

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

The Australian

## GASTROENTEROLOGIST'S DESK SET & Patient Education Centre

### Salofalk® 3g Granules OD<sup>1</sup>

(Mesalazine)

Dual action release Salofalk® 3g Granules for the treatment of ulcerative colitis:<sup>1</sup>  
• Dual release formulation to allow continuous and prolonged release of mesalazine throughout the entire colon<sup>2</sup>

- Optimal dose in inducing remission<sup>3</sup>
- High clinical and endoscopic remission rates<sup>1,2,3</sup>
- Well tolerated<sup>2,3</sup>

OD once daily. References: 1. Salofalk® Granules Product Information, December 2020. 2. Kruis et al. Once daily versus three times daily mesalazine granules in active ulcerative colitis: a double-blind, double-dummy, randomised, non-inferiority trial. Gut 2009;58:233-240. 3. Kruis et al. The Optimal Dose of 5-Aminosalicylic Acid in Active Ulcerative Colitis: A Dose-Finding Study With Newly Developed Mesalazine. CLINICAL GASTROENTEROLOGY AND HEPATOLOGY 2003;1:36-43. Dr Falk Pharma Australia Pty Ltd, Level 10, 615 Pacific Highway, Outwood NSW 2067. Tel: 1800 373 255. Salofalk® is a registered trademark of Dr. Falk Pharma GmbH. Date of preparation: November 2021. DPRED2021.570V

Not actual size



Scan here to access Salofalk® granules starter packs, order resources and more

### THE FIRST ORAL JAK INHIBITOR APPROVED FOR UC<sup>1</sup>

For adults with moderate-to-severe UC who require treatment beyond conventional or biological therapies<sup>1</sup>

- **Rapid<sup>1</sup> onset of action<sup>2</sup>**  
Improvement in partial Mayo score at week 2 from baseline with XELJANZ 10 mg BID compared with placebo ( $p < 0.001$ ).<sup>1</sup>
- **Maintain remission with no rectal bleeding<sup>1,2</sup>**  
Remission rates of 34% and 41% with XELJANZ 5 mg and 10 mg BID, respectively, at 52 weeks with a rectal bleeding subscore of zero ( $p < 0.001$ ).<sup>1</sup>
- **Sustained steroid-free remission<sup>1,2</sup>**  
Among those in remission at week 8 (baseline), 35% and 47% of patients taking XELJANZ 5 mg and 10 mg BID, respectively, (vs 5% on placebo) maintained remission without treatment with steroids at weeks 24 and 52 ( $p < 0.001$  for both comparisons).<sup>1</sup>

Abbreviations: BID, twice daily; JAK, Janus kinase; UC, ulcerative colitis.  
References: 1. XELJANZ (tofacitinib) Approved Product Information. 2. Sandborn AB, et al. N Engl J Med 2017; 376:173-184 (and supp. appendix). © Pfizer Australia Pty Ltd, Sydney, Australia. Medical Information: 1800 675 278. PF-06951615-036, PF-06951615-037.



Scan the code for further resources on XELJANZ and to access the latest Product Information

XELJANZ<sup>®</sup>  
(tofacitinib citrate)  
Pfizer Australia Pty Ltd

**Hepatobiliary Specific MRI Contrast Agent<sup>1</sup>**

PBS Information: This product is not available on the PBS.

Refer to MBS Item #13354.5, 83456 & 83456 for Liver MRI criteria

**Primovist<sup>®</sup>**  
disodium gadoxetate

© 2021 Bayer Australia. All rights reserved. Bayer is a registered trademark of Bayer AG. All other trademarks are the property of their respective owners.

**A PHYSICAL BARRIER SCIENTIFICALLY PROVEN TO KEEP ACID IN THE STOMACH<sup>1,2</sup>**

**GAVISCON**

© Gaviscon is a registered trademark of Reckitt Benckiser Australia. 44 Vitar Road, Vitar, NSW 2114. References: 1. Chouin B. J Int Med Res 1990; 6(4): 300-2. 2. Lowe FC. GI Motility online 2006. Available at: www.gimotility.com/gimotility/content/brp/FullGimotility.html. Accessed 14/02/2013. 11/12.

Dear Doctor, your Gastroenterologist's Desk Set is Augmented Reality (AR) empowered. To access patient education and other resources, firstly download the from the App Store or Google Play and enter the passcode **digest** 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.

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 app.

2022 Public Holidays

JAN 1	New Year's Day	MAY 2	May Day (NT)
26	Australia Day	JUN 6	Reconciliation Day (ACT)
HAR 7	Labour Day (WA)	JUN 13	Western Australia Day (WA)
14	Adelaide Cup Day (SA)	AUG 10	Queen's Birthday (QLD & WA)
14	Canberra Day (ACT)	26	Queen's Birthday (WA)
14	Eight Hours Day (TAS)	3	Queen's Birthday (QLD)
14	Labour Day (VIC)	3	Queen's Birthday (VIC)
NOV 1	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 (SA)
25	Easter Sunday (TAS)	26	Proclamation Day (SA)
25	ANZAC Day	27	Christmas Day Holiday (SA)
MAY 2	Labour Day (QLD)	27	Proclamation Day Holiday (SA)

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

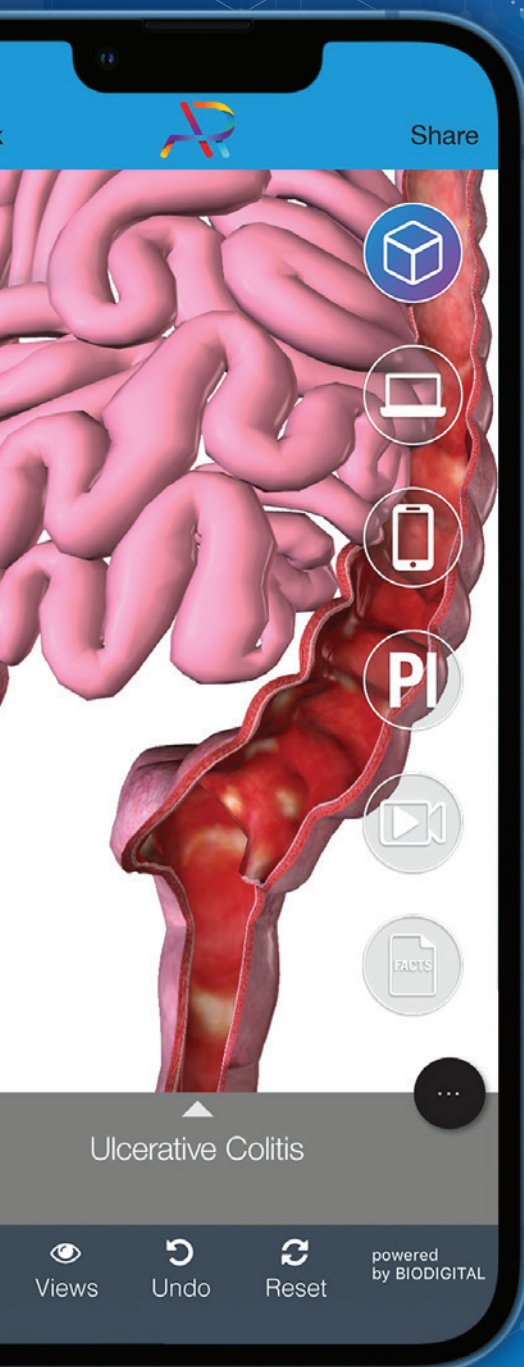
2022	January	February	March	April	May	June	July	August	September	October	November	December
	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
	31 1 2	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3	30 31 1	1 2 3 4 5	1 2 3	1 2 3 4 5 6 7	1 2 3 4	31 1 2	1 2 3 4 5 6	1 2 3
	3 4 5 6 7 8 9	7 8 9 10 11 12 13	7 8 9 10 11 12 13	4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10	8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10
	10 11 12 13 14 15 16	14 15 16 17 18 19 20	14 15 16 17 18 19 20	11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17	15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17
	17 18 19 20 21 22 23	21 22 23 24 25 26 27	21 22 23 24 25 26 27	18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24	22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24
	24 25 26 27 28 29 30	28	28 29 30 31	25 26 27 28 29 30	23 24 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31	29 30 31	26 27 28 29 30	24 25 26 27 28 29 30	28 29 30	26 27 28 29 30 31



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



# What digital resources can you link to your product advertisements in the Gastroenterologist'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



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

*"this has sat front and centre of my desk for twelve years. Congratulations, it keeps getting better."*

Gastroenterologist, Duncraig, WA



# Augmented Reality Revolutionising Gastroenterologist's Desk Sets



Wide reach to  
523 Gastroenterologists



High brand visibility to  
Gastroenterologists



Reinforce your brand's  
key selling messages



Empower your brand  
with AR technology



Include your current  
promotional materials

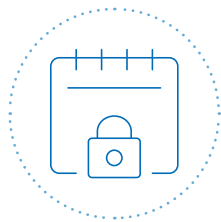


Promote your  
patient education  
or digital resources





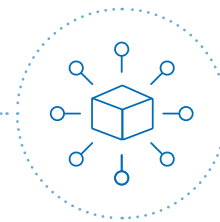
# Book your positions in the 2023 Gastroenterologist's Desk Sets



Booking deadline  
31st October 2022



Artwork & digital  
content deadline  
30th November 2022



Distributed to  
523 Gastroenterologists  
in January 2023



## How to reserve your positions

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