

# Online Clinic/Pharmacy Promotional Compliance Assessment & Ongoing Assurance Program

## PAAB Website & Digital Content Compliance Assessment

### For Canadian online clinics and pharmacies

Online clinics and pharmacies operate in a highly regulated environment. Website copy, FAQs, intake flows, and patient-facing “educational” content can all create advertising and promotional compliance risk. PAAB offers a practical, Canada-specific service to help you identify issues, remediate efficiently, and maintain ongoing compliance as content evolves.

### What this service is

A structured review of your website and in-scope digital content to assess potential non-compliance with applicable Canadian federal requirements governing health product advertising and promotional messaging. If issues are identified, PAAB provides clear, prioritized recommendations to support a path to compliance.

### What you receive

#### 1) Compliance Assessment (Written Findings Report)

- Summary of overall risk and key themes
- Page-level findings (where feasible) with references
- Prioritized issues (e.g., High / Medium / Low)
- Practical recommended changes and rationale

#### 2) Remediation Verification (Optional)

After you update the site, PAAB can re-review the revised pages/content to confirm whether all identified issues have been addressed.

#### 3) Ongoing Assurance (Optional)

For organizations that want continuous alignment over time, PAAB offers:

- **Internal content governance support:** PAAB requests that you implement internal policies and workflows for review/approval of new or revised content; PAAB can review your draft policy and provide feedback.
- **Bi-annual website content reviews:** Two reviews per year to assess ongoing compliance and identify any corrective actions required.

- **PAAB is continuously accessible for project specific billable consultation:** Meetings when new campaigns are launching, technology updates, structural changes etc. to provide guidance on how to grow and change compliantly.

## Scope of review

**Typically in scope** (unless otherwise agreed):

- Public-facing webpages and landing pages within agreed domains
- “How it works,” eligibility, pricing, intake flow explanations, and prescribing pathway descriptions
- FAQs, blogs/articles, and educational pages where content may function as promotional messaging
- Testimonials/endorsements as displayed on the website (if applicable)
- Downloadable/embedded materials hosted on the website (e.g., PDFs)
- Paid ads (search/social/display), influencer or affiliate marketing
- Email/SMS campaigns
- Social media channels
- Mobile app content

**Out of scope unless added:**

- Third-party sites not controlled by your organization
- Internal training material\*

*\*note that while internal training material is not within scope of this project, branded material provided to HCPs through the clinic/pharmacy are considered advertising and are subject to the regulations. Please reach out to PAAB to better understand support offerings.*

## How pricing works

This service is delivered on a **time-and-materials** basis. If you solicit the service, PAAB will provide:

- a defined scope (what will be reviewed), and
  - an **estimated range of hours** at PAAB’s **hourly rate of \$284.00.**
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## PAAB logo option (after compliance is achieved)

If your site is brought into compliance and confirmed by PAAB, you may choose to display a **PAAB compliance mark** on your website to signal alignment with applicable requirements.

Use of the mark is **conditional** on:

- maintaining internal content review policies for new/updated content, and
- participating in **bi-annual reviews** to help ensure ongoing compliance.
- for web assets, a link to a page that contains description of what the PAAB logo means.

If material issues arise and are not remediated within a reasonable period, PAAB may require removal of the mark until compliance is restored.

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## What you'll need to provide

- Your website domain(s) and key URLs (or a site map)
- Access to any gated pages you want included in scope (if applicable)
- A point of contact to coordinate questions and remediation

## Get started

To request a scope and estimate, contact PAAB at **info@paab.ca** with:

- your primary website URL(s),
- a brief description of services/products offered,
- a brief description of marketing tools and tactics,
- any specific areas you want prioritized (e.g., intake flow, FAQs, product/service pages).

**Note:** *PAAB's review supports compliance decision-making. Final responsibility for content and implementation remains with the website operator and this service does not constitute legal advice.*

**All materials submitted to PAAB are treated as strictly confidential. They are accessed only by PAAB staff and are never shared outside the review process. PAAB operates under well-defined confidentiality protocols, secure systems, and long-standing industry practices designed to protect proprietary content, competitive information, and unpublished data. Our sole use of your materials is to conduct the regulatory review you've requested, nothing more.**