

Back to School...

PAAB Launches 2005 Industry Education Program

Mark Gregory

The Pharmaceutical Advertising Advisory Board (PAAB) has announced a spring 2005 industry education program to increase the understanding of the PAAB's Code of Advertising Acceptance. The PAAB is an independent review agency whose primary role is to ensure advertising of prescription drugs is accurate, balanced and evidence-based.

"This spring, we will offer two distinct training courses to meet the needs of pharmaceutical marketers. The goal of the sessions is to teach the application of the PAAB Code to new pharmaceutical industry employees and suppliers, refresh the knowledge of seasoned professionals and communicate the changes to the Code, which come into effect April 1, 2005," said Ray Chepesiuk, PAAB Commissioner.

What are the courses about?

The first PAAB course is entitled, "The PAAB Code: Interpreting Industry Guidelines."



The focus of this course is to foster skills that will allow better understanding and application of the Code. This course is directed at **those new to the PAAB Code or those who did not take the PAAB Code Workshop in 2004**. This session runs in the morning of April 12 in Toronto and April 14 in Montreal.

The second course is entitled, "Pharmaceutical Marketing: Advertising vs. Information."

The purpose of this course is to educate pharmaceutical marketers about distinguishing "advertising" from material that is not advertising. Non-advertising material includes the CME exemption, direct-to-consumer, patient information and the Internet.

This course will also include discussion of the changes to the Code. The session is directed to those who are familiar with the Code, those who have taken the Code 2004 Workshop or individuals who want to learn about the recent revisions to the PAAB Code. This session runs in the afternoon of April 12 in Toronto and April 14 in Montreal.

Duplication between the two sessions will be minimal. Applicants may register for one or both courses.

Registration forms for both courses can be found at www.pharmahorizons.com/training.html.

For more information about the courses, you can contact Pharmahorizons toll-free at 1-866-472-4948 or futurebuilder@pharmahorizons.com.

Participation in the sessions will be limited to foster participant interaction. Registration is on a first-come-first-served basis.

"Following the success of our 2004 training initiative, Pharmahorizons Inc. will



continue as our professional development partner. Pharmahorizons will provide logistic, instructional design and marketing support for the training workshops, while PAAB staff will provide and control content,” said Chepesiuk.

The goal of the sessions is to teach the application of the PAAB Code to new pharmaceutical industry employees and suppliers, refresh the knowledge of seasoned professionals and communicate the changes to the Code.

More on the PAAB Code

The scope of the PAAB Code of Advertising Acceptance currently includes advertising of prescription and over-the-counter products to health professionals in all media. PAAB also provides advisory comments on direct-to-consumer materials for prescription drugs.

The definition of advertising in Canada’s Food & Drugs Act is “any representation by any means whatever for the purpose of promoting directly or

indirectly the sale or disposal of any food, drug, cosmetic or device.” Consequently, most product-focused messages about drugs are considered advertising. From January 1 to December 31, 2004, PAAB reviewed over 3,918 submissions from pharmaceutical companies and advertising agencies.

About PAAB & Pharmahorizons

PAAB was incorporated in 1976. In addition to nonaffiliated companies, PAAB’s clients include members from a wide variety of companies and associations associated with pharmaceutical marketing.

Pharmahorizons is a major Canadian life science site featuring sector jobs, Internet and executive recruitment, industry training and e-learning technology and support services, as well as a popular industry newsletter, LifeTrack, that reaches over 23,000 life science professionals monthly.

Pharmaceutical marketers interested in receiving more information on the training program or who wish to register may contact Mark Gregory, Vice-President, Pharmahorizons at 1-866-472-4948 or mark.pharmahorizons@bellnet.ca.

Further information on PAAB is available at www.paab.ca.

Information regarding the PAAB fall training courses will be available in June 2005. **CPM**

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