

PAAB FORUM

QUARTERLY REVIEW

A review of the last quarter on the PAAB Forum: April - June 2026

Announcements

- **PAAB 50th Anniversary Celebration 🎉 – September 10th, 2026. Toronto Reference Library.** We hope that everyone in the PAAB community will join us to celebrate this momentous milestone. [Register Here](#) before tickets are gone!
If you're interested in joining our amazing list of sponsors below, please reach out to info@paab.ca.

Special thanks to our growing list of sponsors

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Select sponsorship opportunities remain. If you'd like to support this milestone event, please reach out to vivienf@paab.ca

- **Save the Date:**
 - **PAAB National Workshops – November 3rd Montreal; November 5th Toronto.** Please save the date to join us for our annual national workshops where we'll work through interactive cases and develop your skills in applying the PAAB Code.
Early access ticket pricing & agenda are available. Please contact - info@paabtraining.ca
- **Summer Hours** – Reminder that PAAB is in modified business hours until Friday, October 9th. Modified business operations hours will be:
 - Monday to Thursday 8:30am to 5:30pm
 - Friday 8:30am to 1:15pm.

Please note: eFiles modified hours submission end times will be:

 - Monday – Thursday 4:30pm
 - Friday – 12:15pm
- **Monitoring Incidents:** PAAB has actioned 25 monitoring incidents in Q1-Q2 of 2026. 6 incidents were brought to our attention through the [anonymous reporting portal](#).
- **AI Assisted Submission Process** – PAAB has now started mapping AI augmented services for eFile submissions. If you are an agency who would like to contribute to testing and provide feedback to improve features, please reach out to info@paab.ca
Attn: Danielle Anthony **ASAP as consultation has started.**

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New Documents

- **No new documents in Q2.** Q2 of 2026 saw no new guidance documents or advisories posted.
- 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

Those using the forum may notice fewer direct PAAB responses as we transition towards a community-led model. We invite members to answer each other's questions to flex their understanding and help grow the community understanding. Rest assured that we're monitoring the responses and will jump in if there are any misunderstandings. Let's continue to grow and strengthen the community together.

[Forum question](#) topics covered:

- Prespecified statistical thresholds
- Experience claims
- Minimum font size small space ads
- PSP Flowchart
- Rep-triggered emails
- New indication information
- Pre-Noc submissions
- Unplanned interim analysis
- RWE presentations

In the Works for 2026

2026 marks PAAB's 50th Anniversary! We'll be celebrating this milestone on September 10th at the Toronto Reference Library and hope you'll all come join us as we look back on the **last 50 years**. This is not just a celebration of PAAB, but of the industry and its commitment to truthful and trustworthy advertising.

AI Preflight - Consultation with clients is underway to integrate AI capabilities into the preflight process. The goal is to streamline processes and off-load repetitive tasks onto AI to free up valuable client time. If you'd like to be involved, please reach out to info@paab.ca Attn: Danielle Anthony.

Awareness of the Anonymous Drug Advertising Reporting Portal: PAAB will be increasing awareness of the reporting portal not only among clients, but also with HCPs. This confidential system is designed to reduce the barriers to report advertising which is perceived to be in violation of the advertising regulations and PAAB Code.

eFiles Tag and CEI Reports

- Q1 [tag report](#) and [CEI report](#) are live. Review the most common tags, what PAAB is doing to address them, and the CEI feedback submitted by you and your colleagues.
- 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.