



The Pharmaceutical
Advertising Advisory Board
REVIEW

By Ray Chepesiuk, Commissioner

Team PAAB Meet the Starting Lineup

During a break in a television interview in my office, a cameraman ad-libbed his description of the PAAB. “Operating covertly and with stealth in the underbelly of Pickering, and unseen by their clients, the PAAB agents strike fast and hard leaving no trace of misleading advertising.” I was amused at the time. On reflection, I thought that others, including our clients, who may not be familiar with our “remote” location in the town of Pickering, might have the perception that the PAAB employees were similar in nature to CSIS operatives. That is not reality. I will open the door to the PAAB office and acquaint you with the PAAB staff through these snapshot descriptions. I hope you will see that the PAAB is staffed by a team of caring, dedicated, talented people who, operating in a transparent manner, want to make self-regulation of drug advertising effective and meaningful. They are here to help you.

Colin Campbell completed his MSc at the University of Guelph in 1989. After a brief stint as a research and teaching assistant, he entered the pharmaceutical industry as a Regulatory Affairs Associate with Nu-Pharm Inc. where he remained until 1994. After two years with the Wyeth-Ayerst regulatory affairs department, Colin joined the PAAB. Colin views the PAAB as being a dynamic organization that strives to work together with the pharmaceutical industry to produce high quality advertising that we all can be proud of.

As Commissioner, I (**Ray Chepesiuk**) am responsible for all PAAB operations. As a pharmacist, I held management positions in community pharma-

cies, hospitals, government and the United Nations, and have chaired several committees of the Ontario College of Pharmacists. I earned a pharmacy degree from the University of Toronto and a master’s degree in international business from the University of South Carolina. I am a Certified Association Executive. After having personally reviewed more than 10,000 ads, I am still amazed by the creativity of the advertising industry.

Pauline Dong is a graduate of the pharmacy program at the University of Toronto. Before joining the PAAB in 2000, she practised as a community pharmacist. She enjoys her position of Reviewer at the PAAB. The challenges are many and the work is stimulating and rewarding. She enjoys the contact with the pharmaceutical industry and the advertising agencies. She says being involved in the process of creating advertising allows her a glimpse into the interesting junction of commerce and creativity.

Sara Hayward joined the PAAB as a Reviewer in October 2001. After graduating from the pharmacy program at Dalhousie University, she entered community practice in New Brunswick. Sara recently was employed by Drug Trading Company Limited as a Pharmacy Practice Co-ordinator in the Atlantic Provinces as well as in Ontario. Sara has been active with the NB Pharmaceutical Society, acting as both a counselor and chairperson on several committees.

Co-ordinator **Carol Johnston** started her first job on her 16th birthday and never stopped. She is now the PAABer closest to retirement! She worked in England for several years and, at the age of 22, made



her escape to this wonderful country. She worked for B.C. Forest Products' finance department for three years, went on a "walkabout" for two years, returned to Vancouver and spent three years in Cominco Mining's finance and mining departments. She moved to Toronto, married a "Newfie Bye," and had lots of fun raising two children. At the same time she worked 10 years at Beaver Lumber's executive offices and has spent 11 years keeping things in order in the best office of all: the PAAB.

Lucia Kim graduated from the faculty of pharmacy at the University of Toronto. Prior to joining the PAAB as a Reviewer in June 2000, she had experience in the pharmaceutical industry in medical information and government affairs. Working within a field that exposes her to a dynamic combination of science, creative concepts and public policy has been an exciting experience. She believes the PAAB has an important role to play in maintaining high standards of pharmaceutical advertising to promote an image of credibility and trust for the industry.

Yin Man is a graduate of the pharmacy program at the University of Toronto. Her previous experience as a pharmacist included both community and hospital work. Yin joined the PAAB in September 1999, but continues to maintain practical pharmacy experience through occasional hospital and community work. While the transition from a practising pharmacist to a PAAB Reviewer was challenging, she says this opportunity has contributed immensely to her professional growth through greater understanding of the pharmaceutical industry.

Estelle Parkin is from Montreal. After taking a business course, she worked for local companies, mainly in accounting. She moved to Ontario in 1980, took computer courses, and worked through temporary employment agencies. She joined the PAAB in January 1996 as administration support/receptionist.

She says: "Working at PAAB is a learning experience. I have an interest in health matters, and working at PAAB allows me to learn more about health and the drug industry. With all the changes taking place over the years, you never stop learning,"

Senior Reviewer **John K. Wong** is a graduate of the faculty of pharmacy at Université Laval in Quebec. He also completed a diploma in hospital pharmacy. Prior to joining the PAAB in 1998, John worked as a clinical pharmacist at the Toronto General Hospital and has been owner and manager of a community pharmacy.

He says: "Pharmaceutical advertising is an exciting area of the industry. In our competitive marketplace, it is important to ensure standards of fairness and accuracy are met in advertising, which may ultimately affect the decisions of health-care professionals".

If you want to learn more about the PAAB staff, you can ask them. They are available at (905) 509-2275.

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Erratum: The Fall 2001 issue of *Canadian Pharmaceutical Marketing* listed the author of this column as Reg L. Perkin, MD. The author was, in fact, Ray Chepesiuk.