

PAAB FORUM

QUARTERLY REVIEW

A review of the last quarter on the PAAB Forum: October – December 2021

Announcements

- Reminder - New Address: Our office has moved to 203-1305 Pickering Parkway, Pickering, ON L1V3P2
- Accelerated Review Options (AROs)
 - We've renamed the Accelerated Preclearance Pathway to **Accelerated Review Options (AROs)** to help create clarity and encompass the breadth of new services coming soon
- Reminder to those looking to register for the Forum, to use a *professional email* for security purposes. You can select to have your email hidden on your profile page.

New Documents

- Accelerate Review Options (AROs)
 - [AROs Planned Features Detailer](#) has been posted outlining key aspects of the new service.

Q&A

25 Forum questions from industry answered on topics such as:

- Pre-NOC advertising
- DTC messaging, images and appropriate linkages
- Formulary claims
- Med-info site promotions
- Exempt messages
- Messages claiming or suggesting “new”
- Unbranded counselling tools
- Hierarchical testing
- Device claims

Myths vs. Facts

No new “Myths vs. Facts” this quarter, however, monitoring identified a number of infractions still occurring. If you haven't yet familiarized yourself with the most common myths, head over to the PAAB [Myths](#) page to learn more.

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 page [PAAB Tag Report 2021](#) has been generated to present an ongoing quarterly report on the eFiles client tags. With 2021 behind us, the report is complete. Take a look at the trends throughout the year and let us know what you think.

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