Code Review 2004

Ray Chepesiuk,

PAAB Commissioner

PAAB Code Review

- PAAB Background
- Strategic Plan
- Code Committee
- Code Issues
- Process

PAAB Background

- Since 1976 - self-regulation
- Preclearance review mechanism
- Accurate, balanced and evidence-based
- PAAB Staff
- Board Members

PAAB STAFF

- Commissioner: Ray Chepesiuk
- Deputy Commissioner/ Senior Reviewer: John Wong
- Reviewers/ Assistant Commissioners:
   - Colin Campbell   - Yin Man
   - Lucia Kim   - Pauline Dong
   - Patrick Massad
- Submission Coordinator: Carol Johnston
- Admin. Support: Estelle Parkin
- Accounts: Glenn Golaz

Board of Directors

- three pharmaceutical trade associations
   - Rx&D, CGPA, NDMAC
- health professionals - CMA, CPhA, FMSQ
- Consumers Association of Canada (CAC)
- Canada's Assoc for the Fifty-Plus (CARP)
- Can Assoc of Medical Publishers (CAMP)
- advertising industry (AMAA, ASC)
- Chair, Past-Chair, Treasurer

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- *Strategic Plan*
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Strategic Plan

- Improve Communications with Health Canada

- Maintain review consistency

- Engage external counsel for stakeholder and government consultation strategies

- Board Configuration

Strategic Plan cont'd

- Confirm core business as "pre-clearance of communications for Rx medications to all audiences, and non-prescription drugs to healthcare professionals"

- Key stakeholders - physicians and industry

- Marketing Communications project with external consultant

Other Events

- Health Canada Bilateral meeting
- Legislative Renewal Meetings
- Assistant to Deputy Minister
- House of Commons Standing Committee on Health - Prescription Drugs

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Committee Members

- Approved by Executive Committee and Organizations
- Chair
- 2 Rx&D members (e-business)
- CGPA
- NDMAC
- CMA
- CAMP
- AMAA
- University of Toronto (CME)

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Code Issues

- Scope - Product, Target Audience, Media
- Educational Exemption
- Fair Balance/Prescribing Information
- Evidence Requirements
- Internet
- Definitions
- etc, etc, etc ...

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Process

- Issue leaders
- Consultation
- Questionnaire - e-responses
- Tabulation
- Committee draft
- PAAB Member consultation
- Board Vote
- Implementation

Thank You