

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

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

**Apomine<sup>®</sup>**  
intermittent apomorphine hydrochloride hemihydrate

Intermittent injection for rapid, reliable return to "on"<sup>1</sup>

*"Onset of action within 5 minutes"*



**ANSSER<sup>®</sup>**  
ANSSER<sup>®</sup> Nurse Support Service 1800 276 648

ANSSER nurses provide support and resources to help Parkinson's disease patients after the decision to prescribe Apomine<sup>®</sup> has been made.



References: 1. Isaacson D et al. *Mov Disord Clin Pract*. 2017;10(1):6-10. 2. Apomine<sup>®</sup> Intermittent Injection Approved Product Information. 3. Teitelbaum C et al. *Park Dis Clin*. 2016;21(10):95-100. <sup>®</sup>Registered trademark. <sup>™</sup>Designated trademark. <sup>®</sup>ANSSER<sup>®</sup> Plan is a registered trademark of EVER Neuro Pharma GmbH, Austria. Pfizer Australia Pty Limited, Sydney, Australia. Pfizer Medical Information: 1900 075 239. PFZ1473A. PF-APD-AUS-3008. November 2021.

Supporting **women** with relapsing-remitting multiple sclerosis

Now and into the future with the confidence of an **oral fumarate<sup>1,2</sup>**



References: 1. TECFEMER (dimethyl fumarate) Approved Product Information, 20 September 2021. 2. Gohil R et al. *Acta Neurol Scand*. 2021;133(3):382-1337999. TECFEMER<sup>®</sup> and <sup>®</sup>Biogen are registered trademarks of Biogen MA Inc. Biogen Australia Pty Ltd, Macquarie Park, NSW. © 2021. Biogen 145813. Date of preparation: December 2021.

**IMIGRAN<sup>®</sup>**  
sumatriptan

Relieving the migraine pain<sup>1</sup>

Multiple formulation choices<sup>1</sup>

- Indicated for acute relief of migraine attacks, with or without aura<sup>1</sup>
- Proven and effective migraine relief in 4 formulations<sup>1</sup>

References: 1. Imigran Approved Product Information, July 2021. Trademarks are owned by or licensed to the Aspen Group of companies. © 2021 Aspen Group of companies or its licensor. All rights reserved. Aspen Australia includes Aspen Pharmacare Australia Pty Ltd (ABN 51 056 229 955) and Aspen Pharma Pty Ltd (ABN 88 004 116 594). All sales and marketing requests to: Aspen Pharmacare Pty Ltd, 34-36 Chanda Street, St Leonards, NSW 2060. Tel: +61 2 8430 8200. Email: [aspen@aspenpharmaceuticals.com.au](mailto:aspen@aspenpharmaceuticals.com.au) Web: [www.aspenpharma.com.au](http://www.aspenpharma.com.au) Prepared: Oct 2021. AFD0103 ASP2609




**esc** with PLEGRIDY<sup>®</sup>  
for Relapsing-Remitting Multiple Sclerosis

**STOP**

Christine, 64 years old  
 Enjoys time with her grandchildren, yoga classes, and loves her travel.


Before prescribing review the minimum Product Information and PBS status on the back of this desk set.

Reference: 1. PLEGRIDY<sup>®</sup> Approved Product Information, 10 July 2018. PLEGRIDY<sup>®</sup> and BIOGEN<sup>®</sup> are registered trademarks of Biogen MA Inc. © Biogen Australia Pty Ltd. ABN 30 095 760 115. Level 4, 2 Stanfield Road, Macquarie Park, NSW 2113. Date of preparation: January 2022. Biogen-36709.



**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 (ex. QLD & WA)
14 Adelaide Cup Day (SA)	AUG 10 Eric Wednesday (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)
15 Good Friday	NOV 1 Melbourne Cup Day (VIC)
17 Easter Sunday (ACT, NSW, QLD & VIC)	25 Christmas Day
18 Easter Monday	26 Boxing Day (ex. SA)
19 Easter Tuesday (TAS)	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 Neurologist'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: **brain** 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
	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
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	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
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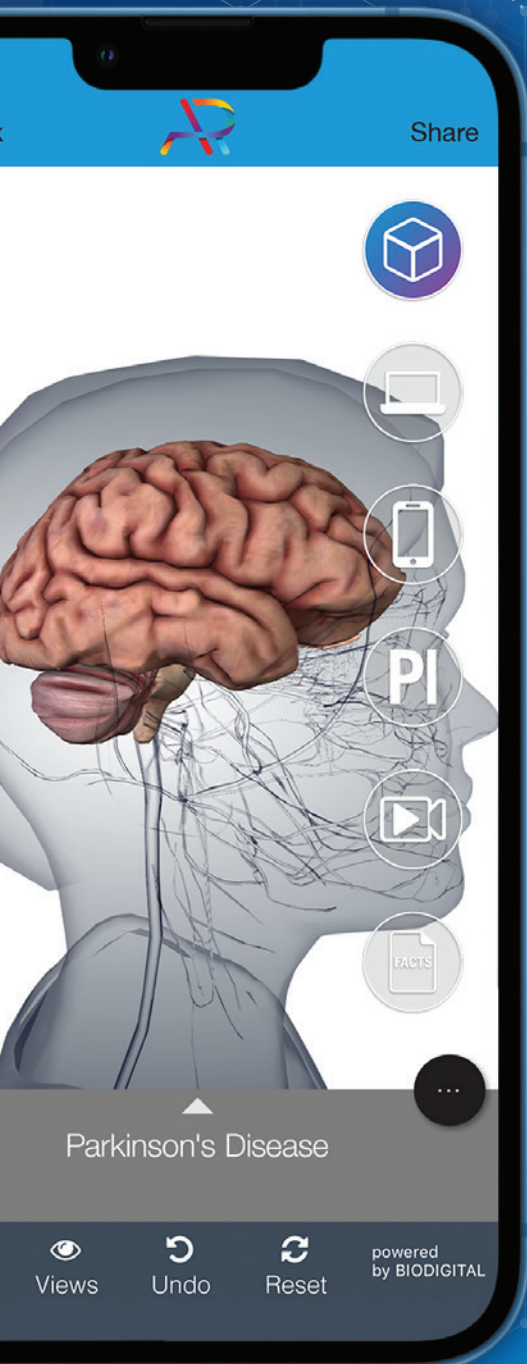




Neurologists are regularly using their  
AR empowered Desk Set to access  
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# What digital resources can you link to your product advertisements in the Neurologist's Desk Sets?



## 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



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

*"Thank you for sending me the Neurologist's desk set again this year. I am using the digital patient resources regularly now. Congratulations on your research and initiative. It's a very good selection of materials."*

Neurologist, North Sydney NSW

The image displays a collection of medical resources and advertisements. At the top, there are two rows of 'AR Empowered Desk Set' cards. Each card features a 3D anatomical model and a title: Atherosclerosis with Thrombus, Epilepsy, Migraine, Atherosclerosis, Nerve Impulse, Brain Aneurysm, Atherothrombus, Hemorrhagic Stroke, Ischemic Stroke, Transient Ischemic Attack, Multiple Sclerosis, and Parkinson's Disease. Below these are several advertisements for pharmaceuticals: Apomine (injectable for rapid relief), ANSSER (support for Parkinson's disease), IMIGRANT (sumatriptan for migraine relief), XADAGO (levodopa for Parkinson's disease), and MAREN (Mavenclo for multiple sclerosis). A central image shows a person's hands holding a smartphone displaying a 3D brain model with a 'Parkinson's Disease' label. A stethoscope is visible in the lower-left corner. At the bottom, there is a calendar for 2022 and 2023, and a 'Dear Doctor' letter from the Neurologist's Desk Set.

# Augmented Reality Revolutionising Neurologist's Desk Sets



Wide reach to  
377 Neurologists



Include your current  
promotional materials



High brand visibility  
to Neurologists



Promote your  
patient education  
or digital resources



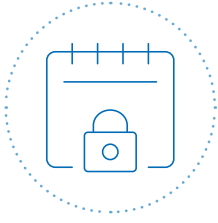
Reinforce your brand's  
key selling messages



Empower your brand  
with AR technology



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



Booking deadline  
31st October 2022



Artwork & digital  
content deadline  
30th November 2022



Distributed to  
**377 Neurologists**  
in January 2023



## How to reserve your positions

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