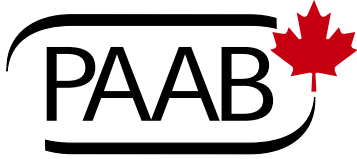


The PAAB Crystal Ball



The Pharmaceutical Advertising
Advisory Board

REVIEW

Ray Chepesiuk,
Commissioner

Healthy organizations tend to look forward into the future and try to determine the best path to follow to continue their good health. The PAAB is no exception. In January 2007, the PAAB Directors and selected invitees met to discuss the future of the PAAB. In particular, they met to set a framework for a strategic plan looking three to five years into the future.

The PAAB hired Karen Graham of Panacea Canada Inc. to facilitate the highly interactive event. Karen polled the attendees for their views on preferred topics and set an agenda for discussion.

The brainstorming session proved to be quite interesting and lively. The attendees, being from diverse organizations and all involved in healthcare in some way, displayed a wide range of perceptions. The group identified key strategic areas, prioritized them and then developed goals and objectives for each. At a later meeting the Executive Committee completed any missing goals and objectives and developed an action plan for recommendation to the Directors. The following is what they approved at the April 20, 2007 general meeting.

Key strategic area (KSA) one: DTCA/I regarding biopharmaceuticals

Goal 1: To be the preferred pre-clearance agency for direct to consumer advertising and information (DTCA/I)

Goal 2: To have a code/standards for credible DTCA, linked to code for DTCA

Goal 3: To offer research to support positions on DTCA/I

Goal 4: To have a self-regulatory model for DTCA as well as current PAAB business

The action plan is to set up Task Force #1 to report to the Board at the November 2007 General Meeting on how the PAAB could best achieve these goals.

KSA two: Competitors, industry changes

Goal 1: To have 100% participation and compliance in self regulation by all healthcare product manufacturers

Goal 2: To be better than the competition

Goal 3: To have all health product manufacturers participate in the pre-clearance review process

Goal 4: To have codes for various products based on relevant evidence required to market these products

Goal 5: To be the prescription drug advertising pre-clearance agency of record for Health Canada

Goal 6: To have prompt, effective service for all clients through consistent reviews and optimal turnaround time

Goal 7: To have the PAAB brand recognized by all stakeholders as Quality Assurance for all healthcare product advertising covered by PAAB's mandate

The action plan is to include the following:

1. Operational responsibility. The Commissioner is to report his findings and recommendations to the Board at the November General Meeting
2. The Commissioner is to discuss the issue of collaboration with other pre-clearance organizations

KSA three: Research

Goal 1: To be the source of information on relevant international developments

Goal 2: To enable independent, credible, quality research in healthcare product advertising and promotion

The recommended action plan is to set up Task Force #2 to report to the Board at the November 2007 General Meeting.

KSA four: Finance

Goal 1: To retain the PAAB not-for-profit status

Goal 2: To have an appropriate reserve of funds

The action plan is to refer to the Executive Committee for the completion of objectives. Note the relationship to other KSA goals and objectives.

KSA five: Emerging media and advertising approaches

Goal 1: To have a timely review system that accommodates all current and emerging forms of advertising within PAAB's mandate

Goal 2: To be abreast of new forms of advertising and reflect this in PAAB's Code

The action plan is to make this operational. The Commissioner will make periodic reports to the Directors and solicit assistance from the Chief Review Officer to compile data.

KSA six: Governance and PAAB mandate

Goal 1: To have a board with a requisite mix of knowledge, expertise, commitment and engagement to achieve PAAB's mandate

Goal 2: To have bylaws that ensure and support good governance

The action plan is to refer this issue to the Executive Committee to make a recommendation to the Directors in November 2007.

KSA seven: Infrastructure, operations, physical plant

Goal 1: To have a facility that optimizes PAAB's ability to meet its mandate

The action plan is to refer the issue to the Executive Committee to appoint a steering committee for initiation of activity in the first quarter of 2008 and to make recommendations to the Directors by November 2008.

KSA eight: Human resources

Goal 1: To have a motivated, enthusiastic staff in sufficient number and with requisite skills to achieve PAAB's mandate

The action plan is to keep this as an operational issue with ongoing vigilance. The commissioner will review the feasibility of hiring a contract reviewer to provide flexibility.

Summary

This is the plan for the near future regarding the PAAB. Some may say the plan is ambitious. I believe it indicates the maturity of the PAAB as an organization and its ability to attract intelligent, knowledgeable people to help guide its mission. We thank all of our clients for their continuing support and we thank Health Canada for their healthy collaboration. We look forward to the future with great anticipation. I am proud to be part of the PAAB.

PAAB news

At the April 20, 2007 Annual/General Meeting we welcomed a new PAAB Chair, Dr. Walter Rosser. We said goodbye to Chair Dr. Reg Perkin and past-Chair Dr. John Godden and we thank them for their tremendous contribution to the PAAB. Gloria Bowes will stay on as Vice-Chair. Also, the PAAB welcomes a new voting member organization, the Association of Faculties of Medicine of Canada. Watch for the PAAB communications plan directed at physicians to tell them about the new advertisement and product information format. **CPM**