

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

The Australian ALLERGIST'S DESK SET & Patient Education Centre



Step up to Brimica Genuair for symptomatic COPD patients¹⁻³

- 2 active ingredients¹
- 2 daily doses¹
- 2 step device⁴

References: 1. Brimica Genuair Approved Product Information, May 2015. 2. Yang J et al. The COPD-3 Plus Australian and New Zealand Guidelines for the management of Chronic Obstructive Pulmonary Disease 2016, Version 2.0, June 2016. 3. Stepwise Management of Stable COPD, February 2016, Available online: http://lungfoundation.com.au/wp-content/uploads/2014/02/2016-Stepwise-Management-of-COPD_0216_WEB.pdf. Accessed 15/09/16. 4. Brimica Genuair Consumer Medicine Information, April 2015. A Menarini Australia Pty Ltd, Level 6, 67 Albert Avenue, Cheshamwood NSW 2057. Tel: 1800 644 542. ABN 62 116 935 758. BR-AL-0623, New 2016, DH, MEN0037.



LUNG LEARNING .com.au

AN AUSTRALIAN SITE FOR RESPIRATORY INFORMATION, TOOLS, EDUCATION, NEWS AND PATIENT RESOURCES.



Respiratory tools



Continuing professional development



Patient resources



Healthcare professional resources

Boehringer Ingelheim Pty Ltd, ABN 62 000 452 308, 76 Waterloo Road, North Ryde, NSW 2113. AUS/SPO-161412. McCann Health 10667847, DECEMBER 2016.



BREAK THROUGH ALLERGIC RHINITIS WITH DUAL ACTION DYMISTA

Reference: 1. Dymista® 125/50 Approved Product Information. Dymista® is a Viatris trademark. Copyright © 2021 Viatris Inc. All rights reserved. Viatris Pty Ltd, ABN 75 401 408 771, Level 1, 30-34 Hickson Road, Milson Point NSW 2000. Tel: 1800 314 527. DYN-2021-0878, DR, WA00269000 RP. Data Prepared October 2021.

Ryaltris®

COMBINATION NASAL SPRAY

to treat the symptoms of allergic rhinitis + rhinoconjunctivitis in patients ≥12 years¹

Reference: 1. Ryaltris Approved Product Information. Ryaltris® is a registered trademark of Shionogi. Shionogi SA, Saronno (Varese) Italy. Shionogi Pty Ltd, Melbourne, Victoria, Australia. A20161612-102-001-001. Information prepared: 10/01/2016. Date of preparation: November 2021. ANZ/RVAL-21-0947, 200563.

2022 Public Holidays

JAN 1	New Year's Day	MAR 2	Good Friday
3	New Year Holiday	30	Resurrection Day (ACT)
26	Australia Day	JUN 4	Western Australia Day (WA)
7	Labour Day (NSW)	13	Queen's Birthday (VIC, QLD & WA)
14	Adelaide Cup Day (SA)	AUG 10	Elke Wednesday (QLD, Brisbane only)
14	Canberra Day (ACT)	26	Queen's Birthday (WA)
14	Eight Hours Day (TAS)	3	Labour Day (ACT, NSW, SA)
14	Labour Day (VIC)	3	Queen's Birthday (QLD)
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 (VIC, SA)
19	Easter Tuesday (TAS)	26	Proclamation Day (SA)
25	ANZAC Day	27	Christmas Day Holiday (VIC, 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, first download the AR Educate App Store or Google Play and enter the passcode: **air** for Respiratory Physician or **pollen** for Allergist. Then hover your smartphone or tablet over images marked

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

Published by Princeton Health Pty Limited

Note: Information contained in mobile applications is provided in good faith and is believed to be reliable and accurate, however, neither Princeton Health Pty Ltd nor any persons involved in the preparation of this desk set accept any form of liability whatsoever for the contents and functionality of the mobile applications.

For orders/refills go to princeton.com.au

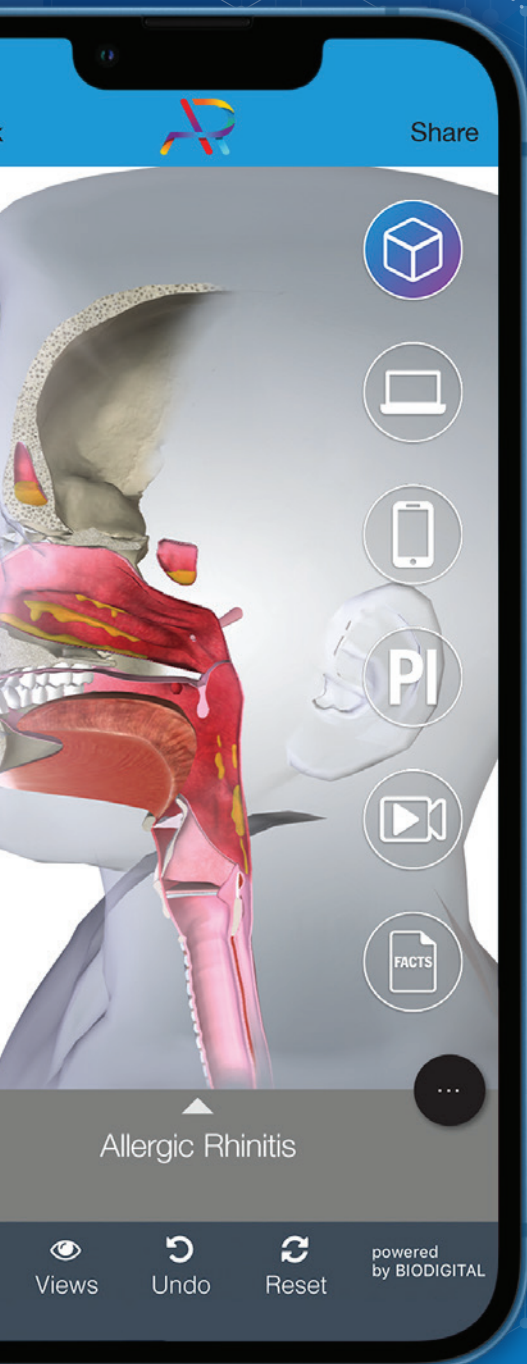
2022	January	February	March	April	May	June	July	August	September	October	November	December
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What digital resources can you link to your product advertisements in the Allergist's Desk Sets?



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

73 Allergists requested an AR Empowered Desk Set to be sent to them this year³

"Thank you for sending me the new Allergist's desk set with specific patient counselling aids. It has been very useful for taking notes & to counsel my patients."

Allergist, Darlinghurst, NSW

The AR Empowered Desk Set includes the following educational cards:

- Cystic Fibrosis in Lungs** (Cystic Fibrosis)
- Pneumonia / SARS** (Pneumonia & SARS)
- Lung Cancer Stage 2** (Stage 3)
- Lung Cancer Stage 4** (Doctor's Notes)
- COPD** (Doctor's Notes)
- Pulmonary Embolism** (Doctor's Notes)
- Sleep Apnoea** (Doctor's Notes)
- COVID-19 Virus Structure** (Symptoms)
- Pulmonary Circulation** (PAH)
- Effects of Smoking on The Lungs** (Doctor's Notes)
- Asthma** (Doctor's Notes)
- Allergic Rhinitis** (Doctor's Notes)

Additional materials include:

- Medication Promotions:** Brimica Genuair for symptomatic COPD patients, Breтары Genuair for symptomatic COPD patients, Acarizax (American House Dust Mite Extract) for allergic rhinitis, and Spiolto (SGLA2/3 Inhibitor) for COPD.
- AR App Interface:** A smartphone displaying an AR model of the respiratory system with labels for the nose, throat, and lungs.
- Medical Tools:** A green pen and a stethoscope are shown resting on the desk set.
- Reference Materials:** A 2022 Public Holidays calendar and a 2022 calendar grid.

Augmented Reality Revolutionising Allergist's Desk Sets



Wide reach to
73 Allergists



Include your current
promotional materials



High brand visibility
to Allergists



Promote your
patient education
or digital resources



Reinforce your brand's
key selling messages



Empower your brand
with AR technology

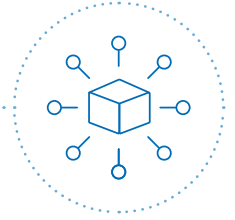
Book your positions in the 2023 Allergist's Desk Sets



Booking deadline
31st October 2022



Artwork & digital
content deadline
30th November 2022



Distributed to
73 Allergists
in January 2023



How to reserve your positions

To reserve your positions in the 2023 Allergist'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-alds/