

**Montreal, November 19**  
**Toronto, November 21**

**Super Early Bird Discount!**



**Save \$200**

*Book by September 27*

# PAAB 2024 National Workshop

Omni-Channel Excellence:  
Create Compliant HCP &  
Patient Materials with PAAB

From real world examples of the 2024 Code and Guidance updates, to new case-studies across branded and unbranded campaigns. PAAB's National Workshop has been designed to provide you with the most relevant insights for your future omni-channel campaigns.



## Learning Highlights

**2024 Code &  
Guidance Update**

**Roche on  
modular content**

**Omni-channel  
workshops**

**PAAB data  
on HCP trust**



**Patrick Massad,**  
*Commissioner,*  
PAAB

Join us this November, where expert speakers will provide practical tools enabling you to craft compliant omni-channel campaigns for HCPs.

Every session is grounded in new case studies; from applying Code updates to compliantly utilizing AI, to optimizing your digital assets. Our national workshop will help set you up for success in 2025.



Confirm your place: [www.paabtraining.ca](http://www.paabtraining.ca)



Questions: [info@paabtraining.ca](mailto:info@paabtraining.ca)

# Welcome

The Canadian healthcare landscape continues to evolve rapidly, driven by technological advancements in AI and regulatory updates by Health Canada and PAAB.

Our 2024 workshop aims to not only provide fresh insights on the PAAB code, but also offer a clear framework on how you can innovate within these guidelines. This year, we are focused on helping you build trust with healthcare professionals and patients, leveraging real-world evidence (RWE), and integrating innovative processes into your operations.

Our morning sessions will deliver top-level, didactic presentations on the latest trends and updates in the PAAB code. We'll be sharing our own data on HCP trust levels, suggestions on ways to achieve efficiencies on future submissions, how to tackle modular content and then round out with the latest on RWE submissions and further examples on burdens of disease and study duration.

In the afternoon, you'll engage in hands-on workshops designed to test your omni-channel skills. The concurrent tracked workshops are delivered and designed to accommodate different experience levels – all are welcome here!

Finally, we value the expertise within our community. If you're an expert in any of the topics covered and have data and examples to share, we invite you to support our presentations and apply to speak.

If you'd like to take part, please email: [info@paabtraining.ca](mailto:info@paabtraining.ca)

We hope to see you in November!



**Patrick Massad,**  
*Commissioner, PAAB*



## Summary

November 19, **Montreal**

November 21, **Toronto**

**08:00** Registration Opens

**09:00** Event Begins

**15:30** Event Ends

## Who should attend?

The workshop is designed for anyone working on healthcare advertising, marketing or communication materials that circulate in the Canadian market.



# Learning Objectives

## **2024 Code and Guidance Updates & HCP Trust in Canada**

Hear the latest examples on how the Code & Guidance Updates are impacting new submissions. Learn what's driving HCP trust levels across Canada.

## **Implement Compliant Omni-Channel Marketing Strategies**

Understand the integration of clinical and non-clinical claims in omni-channel campaigns to deliver a compliant and cohesive marketing campaign.

## **Compliantly Increase the Volume of Content to HCPs via Modular Content**

Learn from Roche and PAAB on how modular submissions could provide an efficient way for brands to improve processes and timelines for content approval.

## **Optimize Your Submission Processes**

Discover best practices and innovative strategies to help streamline PAAB submission and renewal processes, minimizing common errors and accelerating approval timelines.

“

The workshop was interactive, engaging and interesting.”

2023 Attendee



# Why Attend



## Life Science Companies

Get the latest case-study led insights on key areas of the Code that could provide demonstrable impact to your 2025 campaigns. Hear directly from Health Canada and PAAB the latest data and trends.



## Experienced with PAAB

Be at the forefront of compliant healthcare marketing and communications. Review new PAAB case studies to understand how reviewers approach simple and complex cases.



## Agency

PAAB Workshops designed to promote networking, helping you learn with existing clients and establish relationships with prospective clients.

In addition, you'll leave with an improved understanding of PAAB to help support quicker approval times.

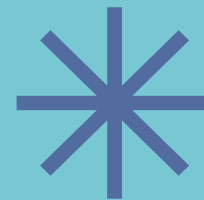


## New to PAAB

Get an elementary understanding of the PAAB code alongside existing and future colleagues. You'll take away processes and approaches that will set you up for future success.



# Agenda



**08:00 - 09:00**

**Registration & Networking Breakfast**

**09:00 - 09:30**

**Opening Keynote: Compliance Trends in Canada**



**Jennifer Carroll,**  
*Director of Communications,*  
PAAB

**09:30 - 09:50**

**Why Trusted Advertising is Critical for Successful HCP Engagement**

- Latest market data revealing consumer trust levels and the implications to healthcare communications.
- Understand the impact of pre-clearance on the perceptions of trust by HCPs towards life-science communication materials.
- Explore three years of PAAB data on HCP and trust levels.
- Examples on the critical role of reliable content in the scientific community, especially in the era of misinformation.



**Curtis Fichtner,**  
*Account Director,*  
Key Ops



**Expert Speaker  
to be announced**





**9:50 - 10:20**

## **PAAB Submission & Renewal Excellence**

- Hear how making submissions easy for reviewers may accelerate your submissions timelines.
- Step-by-step guide on the tools, processes and best practices to avoid common errors that lead to approval delays. Examples covering:
  - Common mistakes and easy wins.
  - Advice on complex submission.
  - Cost and ease for no content change renewals.
- Refine processes that can optimize your interactions with PAAB.
- Training and communications channels available for people to maximize PAAB engagement.
- Latest update on PAAB's AI project; what this will mean for your future submissions.



**Danielle Anthony,**  
*Director of Client Services,*  
PAAB



**Alan Lu,**  
*Reviewer,*  
PAAB



**10:20-10:40**

## **Break & Networking**



The case study format allowed for deeper thinking, learning from peers, and digging into the PAAB code more than I otherwise would have."

*2023 Attendee*





**10:40-11:10**

## **Roche Canada Case Study: Optimizing the Volume of HCP-Focused Content Using Modular Submissions**

- Learn how modular submissions provide an efficient way for brands to achieve multiple approvals quickly.
- Feedback from Roche & PAAB on this industry 1st project; apply their lessons to your future modular submission.



**Christian Rostankovski,**  
*Commercial Operations*  
Associate, Roche Canada



**Jennifer Carroll,**  
*Director of Communications,*  
PAAB



**11:10 - 11:40**

## **Latest Update: Real World Evidence**

- Insights from the first year of submissions: common pitfalls and best practices observed by PAAB.
- How to utilize third-party data sets for promotional and non-promotional purposes: risks and opportunities.
- PAAB's RWE checklist to help secure approval for your next Real-World Evidence (RWE) submission.



**Jennifer Carroll,**  
*Director of Communications,*  
PAAB





**11:40 - 12:10**

## **Latest Update: Examples on Burdens of Disease & Study Duration Guidance**

- Examples of the new guidelines in action to help you establish effective strategies for balancing utility and credibility of disease burden in future advertising content.
- Case studies on products across varying conditions to explore common application issues.



**Yin Man,**  
*Director of Preclearance Services,*  
PAAB



**Lara Said**  
*Reviewer*  
PAAB



**12:10 - 13:00:**

## **Lunch & Networking**



**The PAAB workshop is a valuable training day for anyone involved in healthcare marketing and communications. I was impressed by the detail provided by the speakers on all matters relating to the PAAB code."**

***Lama Abi Khaled,*** *Executive Director,*  
*Ethics, Legal & Regulatory, Innovative Medicines Canada*







**13:00 - 15:30**

## **Interactive Marketing Workshop**

Via case-study led group working, and in support of PAAB reviewers, attendees will be presented with a series of fictional products and promotional pieces. Each group will review the materials, identify the mistakes and present solutions to achieve PAAB approval. The complexity of the content is designed to support attendees' level of experience. Both workshops will cover code sections, 2, 3, 4 & 6. Track 2 will also include section 7.

**Track  
1**

**13:00 - 14:15**

**0-5 years experience**

### **Workshop: Marketing Tactics to Engage Healthcare Professionals**

This track will help you identify how the Code applies across multiple marketing tactics intended to engage healthcare professionals (HCPs).

#### **Learning objectives:**

1. Gain a deeper understanding of Code requirements towards marketing and communication tactics designed to engage HCPs with promotional and non-promotional content.
2. Learn how popular tactics compliantly connect within a wider campaign; covering: email, social media, conference booths & detail aids .
3. Discover how to drive creativity while adhering to regulations.





**Track  
2**

**13.00 - 14.15**  
**5 years + experience**

## **Workshop: Omni-Channel Campaigns to Engage Healthcare Professionals**

This track will help you integrate tactics across email, social media, conference booths, edetails and more. Helping you deliver a cohesive & compliant marketing & communication campaign.

### **Learning Objectives:**

1. Learn how sources of evidence impact presentations, including clinical and non-clinical claims, across different tactics in integrated campaigns.
2. Digital toolbox update: latest guidance on websites, apps, innovative uses of social media, and the integration of AI for HCP support.
3. Explore how creativity can thrive within the regulatory landscape.



**14:15-14:35**  
**Break & Networking**



**14:35-15:30**  
**Marketing Workshop**

**Track  
1**

and

**Track  
2**

Group session wrap-up and PAAB presentation on session learnings.

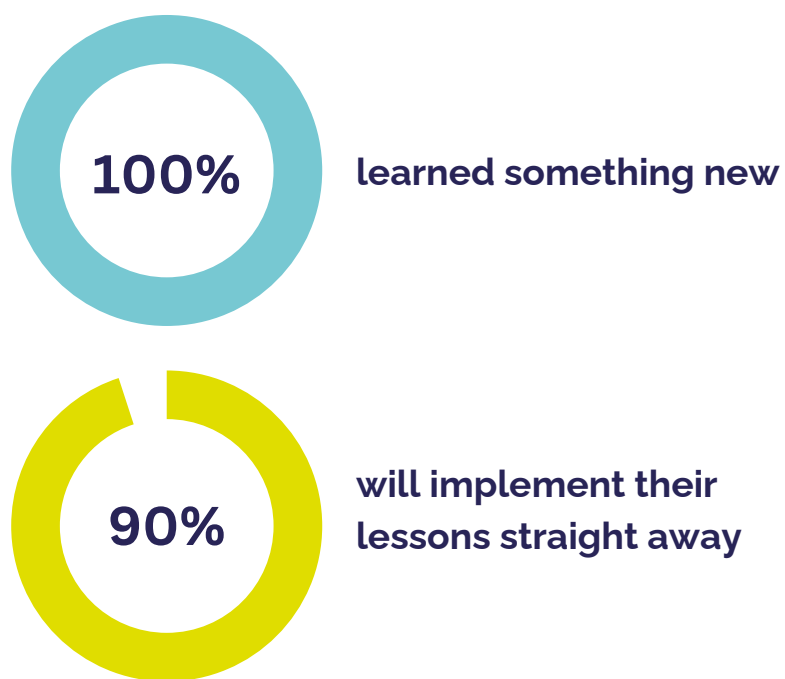


**15.30**  
**Event ends**



# Who attends PAAB Workshops

Hundreds of people attend PAAB's workshop each year. It's an excellent learning and networking opportunity.



*Feedback from 2023 workshop attendees*

PAAB would like to thank the below companies and associations in helping to raise awareness of the 2024 workshop:



## Previous attendees include:

AbbVie - Allergan - Anderson DDB - Health & Lifestyle - ANTIBODY Healthcare Communications - Apotex Inc - Ariad - Astellas - AstraZeneca - Baker & McKenzie LLP - Bayer - Biogen Biotext Solutions Inc. - bMod Communications - Boehringer Ingelheim - Brightworks - Bristol Myers Squibb - BTG International - CDM Montreal Celgene Inc. - Cohn & Wolfe - Communimed Inc. CORE Health Communications - CPC - Healthcare Dewdl - Diversified Communications - DTC Direct Inc. - Duchesnay Inc - Edelman - Eli Lilly Canada Inc. - Entreprise de communications TANK inc. - Environics - Epsilon - FCB Health - Ferring Inc - Fifth Story - Fresenius Kabi FUSE Health - Gaalderma - Gallant Leaman Group Communications - Gestion LJT inc. Gilead - GlaxoSmithKline - GSW - Havas Life - Hill Knowlton Strategies - Hoffmann-La Roche Limited - Impres Pharma - IMS Health - Inceptus Media - Indegene - Janssen - JDI - JSA kbs+ - Kipos Research - Klick Health - Lateral Concepts in Healthcare Inc - Lemieux Bedard - LEO Pharma Inc - LSD The Agency - Lucie Dufour Avocate Inc. - Lundbeck - MacLaren McCann Health - Massy Forget - Langlois Public Relations - McGinnis Law - mdBriefCase Group Inc. - MEDUCOM Health Inc. - Merck - Murphy Paolucci Communications - Mylan - Nadine Pyatt - NATIONAL Public Relations - Novartis Novo Nordisk - O2 web - OptumInsight (Canada) Inc. - Orimed Pharma - Otsuka Paladin Labs - Pfizer - Pharmascience - Pierre Fabre Dermo-Cosmétique - Pivot Design Group Proactive Pharma Solutions - Production Table Purdue - Renegade Healthcare - Roche Rogers Communications - Rosy Sasso Inc. SAGE Medica - Sanofi - Sanofi Pasteur - Servier Canada - Sharon Forrest Consultant - Small Dog Communications - Stallergenes - Sunovion Pharmaceuticals Canada Inc. - Takeda - Canada Tamarind Healthcare Communications - Tank Tribute - Pharmaceuticals Canada - Vanguard Pharma - ViiV Healthcare - Williams Lea

# Registration



## Super Early Bird

**\$695** + tax

(save \$200pp)

- Full access to all talks
- Presentation slides

*Rate expires Sept. 27. Full price \$895*



## 3+ Group Super Early Bird

**\$645** + tax

(save \$200pp)

- Full access to all talks
- Presentation slides

*Rate expires Sept. 27. Full Price \$845.*



Confirm your place at [www.paabtraining.ca](http://www.paabtraining.ca)

## Venue information



### November 19 Montreal

Holiday Inn & Suites,  
1390 René-Lévesque Blvd W,  
Montreal, Quebec, H3G 0E3



### November 21 Toronto

Hyatt Place Toronto/Mississauga & Luxe  
Convention Centre, 5787 Hurontario Street,  
Mississauga, ON L4Z 2H7



Have a question? Email [info@paabtraining.ca](mailto:info@paabtraining.ca)

