boxes throughout the website.
- ii. Click "Register" in the top right corner of the full forum view.
- iii. Follow the prompts. Note that your password must be at least six characters. If your proposed password gets rejected because it is too weak, try:
 - making it longer
 - adding a mixture of upper- and lower-case letters
 - incorporating numbers or special characters (#, \$, *, etc.)

We will approve registrants within 24 hours of completion of the registration process. We will be posting a how-to video in the upcoming days that will help you get the most out of the PAAB website's social functionality.

As with all communities, the PAAB Forum has guiding principles and rules. We encourage you to become familiar with them by reading our "Community Forum Guide." We are excited about engaging with you throughout 2020.

USING RESOURCE CARDS TO KEEP CONTENT ORGANIZED

We have organized all website resources using a card system. Each card currently shows the document title. Clicking a card reveals a page containing a link to download a PDF version of the document -- for ease of printing -- and the dedicated comment box. In the upcoming weeks, this page will also contain an HTML version of the document to improve the website's search functionality and to enable you to access content without downloading it. We will also be

adding a brief description below the card titles to help you identify which of the cards best address your needs before you click into them.

Upon accessing any guidance document on our website, you'll have immediate access to all peer questions and discussions that were posted in association with it.

PAAB Q&A IS NOW ON THE PAAB WEBSITE

There are over 700 PAAB Q&A now accessible on our website. They are sorted from most recent to least recent and categorized for filtering as well. They are also indexed so that they will appear as results in our upgraded cross-website search functionality. Each Q&A is associated with a dedicated comment box. As such, you can ask a follow-up question by placing it in the comment box dedicated to the Q&A of interest. This can save you a lot of typing as the context from the original question and answer are already present.

To ask an entirely new question, click the button labeled "Ask a new question" at the top of the "PAAB Q&A" webpage. Select the category that is most fitting for your question and click the blue "New Topic" button.

GOAL: ALL PAAB CONTENT CONVERGES AT THE PAAB WEBSITE

There are currently several different locations in which PAAB content is stored on the web. In addition to our website, PAAB content is housed on https://www.paabtraining.com/, the PMCQ website, our YouTube channel, and various other social channels. For your convenience, we are in the process of making all content accessible directly from the PAAB website and through a single search. You will be seeing the consolidation of remaining content over the coming weeks

HOW-TO VIDEO

In the upcoming days, we will post an instructional video on our website. This video will explain how to get the most out of the website's newly integrated social functionality. Many clients will enjoy the simplicity and convenience of reading and creating comments from the PAAB website, rarely venturing into the forum view. However, some of you will appreciate the flexibility and advanced functionality that the forum view provides. For example, from the forum view, you'll have the option to:

- ✓ set up notifications for responses to your posts
- ✓ set up notifications for all posts in categories that you would like to follow more closely
- ✓ see all recent comments across the platform in a single view
- ✓ perform an advanced search of the posts throughout the entire website
- ✓ perform single-click social sharing to other social platforms

If you prefer to explore the forum view today, click "<u>View Full Forum</u>" in any of the comment boxes throughout the website. Go experiment, ask questions, and have fun! Otherwise, sit tight and wait for the video guided tour.