

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

The Australian NEPHROLOGIST'S DESK SET & Patient Education Centre



Your complex AF questions, answered by experts and other helpful resources
Supporting management of your AF patients



PERFORMANCE™



*CRESTOR 20 mg vs placebo reduced the risk of major CV events by 44%, p<0.00001 (in men >50 years and women >60 years with no previous CVD and with at least 2 CVD risk factors)^{1,2}
CVD, cardiovascular disease; CV, cardiovascular; 1. CRESTOR Approved Product Information, June 2011; 2. Ficker PM et al. *N Engl J Med* 2005; 359:2195-2207; Merck Australia Pty Ltd, Chesham NSW 2067. Phone 1800 644 542. Prepared: December 2021. CRE-AU-1800. CRE201301EMC

ariXTRA
fondaparinux

A ONCE-DAILY ANTICOAGULANT IS NOW APPROVED TO TREAT ACUTE CORONARY SYNDROME¹

UA/NSTEMI STEMI

References: 1. Arixtra Product Information. Last amended April 2020. Aspen Australia includes Aspen Pharmaceuticals Australia Pty Ltd ABN 51 096 220 960 and Aspen Pharmacy Pty Ltd ABN 58 004 131 584. All sales and marketing requests to Aspen Pharmaceuticals Pty Ltd, 34-36 Church Street, St Leonards NSW 2058. Tel: 401 2 8426 8300. Email: enquiries@aspenpharm.com.au Website: www.aspenpharm.com.au Trademarks are owned by or licensed to the Aspen group of companies ©2022 Aspen group of companies or its brands. All rights reserved. Prepared January 2022. AFS2021A0526

Gadovist*1.0 (gadobutrol)
Macrocyclic MRI contrast agent¹

Clear Direction. From Diagnosis to Care.

1. Australian Approved Product Information: 30 June 2021
Before prescribing, please refer to the Minimum Product Information and PMS status found on the back of this pack.
Aspen Australia ABN 51 096 220 960. PMS 1054. Prepared: December 2021.

2022 Public Holidays

JAN 1 New Year's Day	MAY 2 May Day (NT)
3 New Year Holiday	30 Reconciliation Day (ACT)
26 Australia Day	JUN 6 Western Australia Day (WA)
MAR 7 Labour Day (WA)	13 Queen's Birthday (VIC, QLD & WA)
14 Adelaide Cup Day (SA)	AUG 10 Duke of Edinburgh (QLD, Brisbane only)
14 Canberra Day (ACT)	26 Queen's Birthday (WA)
14 Eight Hours Day (TAS)	OCT 3 Labour Day (ACT, NSW, SA)
14 Labour Day (VIC)	3 Queen's Birthday (QLD)
APR 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, firstly download the AR Educate App Store or Google Play and enter the passcode: **heart** for Cardiology or **kidney** for Nephrology. Then hover your smartphone or tablet over images mar

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

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.

For orders/refills go to princeton.com.au

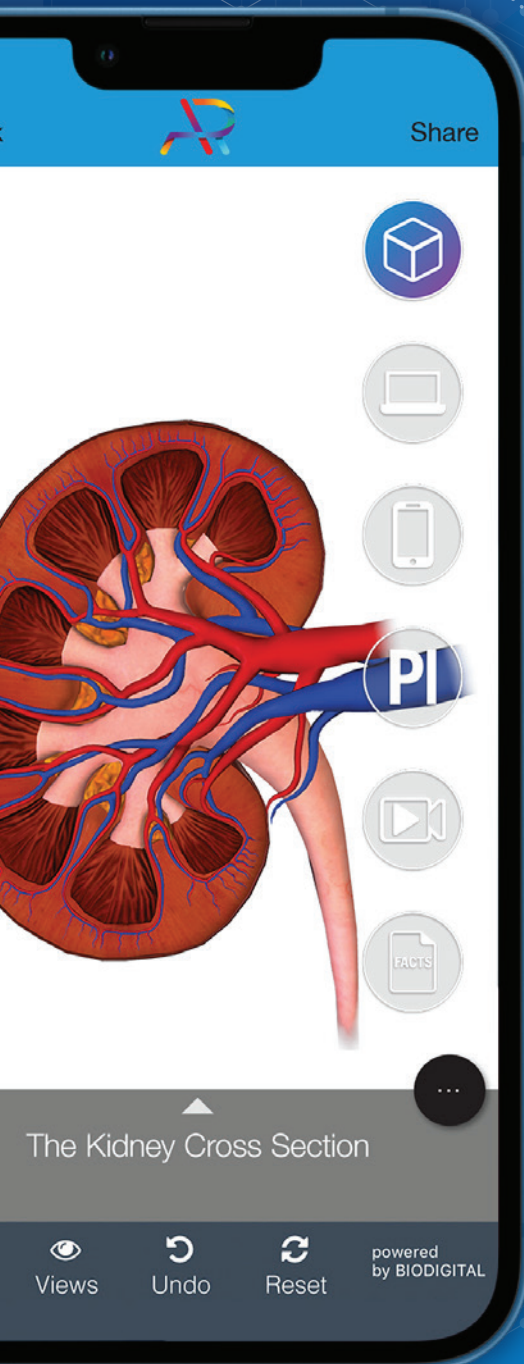
2022	January	February	March	April	May	June	July	August	September	October	November	December
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What digital resources can you link to your product advertisements in the Nephrologist's Desk Sets?



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

269 Nephrologists requested an AR Empowered Desk Set to be sent to them this year³

"Thank you for sending me my Nephrologist's desk set again this year. Congratulations on your research and initiative. It's a very good selection of materials in both digital and print now and I find I am using the anatomical models regularly."

Nephrologist, Frankston, VIC

The image displays a comprehensive AR Empowered Desk Set for nephrologists. It features two rows of anatomical models, each with a title and a small AR logo. The top row includes: Kidney Stone, Ureteric & Stones, Congestive Heart Failure (CHF), Angina, Blood Clot in Vein, The Beating Heart, Paenimeter, Heart Anatomy, Doctor's Notes, and Coronary Heart Disease (Bypass). The bottom row includes: Artery: Transverse Cross Section, Atherosclerosis, Hypercholesterolaemia, Heart Attack, Chronic Kidney Disease, Polycystic Kidney, The Kidney Cross Section, Kidneys, Carotid Stent, Strokes, and Atherosclerosis with Thrombus (Detachment). Below these models are various medical advertisements and resources, including Pradaxa, Praxibine, Crestor, Velpacoro, and Nebilet. A central smartphone shows a 3D model of a kidney cross-section with the title 'The Kidney Cross Section'. A stethoscope and a green pen are also visible on the desk surface.

Augmented Reality Revolutionising Nephrologist's Desk Sets



Wide reach to 269 Nephrologists



Include your current promotional materials



High brand visibility to Nephrologists



Promote your patient education or digital resources



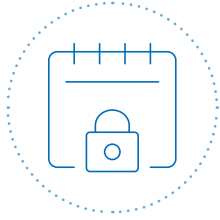
Reinforce your brand's key selling messages



Empower your brand with AR technology



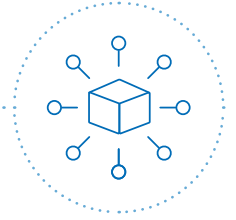
Book your positions in the 2023 Nephrologist's Desk Sets



Booking deadline
31st October 2022



Artwork & digital
content deadline
30th November 2022



Distributed to
269 Nephrologists
in January 2023



How to reserve your positions

To reserve your positions in the 2023 Nephrologist's Desk Set & Patient Education Centre
you can call or email Gavin Walsh



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gavin.walsh@princeton.com.au

For more information go to: princeton.com.au/2023-neds/