




Australian Doctors 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 targets¹



Smoking shouldn't be a life sentence for your patients!¹



For patients with T2D, make it simple.¹



Australia's most trusted pregnancy vitamin brand¹, 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 years¹

Reference: 1. Ryaltris Approved Product Information. Ryaltris® is a registered trademark of Glenmark Specialty SA, Geneva, Switzerland. P/L 116, Melbourne, Victoria, Australia. APN 441 120 296 097. Medical Information: 0800 642 865. Date of preparation: November 2021. ANZ-ARNA-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^{1,2}
- Maintains sufficient, stable testosterone levels^{3,4}
- May facilitate compliance^{3,5}
- No risk of testosterone transfer to partners, family members or friends, unlike gel formulations^{1,4}

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. Mirovic A et al. The Aging Male 2008;11:271-7. 5. Hackett G. The Age Unit 2018;147:40-8. Nataka S et al. J Pediatr Endocrinol Metab 2015;28:154-60. Reproduced with permission of the Bayer Group, Germany. Bayer Australia Ltd. ABN 52 000 228 714. 675 Pacific Highway, Pyrmont NSW 2015. PP-NEB-AU-0362-1 December 2020.




BREAK THROUGH ALLERGIC RHINITIS WITH DUAL ACTION DYMISTA™

Australia's 1st/2nd generation prescription spray

Reference: 1. Dymista® 125/50 Approved Product Information. Dymista® is a Viatris trademark. Copyright © 2021 Viatris Inc. All rights reserved. Viatris Pty Ltd ABN 79 001 668 771. Level 1, 25-24 Wilson Road, Epping, NSW 2009. Tel: 0100 314 532. PWA-2021-0878. BM 18A002990-00 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	Australian 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	Good Friday	24	Queen's Birthday (WA)
14	Easter Monday	27	Labour Day (ACT, NSW, SA)
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 (ACT)	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/NIP status bound into the back of this desk set.

Published by Princeton Health Pty Limited

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Administer up to 1,000mg IV iron as an undiluted injection or infusion, in only 15 minutes¹

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 79 001 668 771. Level 1, 25-24 Wilson Road, Epping, NSW 2009. Tel: 0100 314 532. PWA-2021-0878. BM 18A002990-00 AD. Date Prepared October 2021.

For orders/refills go to princeton.com.au

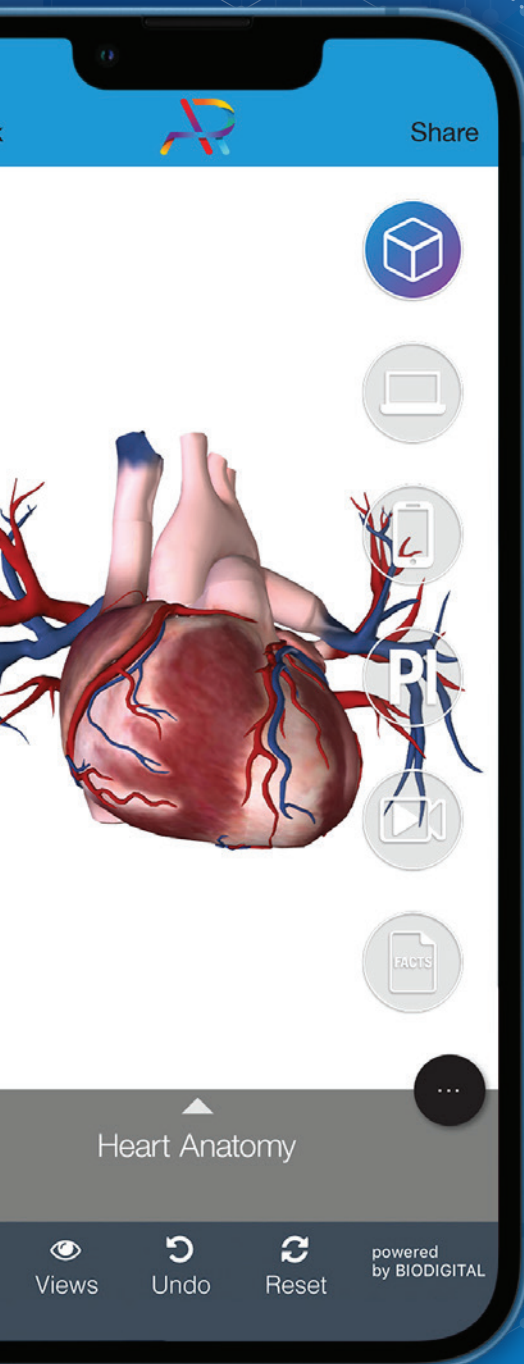
2022							For orders/refills go to princeton.com.au							2023											
January		February		March		April		May		June		January		February		March									
M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F	S		
31	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	5	6	31	1	2	3	4	5		
3	4	5	6	7	8	7	8	9	10	11	12	7	8	9	10	11	12	2	3	4	5	6	7		
10	11	12	13	14	15	14	15	16	17	18	19	11	12	13	14	15	16	9	10	11	12	13	14		
17	18	19	20	21	22	21	22	23	24	25	26	18	19	20	21	22	23	16	17	18	19	20	21		
24	25	26	27	28	29	28	29	30	31	25	26	27	28	29	30	23	24	25	26	27	28				
July		August		September		October		November		December		January		February		March									
M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F	S		
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4	5	6	7	8	9	8	9	10	11	12	13	5	6	7	8	9	10	7	8	9	10	11	12		
11	12	13	14	15	16	15	16	17	18	19	20	12	13	14	15	16	17	13	14	15	16	17	18		
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25	26	27	28	29	30	29	30	31	26	27	28	29	30	26	27	28	29	30	31	27	28	29	30	31	1



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



What digital resources can you link to your product advertisements in the Australian Doctor'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

14,475 Australian Doctors requested an AR Empowered Desk Set to be sent to them this year³

"Now that I'm used to the marvellous patient education resources being there, I find I am using them far more regularly. Because the desk set is conveniently located on my desk, it has become my main 'go to' when I need to explain anything to my patients."

Doctor, Woodcroft, NSW

The image shows a doctor's hands holding a smartphone that displays a 3D anatomical model of a heart. The phone is held over a desk set of patient education materials. A stethoscope and a green pen are also visible on the desk. The desk set consists of numerous cards and brochures for various medical conditions and products.

Top Row of Cards:

- Arthritic Knee (Image triggers Augmented Reality 3D Model)
- Osteoarthritis (Image triggers Augmented Reality 3D Model)
- The Eye Cross Section (Image triggers Augmented Reality 3D Model)
- Conjunctivitis (Image triggers Augmented Reality 3D Model)
- Asthma (Image triggers Augmented Reality 3D Model)
- Laryngopharynx (Image triggers Augmented Reality 3D Model)
- Menopause (Image triggers Augmented Reality 3D Model)
- Endometriosis (Image triggers Augmented Reality 3D Model)
- Benign Prostate (Image triggers Augmented Reality 3D Model)
- Enlarged (Image triggers Augmented Reality 3D Model)
- Digestive Diseases (Image triggers Augmented Reality 3D Model)
- Colonoscopy (Image triggers Augmented Reality 3D Model)

Second Row of Cards:

- My Doctor recommends: (Includes Maltofer Sprig 150 mL and Maltofer Tablets 30%)
- Heart Anatomy (Image triggers Augmented Reality 3D Model)
- Atherosclerosis (Image triggers Augmented Reality 3D Model)
- RESPIMAT (Image triggers Augmented Reality 3D Model)
- Skin Tissue Detail (Image triggers Augmented Reality 3D Model)
- Eczema/Git (Image triggers Augmented Reality 3D Model)
- Type 2 Diabetes (Image triggers Augmented Reality 3D Model)
- Estrogen (Image triggers Augmented Reality 3D Model)
- What's your gut telling you? (Includes Stomach pain, Diarrhoea, Fatigue, Smelly, oily stools, Unexpected weight loss, THINK PEI)

Third Row of Cards:

- Maltofer
- Heart Anatomy
- REUSABLE RESPIMAT
- Skin Tissue
- Type 2 Diabetes
- Creon

Bottom Section (Medicine Cards and Brochures):

- Proxaxa, Praxbind
- Lipitor
- ZYBAN SR
- Trajenta
- elevit
- Xarelto
- Ryaltis
- REANDRON 1000
- BREAK ALLERGIC REACTIONS WITH DUAL ACTION DYMISTA
- ferinje
- TESTOGEL testosterone
- THE NEW CONTRACEPTIVE PILL NEW SLINDA (drospirenone 4 mg)
- Ferro

Additional Elements:

- A green pen and a stethoscope are resting on the desk set.
- A calendar for the year 2023 is visible at the bottom.
- Text at the bottom: "For orders/refills go to princeton.com.au"

Augmented Reality Revolutionising Doctor's Desk Sets



Wide reach to
14,475 Doctors



Include your current
promotional materials



High brand visibility to
Australian Doctors



Promote your
patient education
or digital resources



Reinforce your brand's
key selling messages



Empower your brand
with AR technology

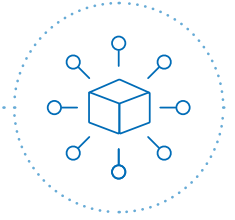
Book your positions in the 2023 Australian Doctor's Desk Sets



Booking deadline
31st October 2022



Artwork & digital
content deadline
30th November 2022



Distributed to
14,475 Doctors in
January 2023



How to reserve your positions

To reserve your positions in the 2023 Australian Doctor'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-ausdoc/