

# Case Study: Digital aids for Sales Force



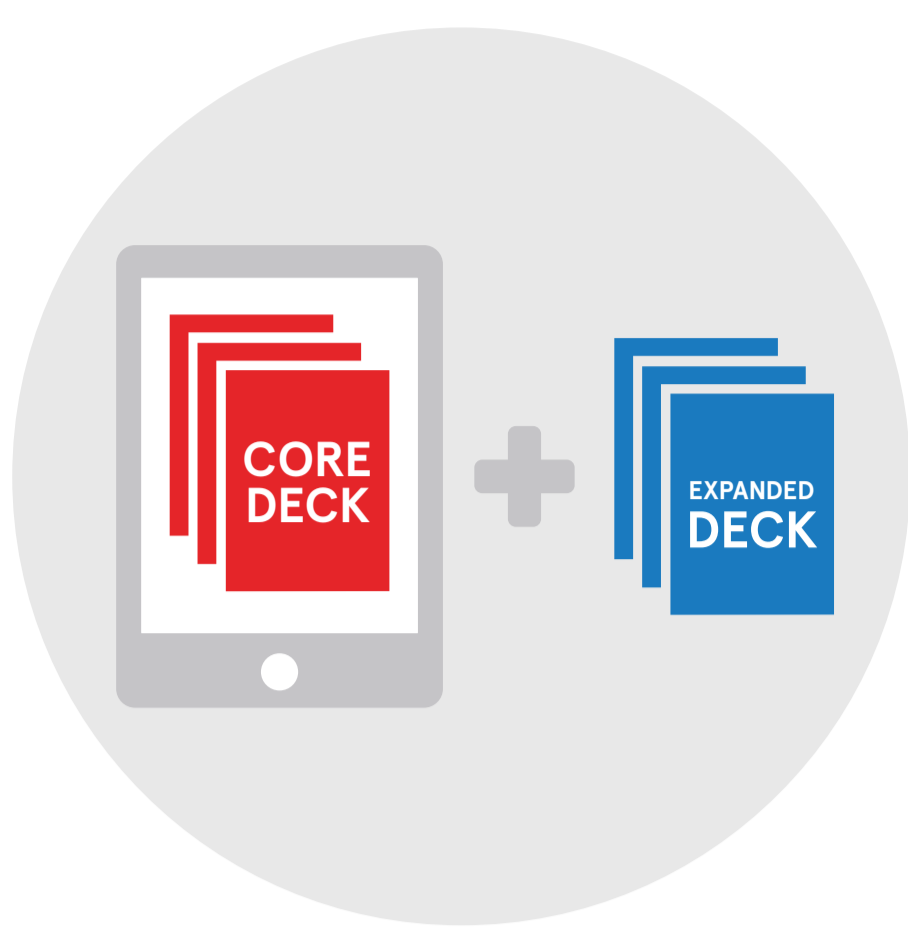
## You asked:

**We are considering deploying iPads with our sales force...**

Each sales call varies in length and goal. We would produce a **'core'** detail aid deck with the essential safety and efficacy information, and an **'expanded'** deck with additional published data. Both would be PAAB-approved.

In cases where there was insufficient time to present the larger presentation, the core deck would be presented and would be supplemented with a number of slides from the PAAB-approved expanded deck.

- ▶ Is it possible to use two approved slide decks in this manner?
- ▶ If so, how should they be submitted to PAAB for approval?

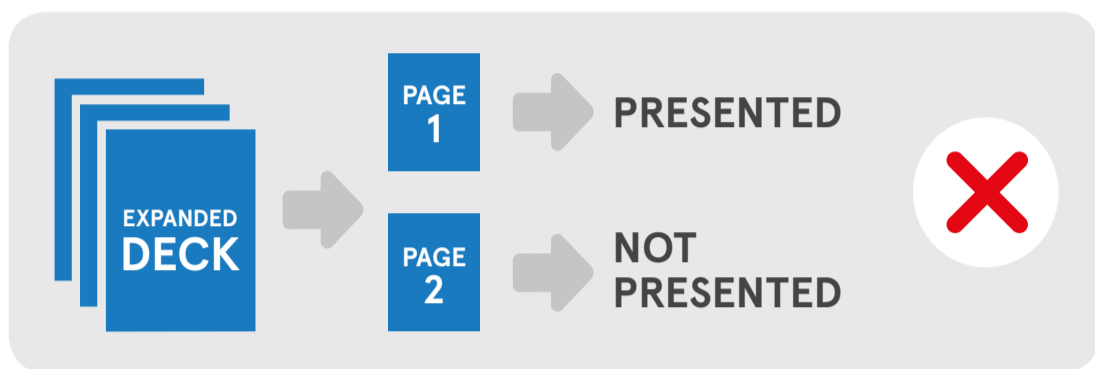


## We answered:

**Preclearance** is most effective as a regulatory mechanism when promotional tools are used in the precise way in which they were reviewed.

In your provided example, the expanded deck could indeed be reviewed as a potential **add-on** to the core deck.

However, the review (and approval) would presume that the **complete expanded deck would be presented.**



If further personalization is required to account for variability in time constraints, you may wish to separate the expanded deck into **several smaller decks.**

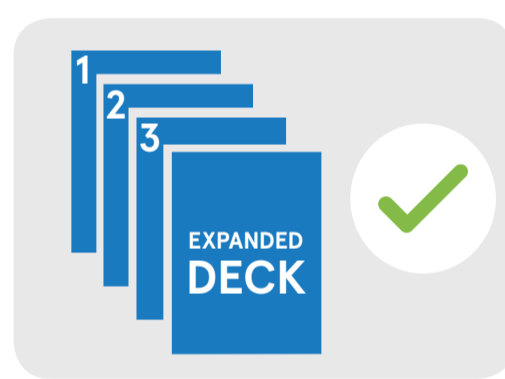
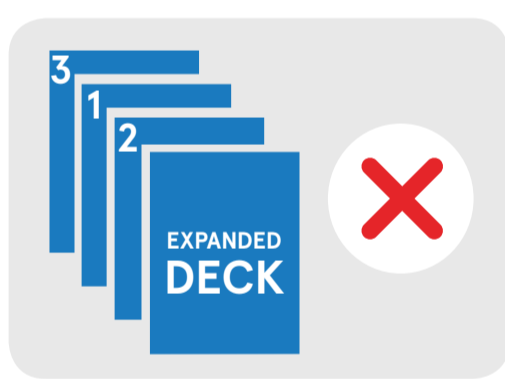


Each expanded deck will be reviewed as a **separate submission file** with the understanding that it will **always be presented after the core deck.**

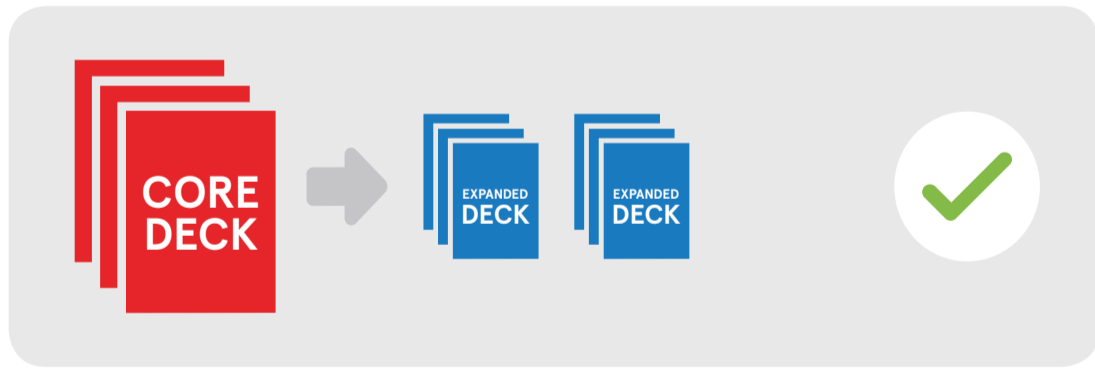
This ensures that any element used in the expanded decks will be accompanied by the required copy-specific **balance, quantification** and/or **qualification**. It also means that standard **fair balance** elements **need not be duplicated** in each extended deck.



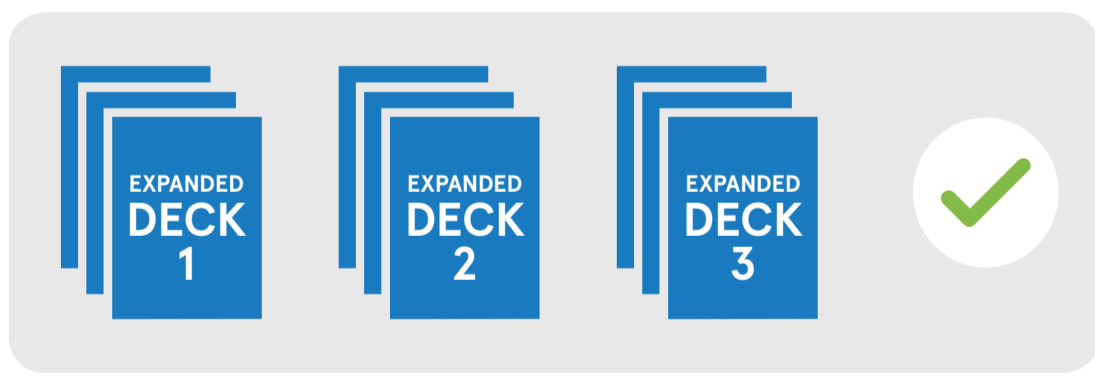
An expanded deck should be intended for full presentation from **beginning to end** with all **pages used in the same order** in which they were approved.



The client/rep is free to include **as many** or **as few** of the expanded decks as time permits.



Each expanded deck should be **separate** and have **distinct segments.**



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