

Centralised clinical content is important to General Practitioners to enhance their consultation with patients¹



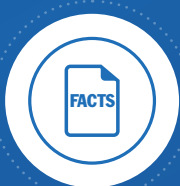
70% of General Practitioners are using the Augmented Reality capability to access digital clinical resources⁴



The patient education section of their Desk Set provides access to disease specific models to use in the patient consultation



Include your product mechanism of action, KOL speaker presentations and how-to-use videos



Provide access to your product leave behinds, dosage cards, PBS criteria, patient booklets and clinical papers



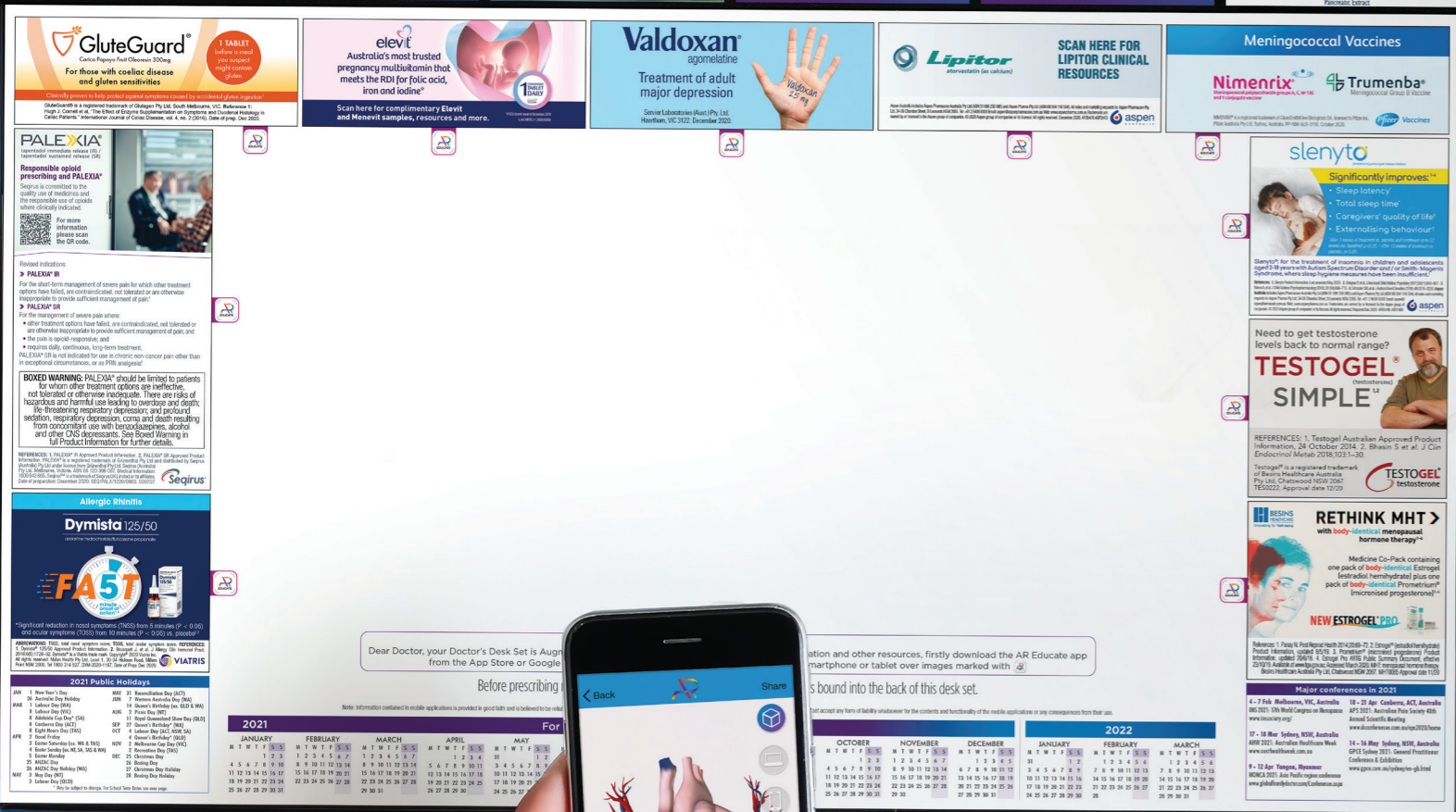
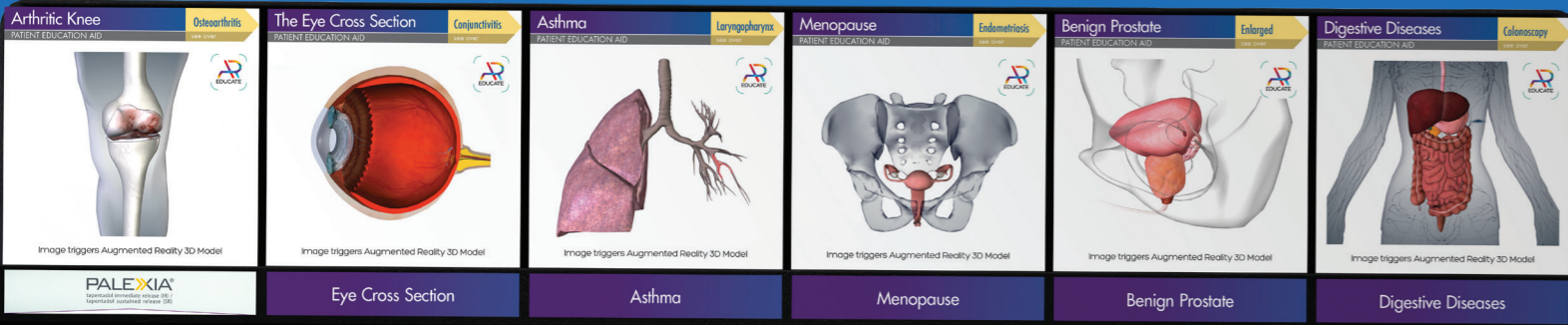
Link through to your product, company, patient support and educational event websites



Provide access to brand specific, disease and sponsored apps



Link through to the TGA to access your Product Information and Consumer Medicines Information



Augmented Reality Revolutionising General Practitioner's Desk Sets



Wide reach to 6,964 General Practitioners



High brand visibility to General Practitioners



Reinforce your brand's key selling messages



Empower your brand with AR technology



Promote your patient education or digital resources



Include your current promotional materials

'The convenience and content of my doctor's desk set is important for me. There is a commendable depth of patient materials, all simple and quick to retrieve at any time.'

GP, Hornsby Medical Practice, Hornsby, NSW²

6,964 General Practitioners use their AR Empowered Desk Set every year³



Book your positions in the 2022 General Practitioner's Desk Sets



Booking deadline 12th November 2021



Artwork & digital content deadline 10th December 2021



Distribution to 6,964 General Practitioners in January 2022



To reserve your positions in the 2022 General Practitioner's Desk Set & Patient Education Centre you can call or email Gavin Walsh



0451 081 291



gavin.walsh@princeton.com.au



For more information go to:
princeton.com.au/2022-adds/



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1. Mobile Medics Survey 2021 (data collected from 746 Australian clinicians, including 364 General Practitioners). 2. Desk Sets Doctor Feedback Cards – Review May 2021. 3. Princeton ZoHo Doctor Database – Jan 2021. 4. Augmented Reality Desk Sets Analytics Report – July 2021 (data collected from 11,146 Australian Doctors who have a Desk Set and downloaded the AR Educate App, including 5,498 General Practitioners)