

PAAB FORUM

QUARTERLY REVIEW

A review of the last quarter on the PAAB Forum: April-June

Announcements

- Accelerated Preclearance Pathway
 - PAAB launched a survey and overview description of the proposed accelerated process. Learn more about the [APP](#)
- Complaint Report for 2020 – [Now posted](#)

New Documents

- Pre-NOC Corporate/Editorial Communications
 - [This document](#) provides insight into key considerations when preparing pre-NOC pieces
- Example: Virtual Exhibits – Preparing your PAAB application
 - PAAB collaborated with an event platform provider to produce an outline for sponsors of conferences on their platform, to help facilitate the review process. [This example](#) can provide insight into points of consideration and how to address issues like fair balance and chat.
- Document names and descriptions for external use
 - [This document](#) provides tips on how to prepare your print pieces so that they can easily be transferred to electronic should the need arise.

Q&A

25 [Forum questions](#) from industry answered on topics such as:

- Rep recorded videos of slide presentations
- Retention claims
- Digital libraries
- Payment assistance program/ formulary claims /CADTH recommendations
- Bill 92
- Sample announcements
- Digital conferences
- PM updates

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Myths vs. Facts

PAAB added 4 new myths to the list of common misconceptions about advertising and the regulations in Canada, specifically around digital conferences. Take a peek and see if you've fallen victim to one of these [myths](#).

[Let us know](#) if there are any myths you want clarification on, or for PAAB to help dispel for the industry.

eFiles Tag Report

- The [PAAB eFiles Tag Report – 2020 Review](#) has been posted. The report covers the distribution of validated tags, therapeutic areas and actions taken.
- A list of unaudited client tags from the first half of 2021 can be found [here](#), with a full report to come.

Is there more information you would like to know and see in the next quarterly update? Let us know on the forum.