

# PAAB FORUM

## QUARTERLY REVIEW

A review of the last quarter on the PAAB Forum: July - September 2024

### Announcements

- **Client Messenger:** A new PAAB offering has now launched FOR ALL FILE TYPES. Client Messenger allows clients to receive official review rulings made asynchronously from the remainder of the APS review. This feature is particularly helpful on tricky topics which may require multiple rounds of discussion impacting the timeline of the remaining content review. Learn more at [Client Messenger – Administrative Guidelines](#).
- **New Senior Reviewers:** PAAB is excited to announce the promotion of Tommy Lam and Peter Yoo to Senior Reviewers. Tommy and Peter have demonstrated strength in knowledge, customer service, and mentorship.
- **Training:** PAAB National Workshop registration is live. There will be one all day session in Montreal on November 19<sup>th</sup> and one all day session in Toronto on November 21<sup>st</sup>. Learn more at [paabtraining.ca](#).
- **Creative Imagery Committee:** First draft guidance document has been reviewed by the committee. PAAB is applying the feedback to generate a more comprehensive document. We will be aiming to launch the document for consultation in early December. [Learn more](#).
- **AI in Pharmaceutical Marketing & Regulatory Working Group:** A group of 21 industry representatives met on September 25<sup>th</sup> to discuss AI opportunities, barriers and best practices in the industry thus far. Over the coming months we will continue to explore these facets and share learnings.
- **Client Survey:** Our client survey will be launching soon. If you are registered on our mailing list, the survey will be emailed to you. You'll also be able to access the survey through the [PAAB Forum – Client Survey](#). This is your chance to provide valuable feedback on industry trends, your experiences with PAAB, and more. Your insights are crucial in shaping the future of PAAB. Don't miss out on this opportunity to share your thoughts!

### New Documents

- Client Messenger – Administrative Guidelines
  - Administrative guidelines for using messenger function to augment the review process on particularly complex issues (copy or creative).
  - If you have questions about Client Messenger, please email [daniellea@paab.ca](mailto:daniellea@paab.ca)
- If you missed last quarter's review, don't forget to review [here](#) to make sure you're up to date on all things new at PAAB and upcoming projects.

### Q&A

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

- Biosimilar PM updates
- Specialty “Call to actions”
- Changing experience numbers
- Unbranded clinical trial summaries
- Promotions to hospital buying groups
- “exclusive rights” ad placement
- Private coverage claims
- Pharmacogenetics & RWE
- Patient case requirements
- Hashtags in unbranded materials
- Minor updates

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### In the Works for 2024

**AI Assisted Submission Process** – Work is well underway in building out AI powered systems that will assist clients during the preparation of submissions to know when elements are missing that could result in a delay in the acceptance for review, with aspirations of eventually assisting with referencing and annotating things like previously approved copy in past files. We will be looking for clients who are well versed in AI to be part of a committee which shapes this development, so stay tuned.

**External Training** – PAABs annual in-person national workshops are now open for registration. Learn more at [PAABtraining.ca](https://paabtraining.ca).

[On-demand training](#) for 1.0 and 2.0 level learning provides small chunks of focused content that allow users to move through modules at their own pace.

We continue to look for opportunities to add and improve training content. If you have topics of interest, please let us know with this [quick survey](#).

### eFiles Tag and CEI Reports

- As we moved through Q3, the rate of completion persisted around the same as Q2 at 21%. We continue to identify opportunities to improve training and internal processes as a result of the CEI feedback. Similarly, the CEI surveys have provided immensely positive and constructive feedback. There's still time to get into our [TOP 10 responders](#) list to demonstrate your commitment to collaboration towards continuous improvement of the PAAB interaction.
- As a reminder, the tickets are **completely confidential**. If you want more information on the tagging system, please see [Client Tagging System Advisory](#).
- As a reminder, the CEI captures the **overall experience** with a file and the review process. It helps to impact macro processes and performance. The "tags" help us pinpoint cases where there was an event that could be assessed for learning purposes, checked for consistency or which could be used to implement change. This specific feedback helps us improve performance on a more granular level.

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