

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

The Australian

## HAEMATOLOGIST'S DESK SET & Patient Education Centre

Real-world evidence with IBRANCE® (palbociclib)  
Scan each image below to hear from your colleagues.



**Dr Adam Brusky**  
Emerging real world evidence (RWE) with palbociclib & implications for clinical practice



**Prof Sherene Loi**  
Unlocking the puzzle of resistance with CDK 4/6 inhibitors



Registered trademark, Pfizer Australia Pty Limited, Sydney, Australia.  
Pfizer Medical Information: 1800 675 229, PF2140, PF-IBR-AUS-0596, December 2021.

Helping you support patients with breakthrough cancer pain



Abstral prescribing support, titration calculator, tools, videos and other downloadable resources at:

**Abstral online**  
Sublingual Fentanyl Citrate Tablet

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A Menarini Australia Pty Ltd. Level 6, 67 Albert Avenue, Chateau NSW 2067. Tel: 1800 844 542, ABS-AU-1228, December 2021.

### ONCall

Resources for oncology education

across a broad range of cancer types and related topics ONCall for you.



Podcasts Videos Events

- Tailored information
- Up-to-date resources
- Peer-to-peer education

Scan this ad using the AR Educate app or visit [www.bms-oncall.com.au](http://www.bms-oncall.com.au)

Bristol Myers Squibb Australia Pty Ltd. ABN 53 004 333 302, 4 Nexus Court, Mulgrave, VIC 3170, T 056 40 2100570. Date of preparation: November 2021, BRMS-241763.

### STELLAR® EFFICACY<sup>1,2</sup> ADMINISTERED IN JUST 3-5 MINUTES<sup>3</sup>

78% FRR in disease progression or death with DARZALEX/Vd at first relapse (PFS DARZALEX/Vd vs Vd alone; median 27.0 vs 7.9 months; HR=0.22 (95% CI 0.15-0.32);  $p<0.0001$ , post-hoc analysis)



References: 1. Pantolis A et al. for the CASTOR Investigators. J Clin Oncol 2016;34:3751-3758. 2. Mittani B et al. Clin Lymphoma Myeloma Leuk 2020;20:509-518. 3. Oxford English Dictionary Online. Stellar. Available at: <https://www.oxforddictionaries.com/define/stellar> Accessed November 2021. 4. Mittani B et al. Clin Ther 2015;37:489-494. 5. Mittani B et al. Lancet Haematol 2020;2(12):e705-708. 6. DARZALEX® 500 Product Information, available at [www.janssen.com/australia/daicang](http://www.janssen.com/australia/daicang). © Janssen Pharmaceutica NV. All rights reserved. © Janssen Pharmaceutica NV. All rights reserved. All other trademarks are the property of their respective owners. Janssen Pharmaceutica NV. All rights reserved. All other trademarks are the property of their respective owners. Janssen Pharmaceutica NV. All rights reserved. All other trademarks are the property of their respective owners. Janssen Pharmaceutica NV. All rights reserved. All other trademarks are the property of their respective owners.

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 Store or Google Play and enter the passcode: **blood** for Haematologist or **compassion** for Oncologist. Then hover your smartphone or tablet over images

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

**TASIGNA® (nilotinib) delivers faster, deeper responses compared to Imatinib, providing better protection against disease-related progression<sup>1-5</sup>**



References: 1. Tasigna® Approved Product Information. 2. Hillier M et al. J Clin Oncol 2014;32(4):314-321. 3. Hochhaus A et al. Leukemia 2016;30:1046-1054. 4. Hughes TP et al. Blood 2014;123:5550-5557. 5. Hughes TP et al. Blood 2015; 124:2094. Novartis Pharmaceuticals Pty Limited, 54 Waterloo Road, Macquarie Park NSW 2113, ABN 18 004 264 180. P.O. Box 9025, 3555, For medical enquiries please contact 1800 671 200 ([globe.on](http://globe.on)) or email [pharma@novartis.com.au](mailto:pharma@novartis.com.au) (email). © Registered Trademark, AU-15046, NOVORG473, December 2020.



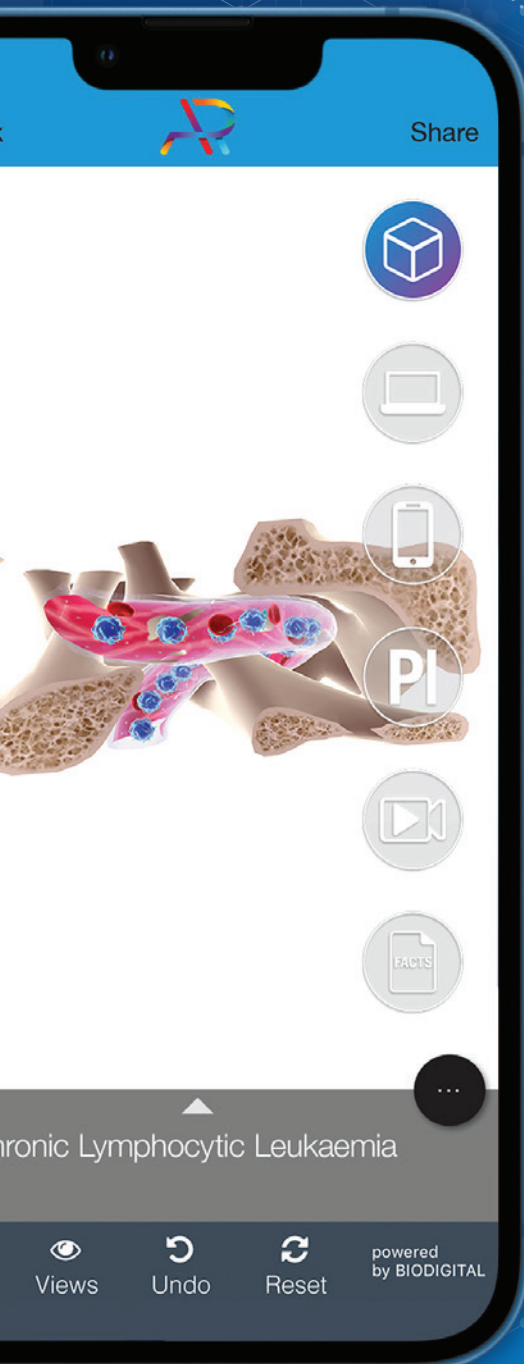
2022		For orders/refills go to <a href="http://princeton.com.au">princeton.com.au</a>												2023	
January	February	March	April	May	June	January									
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# What digital resources can you link to your product advertisements in the Haematologist's 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

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

*"Thanks again this year. It keeps getting stronger and more useful for my patient counselling. You have added a lot since last year. Congratulations."*

Haematologist, Gold Coast, Qld

The image displays a variety of AR Empowered Desk Set materials, including:

- Patient Education Aids (PEAs):**
  - Mammography
  - Acute Lymphocytic Leukaemia
  - Chronic Lymphocytic Leukaemia
  - Multiple Myeloma on the Spine
  - Non-Hodgkins Lymphoma
  - Metastatic Cancer
  - Breast Cancer
  - Lung Cancer Stage 2
  - Lymphatic System Female
  - Colon Cancer
- Promotional Cards:**
  - Imbruvica Patient Support Program
  - The Darzalex Support Services (We're here for you)
  - Abstral online (Abstral prescribing support, titration calculator, tools, videos and other downloadable resources)
  - JAKAVI (Could your MF patients reduce their symptom burden with JAKAVI)
  - ONCall (Resources for oncology education)
  - Stella ADAMV 3-5 mg
  - TASIGN (delivers faster, deeper response compared to Imatinib)
  - Revlarde (It's time to look beyond immunosuppression for sustained response)
- Smartphone:** A hand is holding a smartphone displaying the AR application interface for Chronic Lymphocytic Leukaemia, showing a 3D anatomical model of the spine.
- Other Elements:** A green pen, a stethoscope, and a calendar for 2023 are also visible on the desk.

# Augmented Reality Revolutionising Haematologist's Desk Sets



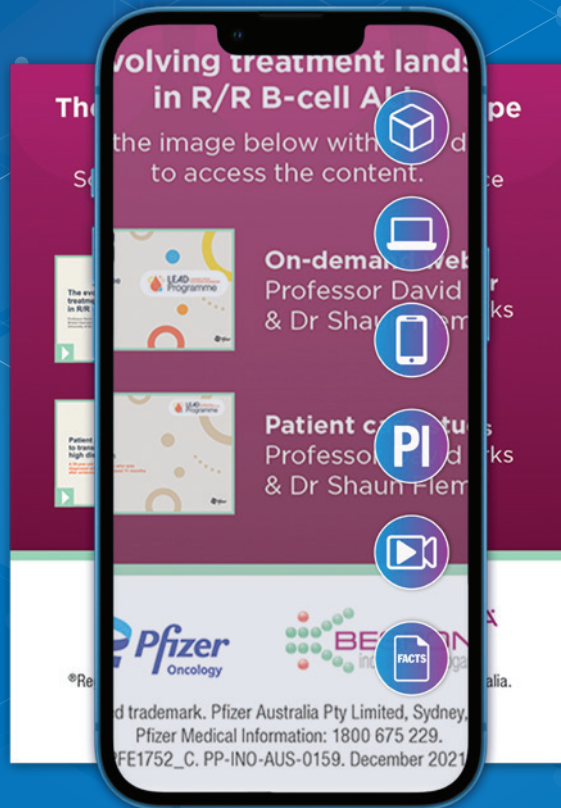
Wide reach to  
349 Haematologists



Include your current  
promotional materials



High brand visibility  
to Haematologists



Promote your  
patient education  
or digital resources



Reinforce your brand's  
key selling messages



Empower your brand  
with AR technology

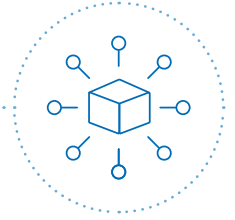
# Book your positions in the 2023 Haematologist's Desk Sets



Booking deadline  
31st October 2022



Artwork & digital  
content deadline  
30th November 2022



Distributed to  
349 Haematologists  
in January 2023



## How to reserve your positions

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