# NFTHD #50: How long do we have to correct content?

In this Notes from the Help Desk, we answer a question about timeframes related to correcting content. Specifically, what is considered a reasonable timeframe to ensure your content is accurate and current?

There are a number of scenarios where this arises, mainly though being Product Information that changes, and also potentially a change in company name or address. In the case of a change to the PI, what timeframes are reasonable to have current materials out of the field, and potentially replaced?

The Code expects companies to "be responsible for providing current, accurate, balanced, and scientifically valid information on products to support their appropriate use". On this basis, companies need to regularly review their material, including links or QR codes to the PI, and where necessary, update them in a timely manner. But what is timely? As our principles-based Code empowers you to make good judgement calls, we suggest you make that decision.

Ultimately it's up to your company to decide what you believe is timely, whilst also practical and realistic. Have a documented action plan that identifies all the pieces that need updating, and timeframes associated with each. Prioritise them according to their importance, reach and impact. The timeframes associated with a physical company address are probably going to be more elastic than the timeframes used in correcting prescribing information, for example. Progress through this list steadily and timely. Put yourself in a position where you can demonstrate how you are ensuring your materials remain accurate and current.

And after reading this article, if you really still need an example of an acceptable timeframe, then perhaps a 3 month timeframe to correct prescribing information and a 12-month timeframe to update company details such as physical address. But, this is just a suggestion.