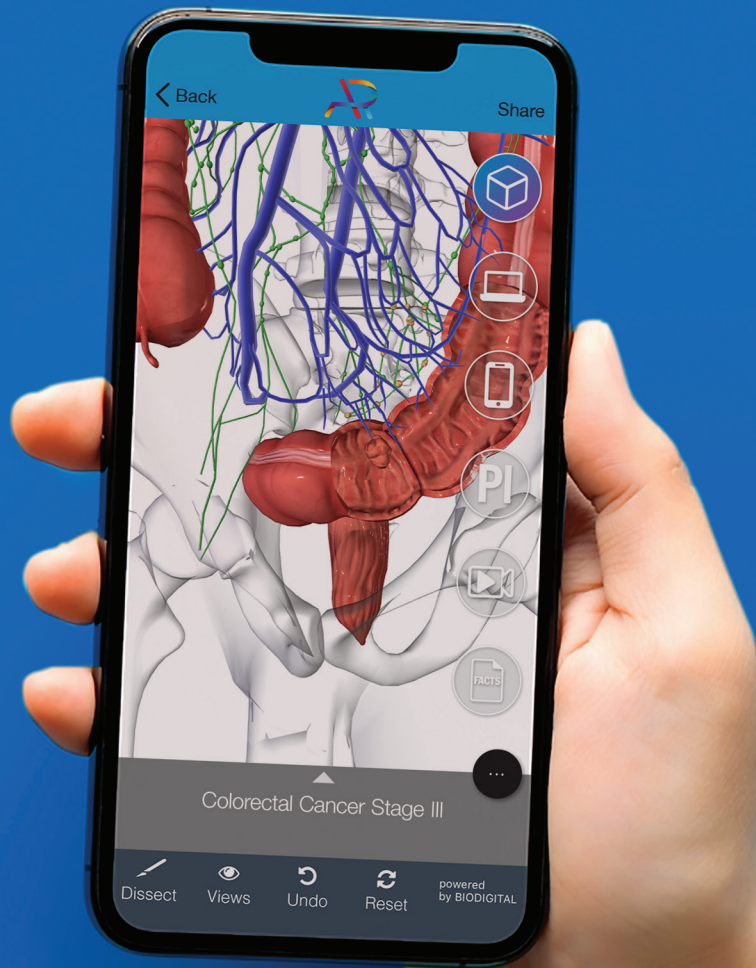




# Centralised clinical content is important to Oncologists to enhance their consultation with patients<sup>1</sup>



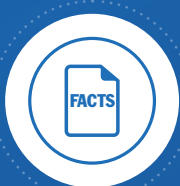
# 82% of Oncologists are using the Augmented Reality capability to access digital clinical resources<sup>4</sup>



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 Oncologist's Desk Sets



Wide reach to  
468 Oncologists



High brand visibility  
to Oncologists



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

*'Thanks for my Oncologist's desk set. Your review of the digital and printed patient education resources has produced many useful new pieces for me.'*

Oncologist, John Flynn Hospital, Tugun, QLD<sup>2</sup>

# 468 Oncologists use their AR Empowered Desk Set every year<sup>3</sup>



# Book your positions in the 2022 Oncologist's Desk Sets



Booking deadline 12th November 2021



Artwork & digital content deadline 10th December 2021



Distribution to 468 Oncologists in January 2022



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



0451 081 291



[gavin.walsh@princeton.com.au](mailto:gavin.walsh@princeton.com.au)



For more information go to:  
[princeton.com.au/2022-onds/](http://princeton.com.au/2022-onds/)



1. Mobile Medics Survey 2021 (data collected from 746 Australian clinicians, including 28 Oncologists). 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 411 Oncologists)