




General Practitioners are regularly using their AR empowered Desk Set to access digital tools & resources to effectively manage patient care^{1,2}

The Australian DOCTOR'S DESK SET & Patient Education Centre




Exclusive access to specialist insights and helpful resources supporting management of your AF patients







Helping your patients to achieve their LDL-C targets*



Smoking shouldn't be a life sentence for your patients!



For patients with T2D. make it simple.™



Australia's most trusted pregnancy vitamin brand™, supported by 21 clinical studies



Ryaltris® OLOPATADINE HYDROCHLORIDE + MOMETASONE FURICATE MONOHYDRATE

Combination NASAL SPRAY

to treat the symptoms of allergic rhinitis + rhinoconjunctivitis in patients ≥12 years*

Reference: 1. Ryaltris Approved Product Information. Ryaltris® is a registered trademark of Glenmark Specialty SA, Sydney, Australia. P/B 116, Melbourne, Victoria, Australia. ANZ 441 120 296 097. Medical Information: 000 442 865. Date of preparation: November 2021. ANZ 441A-21-05A/ 2020563.



Switch to the **longest-acting** testosterone replacement therapy^{1,2,4}

REANDRON 1000 Testosterone Undecanoate

- The longest-acting testosterone formulation, lasting for up to 14 weeks^{2,3}
- Maintains sufficient, stable testosterone levels^{2,4}
- May facilitate compliance^{2,3}
- No risk of testosterone transfer to partners, family members or friends, unlike gel formulations^{2,4}

Reference: 1. Schaber M et al. J Clin Endocrinol Metab 2004;89:5429-34. 2. Yang B et al. Med J Aust 2015;202:228-33. 3. Bayer Australia Ltd. Reandron® 1000 Product Information, July 2017. 4. Morita A et al. The Aging Male 2008;11:271-27. 5. Hackett G. The Age Unit 2018;147:40. 6. Nakata S et al. J Endocrinol Invest 2015;38:144-46. *Prescription medicine of the Bayer Group, Germany. Bayer Australia Ltd. ANZ 02 800 228 714. 875 Pacific Highway Pyrmont NSW 2073 P/B NEB AU-0362-1 December 2020.



BREAK THROUGH ALLERGIC RHINITIS WITH DUAL ACTION DYMISTA™


Asthma 120µg/200µg Propiprednol 50µg

Dymista 125/50

Reference: 1. Dymista® 125/50 Approved Product Information. Dymista® is a Viatris trademark. Copyright © 2021 Viatris Inc. All rights reserved. Viatris Pty Ltd ABN 79 001 668 777. Level 1, 25-24 Wilson Road, Epping, NSW 2009. Tel: 8100 314 532. P/B# 2021 0878. BN 18A0020900 AD. Date Prepared October 2021.

2022 Public Holidays

JAN 1	New Year's Day	MAY 2	May Day (NT)
3	New Year Holiday	28	Reconciliation Day (ACT)
26	Australia Day	JUN 4	Western Australia Day (WA)
MAR 7	Labour Day (WA)	13	Queen's Birthday (ex. QLD & WA)
14	Adelaide Cup Day (SA)	10	Elko Workday (QLD, Brisbane only)
14	Labour Day (ACT)	24	Queen's Birthday (WA)
14	Eight Hours Day (TAS)	OCT 3	Labour Day (ACT, NSW, SA)
14	Labour Day (VIC)	NOV 1	Queen's Birthday (QLD)
APR 15	Good Friday	NOV 1	Melbourne Cup Day (VIC)
17	Easter Sunday (ACT, NSW, QLD & VIC)	DEC 25	Christmas Day
18	Easter Monday	26	Boxing Day (ex. SA)
19	Easter Tuesday (TAS)	26	Proclamation Day (SA)
25	ANZAC Day	27	Christmas Day Holiday (ex. SA)
MAY 2	Labour Day (QLD)	27	Proclamation Day Holiday (SA)

Dear Doctor, your Doctor's Desk Set is Augmented Reality (AR) empowered. To access patient education and other resources, firstly download the AR Educate app from the App Store or Google Play and enter the passcode: **healthy** Then hover your smartphone or tablet over images marked with 

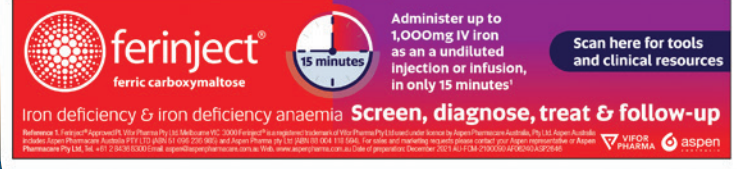
Before prescribing review Minimum Product Information and PBS/NPSI status bound into the back of this desk set.

Published by Princeton Health Pty Limited

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2022 For orders/refills go to princeton.com.au

Month	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days														
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ferinject® ferric carboxymaltose

Administer up to 1,000mg IV iron as an undiluted injection or infusion, in only 15 minutes!

Scan here for tools and clinical resources

Iron deficiency & iron deficiency anaemia **Screen, diagnose, treat & follow-up**

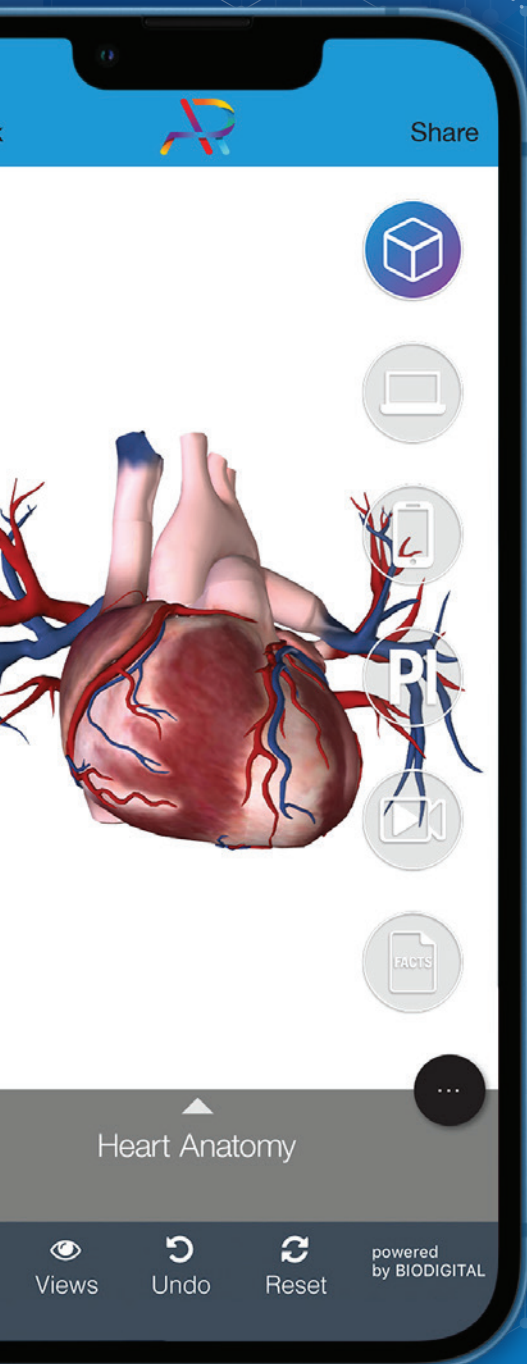
Reference: 1. ferinject® Approved Product Information. ferinject® is a Viatris trademark. Copyright © 2021 Viatris Inc. All rights reserved. Viatris Pty Ltd ABN 79 001 668 777. Level 1, 25-24 Wilson Road, Epping, NSW 2009. Tel: 8100 314 532. P/B# 2021 0878. BN 18A0020900 AD. Date Prepared October 2021.



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What digital resources can you link to your product advertisements in the General Practitioner's Desk Sets?



3D Models

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



Videos

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



Facts

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



Websites

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



Apps

Provide access to brand specific, disease and sponsored apps



Product Information

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

7,216 General Practitioners requested an AR Empowered Desk Set to be sent to them this year³

"The range and quality of the anatomical models is impressive and I find them easy to use with patients. I am using them more and more frequently."

General Practitioner, Thornbury, VIC

The image displays a comprehensive set of medical educational materials. At the top, there are several 'Patient Education Aids' (PEAs) for various conditions: Arthritic Knee, Osteoarthritis, The Eye Cross Section, Conjunctivitis, Asthma, Laryngopharynx, Menopause, Endometriosis, Benign Prostate, Enlarged, and Digestive Diseases. Each PEA includes a 3D anatomical model and a QR code for AR access. Below these are more PEAs for My Doctor recommends (Maltofer), Heart Anatomy, Atherosclerosis (RESPIMAT), Skin Tissue Detail, Eczema/Gl, Type 2 Diabetes, and Enteroporus. A 'What's your gut telling you?' section features a 'THINK PEI' logo and a list of symptoms: Stomach pain, Diarrhoea, Fatigue, Smelly, oily stools, and Unexpected weight loss. The bottom section contains numerous pharmaceutical advertisements for products like Praxbind, Lipitor, ZYBAN SR, Trajenta, elevel, Xarelto, Ryaltris, REANDRON 1000, DYMISTA, ferinj, and slenyto. A central image shows a person's hands holding a smartphone displaying a 3D heart model, with a stethoscope and a green pen resting on the desk set.

Augmented Reality Revolutionising General Practitioner's Desk Sets



Wide reach to 7,216 General Practitioners



Include your current promotional materials



High brand visibility to General Practitioners



Promote your patient education or digital resources

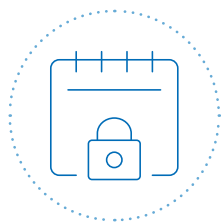


Reinforce your brand's key selling messages



Empower your brand with AR technology

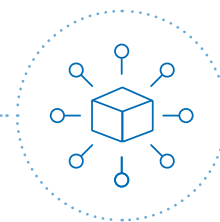
Book your positions in the 2023 General Practitioner's Desk Sets



Booking deadline
31st October 2022



Artwork & digital
content deadline
30th November 2022



Distributed to 7,216
General Practitioners
in January 2023



How to reserve your positions

To reserve your positions in the 2023 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/2023-adds/