PAAB FORUM

QUARTERLY REVIEW

A review of the last quarter on the PAAB Forum: July - September 2026

Announcements

- **New Project – Historical Rulings Check:** As part of our broader AI modernization efforts, PAAB is developing a **Historical Rulings Tool** that will leverage AI to identify how similar claims and references have been assessed in previous PAAB reviews for that brand.

  The proposed tool would allow users to submit content through eFiles and receive information about relevant historical review outcomes, including:
  - Whether identical or similar claims have previously been approved or disallowed.
  - Whether references have previously been used in approved materials or raised concerns during review.
  - Relevant context and rationale associated with historical decisions, where available.

  The goal is to provide manufacturers with greater AI-driven insight earlier in the development process, helping them identify potential issues, make more informed decisions, and potentially reduce unnecessary review cycles. This feature will be built out while we continue development on the AI assessment tools.

  Importantly, historical outcomes would serve as guidance only and would not guarantee acceptability or replace PAAB's formal review process.

  We want your feedback! We are looking for participants to contribute their perspective on usefulness, practical applications, information needs, and considerations and concerns during the building and rollout process. If you are interested, please reach out to info@paab.ca Re: Historical Rulings Tool.

- **Exploring Email Subject Lines:** PAAB has started consultations with a committee of industry representatives to discuss content acceptable in email subject lines. Stay tuned for more updates.

- **Monitoring Incidents:** PAAB has actioned 11 monitoring incidents in Q3 of 2026. 5 incidents were brought to our attention through the Anonymous Drug Advertising Reporting Portal.

- **AI Assisted Submission Process** – PAAB has completed the first round of industry consultation on AI augmented services for eFile submissions. PAAB will start its first round of testing with a select group of external clients early in Q4, with a proposed wider launch in February 2027. This will provide some AI-driven assistance while we continue development on AI assessment tools.

  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.

- **THANK YOU – To all those who attended the PAAB 50th Anniversary Celebration** 🎉 – The night was filled with laughs, reminiscing, and new connections. We were delighted to meet the people behind so many of the voices we've interacted with over the last 50 years.

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

New Documents

- **No new documents in Q3.** Q3 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:

- Submission guidance: direct pick-up vs "similar"
- NoC/c reprint carrier options
- Risk Management Program interactions
- Consumer waiting room posters – product mention
- Patient populations beyond indication but mentioned in PM data
- Minimum font sizes for digital tactics
- Medical information and marketing contact information placement

In the Works for 2026

AI Projects – PAAB continues to look for opportunities to augment processes with merging technology and opportunities to improve clients' access to past product-specific rulings and guidance. The AI Preflight for Submissions is set to start its external pilot testing. The internal PAAB Reviewer AI continues to be improved and strengthened with data and structure. Additionally, we are exploring the value of a Historical Rulings Checker that would allow clients to see past rulings on content and

copy to inform their future decisions. 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.

HCP Survey: The HCP Survey has been completed by Leger. The survey was completed by 200 HCPs across multiple disciplines (e.g. specialty physicians, general practitioners, nurse practitioners and pharmacists). Results to be shared shortly.

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.