

# Endocrinologists are regularly using their AR empowered Desk Set to access digital tools & resources to effectively manage patient care<sup>1,2</sup>

## The Australian ENDOCRINOLOGIST'S DESK SET & Patient Education Centre

**evidence**  
VAGINAL MICRONISED PROGESTERONE FOR LUTAL PHASE SUPPORT IN ART CYCLES

**UTROGESTAN**  
micronised progesterone

Find more evidence at [www.besins-healthcare.com.au/evidence](http://www.besins-healthcare.com.au/evidence)

Reference: 1. Utrogestan<sup>®</sup> (micronised progesterone) Product Information, updated 13 November 2019. Utrogestan<sup>®</sup> is a registered trademark of Besins Healthcare. Besins Healthcare Australia Pty Ltd, Chatswood NSW 2067. UTR-1012 Sep 2021.

**BESINS HEALTHCARE**  
Innovating for Well-being

**GUIDELINE-RECOMMENDED MHT\***  
\*for women with an intact uterus

Transdermal estrogen ✓ + micronised progesterone ✓

**ESTROGEL PRO**  
MEDICINE CO-PACK CONTAINING ONE PACK OF ESTROGEL (ESTRADIOL HEMIHYDRATE) AND ONE PACK OF PROMETRIUM (MICRONISED PROGESTERONE)

References: 1. The 2017 hormone therapy position statement of The North American Menopause Society. Menopause 2017;24(7):728-753. 2. Cobin RH et al. Endocr Pract 2017;23(6):696-698. 3. Sabor RJ et al. Climacteric 2014;16(1):101-107. 4. The Royal Australian and New Zealand College of Obstetricians and Gynaecologists. Menopausal Hormone Therapy Advice, 6-9th Ed. Available at: <http://www.ranzcog.edu.au> Accessed April 2021. 5. Estrogel<sup>®</sup> (estradiol hemihydrate) Product Information, updated 06 May 2019. 6. Prometrium<sup>®</sup> (micronised progesterone) Product Information, updated 20 June 2016. 7. Estrogel Pro MHTG Public Summary Document, effective 23 October 2019. Available at [www.tga.gov.au](http://www.tga.gov.au). Accessed April 2021. Besins Healthcare Australia Pty Ltd, NSW 48 164 882 062, Suite 102, 11 Bello St, Chatswood NSW 2067. Office phone 1800 9554 2473. For medical information call 1800 BESINS (227 4671). [www.besins-healthcare.com.au](http://www.besins-healthcare.com.au) EPR-1234 Oct 2021.

**BESINS HEALTHCARE**  
Innovating for Well-being

Need to get testosterone levels back to normal range?<sup>1</sup>

**TESTOGEL**  
testosterone

Before prescribing review Product Information in the back of this Desk Set

REFERENCE: 1. Testogel Australian Approved Product Information, 24 October 2014. Testogel<sup>®</sup> is a registered trademark of Besins Healthcare Australia Pty Ltd, Chatswood NSW 2067. TE50204. Approval date April 2021.

**RETHINK MHT**  
with body-identical menopausal hormone therapy<sup>1-4</sup>

**NEW ESTROGEL PRO**

Medicine Co-Pack containing one pack of body-identical Estrogel (estradiol hemihydrate) plus one pack of body-identical Prometrium<sup>®</sup> (micronised progesterone)<sup>1-4</sup>

References: 1. Paray N. Post Reprod Health 2014;20:69-72. 2. Estrogel<sup>®</sup> (estradiol hemihydrate) Product Information, updated 05/19. 3. Prometrium<sup>®</sup> (micronised progesterone) Product Information, updated 20/16. 4. Estrogel Pro MHTG Public Summary Document, effective 23/10/19. Available at [www.tga.gov.au](http://www.tga.gov.au). Accessed March 2020. MHTC: menopausal hormone therapy. Besins Healthcare Australia Pty Ltd, Chatswood NSW 2067. MHT0006 Approval date 11/20

**2022 Public Holidays**

JAN 1	New Year's Day	MAR 2	Good Friday
JAN 3	New Year Holiday	MAR 3	Monday (A/C)
MAR 7	Labour Day (NSW)	JUN 6	Western Australia Day (WA)
14	Adelaide Cup Day (SA)	13	Queen's Birthday (QLD & WA)
14	Canberra Day (ACT)	10	Elke Wednesday (QLD, Brisbane only)
14	Eight Hours Day (TAS)	26	Queen's Birthday (WA)
14	Labour Day (VIC)	OCT 3	Labour Day (ACT, NSW, SA)
17	Easter Sunday (ACT, NSW, QLD & VIC)	3	Queen's Birthday (QLD)
18	Easter Monday	NOV 1	Melbourne Cup Day (VIC)
19	Easter Tuesday (TAS)	DEC 25	Christmas Day
25	ANZAC Day	26	Boxing Day (ex. SA)
MAY 2	Labour Day (QLD)	26	Proclamation Day (SA)
		27	Christmas Day Holiday (ex. SA)
		27	Proclamation Day Holiday (SA)

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

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

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For orders/refills go to [princeton.com.au](http://princeton.com.au)

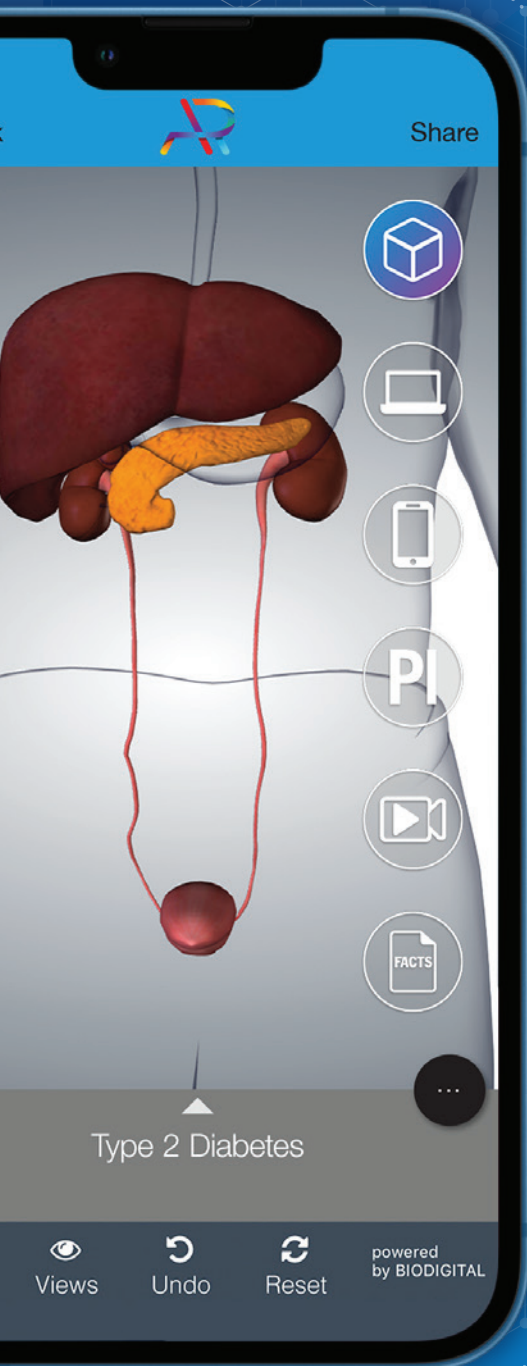
2022	January	February	March	April	May	June	July	August	September	October	November	December
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# What digital resources can you link to your product advertisements in the Endocrinologist's Desk Sets?



## 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



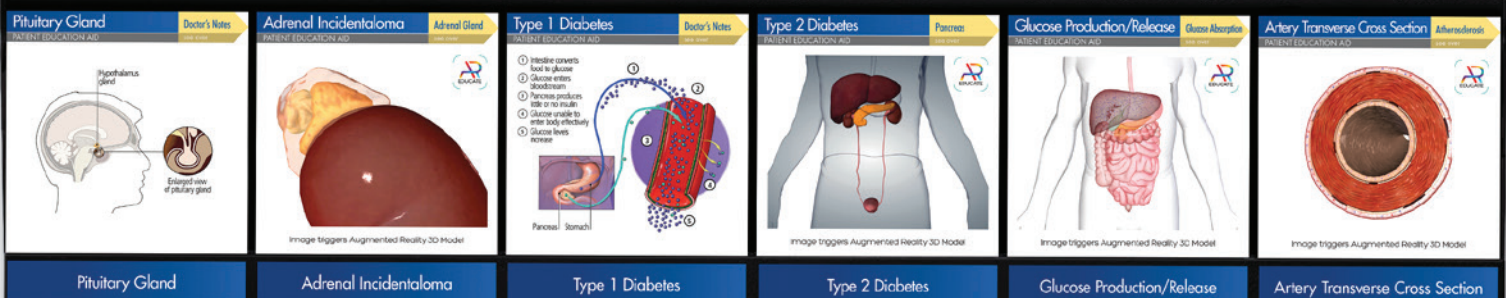
## Product Information

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

# 412 Endocrinologists requested an AR Empowered Desk Set to be sent to them this year<sup>3</sup>

*“The new patient materials in your 2022 Endocrinologist’s desk set have made it very useful for me. I have some suggestions for you to continue the process of adding new 3D models. Happy to discuss with you if you wish.”*

Endocrinologist, Mt Gravatt, Qld



# Augmented Reality Revolutionising Endocrinologist's Desk Sets



Wide reach to  
412 Endocrinologists



Include your current  
promotional materials



High brand visibility  
to Endocrinologists



Promote your  
patient education  
or digital resources

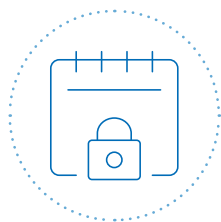


Reinforce your brand's  
key selling messages



Empower your brand  
with AR technology

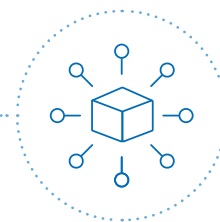
# Book your positions in the 2023 Endocrinologist's Desk Sets



Booking deadline  
31st October 2022



Artwork & digital  
content deadline  
30th November 2022



Distributed to  
412 Endocrinologists  
in January 2023



## How to reserve your positions

To reserve your positions in the 2023 Endocrinologist'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/2023-ends/](https://princeton.com.au/2023-ends/)