

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

The Australian

## OBSTETRICIAN & GYNAECOLOGIST'S DESK SET & Patient Education Centre

**GUIDELINE-RECOMMENDED MHT:**<sup>1,2</sup>  
\*for women with an intact uterus

Transdermal estrogen ✓ + micronised progesterone ✓

**ESTROGEL PRO**

NESTLÉ NUTRITION (AUSTRALIA) PTY LTD  
PO BOX 1000, NORTH SYDNEY, NSW 1585  
TEL: 1800 654 321

References: 1. The 2017 hormone therapy position statement of The North American Menopause Society. Menopause 2017;24(7):726-733. 2. Cahn R et al. Endocr Pract 2017;23(5):661-688. 3. Soto R et al. Climacteric 2016;19(1):10-15. 4. The Royal Australian and New Zealand College of Obstetricians and Gynaecologists. Menopausal Hormone Therapy Advice. C-Gen 16. Available at: <https://www.ranzcog.edu.au> and Accessed April 2021. 5. Estrogel® (micronised progesterone) Product Information, updated 30 May 2019. 6. Prometrium® (micronised progesterone) Product Information, updated 30 June 2016. 7. Estrogel Pro MHTG Public Summary Document, effective 23 October 2019. Available at [www.bayer.com](http://www.bayer.com). Accessed April 2021. 8. Nestlé Nutrition Australia Pty Ltd. AON 48 154 882 062. Suite 5.02, 12 New St, Cheltenham NSW 2062. Office phone 02 9554 7473. For medical information call 1800 654 321. [www.besins-healthcare.com.au](http://www.besins-healthcare.com.au) EPR-1223 Oct 2021.

**BESINS HEALTHCARE**  
Innovating for Health Today

**Visanne**  
dienogest/ethinyl estradiol

Visanne® approximately reduced patient endometriosis pain by 40.7%  
in the first 4 weeks of treatment<sup>1,2</sup>

Non-inferiority of VISANNE® was demonstrated relative to leuprolide acetate (p<0.001)<sup>1</sup>

\*Leuprolide acetate is also known as leuprolide acetate and it is not indicated for the treatment of endometriosis in Australia.

References: 1. Shoultz T et al. Hum Reprod 2010;25(3):633-641. 2. Shoultz T et al. BJOG 2012;117:226-233. VISANNE® is a registered trademark of Bayer Group, Germany, Bayer Australia Limited. ABL22-0001/138 714, 875 Pacific Highway, Sydney, NSW 2052. Doc2021 PP-VS-AU-0011.1

**BAYER**

**elevit**  
Australia's most trusted pregnancy vitamin brand\*, supported by 21 clinical studies

**CELEBRATING 20 YEARS & TWO MILLION BABIES**

Elevit meets the RDI for folic acid, iron and iodine with just 1 daily tablet. Scan here for free samples and tools.

\*Nestlé Health Research, September 2021. Elevit has proudly supported Australian mums since 2001. 80% of mums who have used Elevit have reported it as a helpful pregnancy tool. See [www.elevit.com.au](http://www.elevit.com.au)

**ferinject**  
iron injection

Administer up to **1000 mg IV iron** as an undiluted injection or infusion, in only **15 minutes!**

**get back to what counts**

By: Intravenous  
Reference: 1. Vifor Pharma, Ferinject® PI. AUST-20000000. Date of Preparation: August 2020. Vifor Pharma Pty Ltd, Melbourne, VIC 3003.

**2022 School Term Dates**

Term 1	Term 2	Term 3	Term 4
ACT 01 Feb – 08 Apr	24 Apr – 01 Jul	18 Jul – 23 Sep	10 Oct – 14 Dec
NSW 29 Jan – 08 Apr	24 Apr – 01 Jul	18 Jul – 23 Sep	10 Oct – 14 Dec
NT 31 Jan – 08 Apr	19 Apr – 24 Jun	19 Jul – 23 Sep	10 Oct – 14 Dec
QLD 24 Jan – 01 Apr	19 Apr – 24 Jun	11 Jul – 14 Sep	04 Oct – 09 Dec
SA 31 Jan – 14 Apr	3 May – 08 Jul	25 Jul – 28 Sep	17 Oct – 14 Dec
TAS 09 Feb – 13 Apr	02 May – 08 Jul	26 Jul – 28 Sep	17 Oct – 21 Dec
VIC 31 Jan – 08 Apr	24 Apr – 24 Jun	11 Jul – 14 Sep	03 Oct – 20 Dec
WA 31 Jan – 08 Apr	24 Apr – 01 Jul	18 Jul – 23 Sep	10 Oct – 14 Dec

NSW, ACT, VIC, SA & TAS: Ends on 3 April. Starts on 2 October.  
Please note: Public holidays, Public School holidays and School Terms are subject to change.  
School holidays may be different from one school to another.

**2022**

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

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

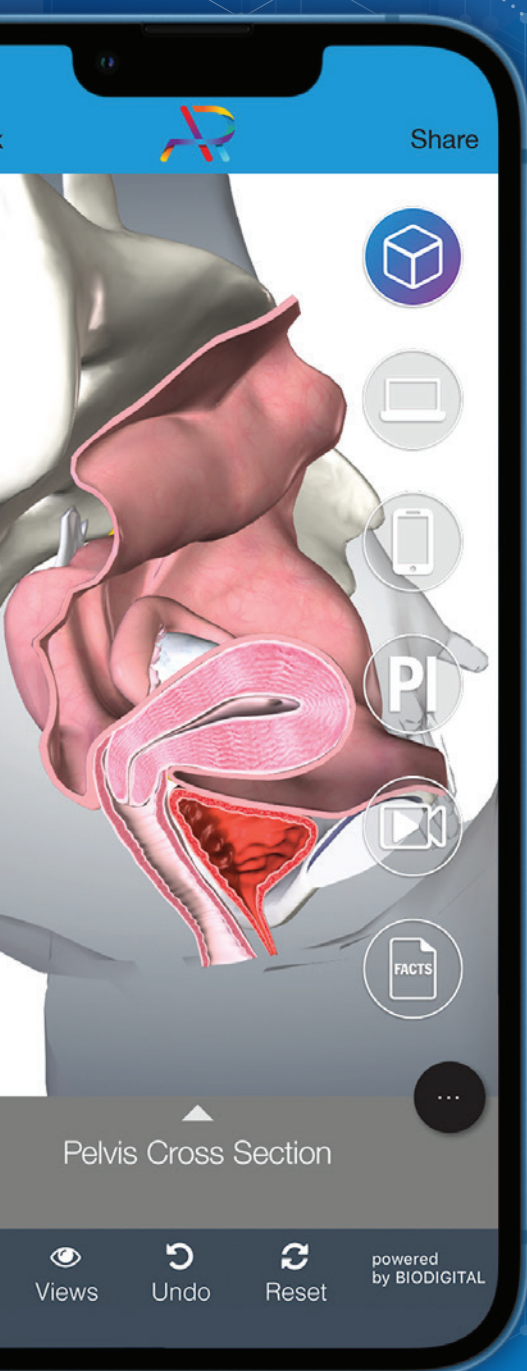
Note: Information contained in mobile applications is provided in good faith and is believed to be reliable and accurate, however, neither Princeton Health Pty Ltd nor any persons involved in the preparation of this desk set accept any form of liability whatsoever for the contents and functionality of the mobile app.



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# What digital resources can you link to your product advertisements in the Obstetrician & Gynaecologist'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



# 1,182 Obstetrician & Gynaecologists requested an AR Empowered Desk Set to be sent to them this year<sup>3</sup>

*"This years desk set is your best yet. The embedded materials are highly useful and I have some additional suggestions that you may like to include, if you can make room for them. Please call me to discuss."*

Obstetrician-Gynaecologist, Deakin, ACT

The image displays a comprehensive set of medical resources for Obstetrician-Gynaecologists, organized into several sections:

- Top Row (Patient Education Aids):** Includes materials for Female Reproductive System, Breast Cancer Stage 2, Menstrual Cycle, Breast Cancer, Ovarian Cancer Stage 0, and Endometriosis. Each section features a 3D model and a corresponding product image (e.g., Fleurstat BVgel, NEW ESTROGEL PRO).
- Second Row (Patient Education Aids):** Includes Cervical Cancer Stage 2, Pelvis Cross Section, Uterine Fibroids, Intrauterine Device (IUD), Polycystic Ovary, and Osteoporosis. Each section features a 3D model and a corresponding product image (e.g., Maltofer, LUTROESTAN).
- Third Row (Patient Education Aids):** Includes Cervical Cancer Stage 2, Pelvis Cross Section, Intrauterine Device (IUD), Polycystic Ovary, and Osteoporosis. Each section features a 3D model and a corresponding product image (e.g., Maltofer, LUTROESTAN).
- Bottom Section (Product Information):** Includes detailed information for various products, including:
  - Recommender MHT:** Information on transdermal estrogen and progestin.
  - Visanne:** Information on the combination of ethinylestradiol and drospirenone.
  - Ferro-grad C:** Information on the combination of ferrous sulfate and ascorbic acid.
  - Individual Women Individual MHT:** Information on the combination of ethinylestradiol and drospirenone.

The resources are presented in a clear, organized manner, with each section featuring a 3D model and a corresponding product image. The overall design is professional and informative, providing a wealth of information for healthcare providers.

# Augmented Reality Revolutionising Obstetrician & Gynaecologist's Desk Sets



Wide reach to 1,182  
Obstetrician & Gynaecologists



Include your current  
promotional materials



High brand visibility  
to Obstetrician &  
Gynaecologists



Promote your  
patient education  
or digital resources



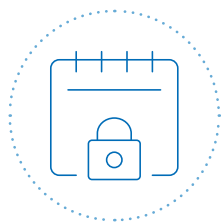
Reinforce your brand's  
key selling messages



Empower your brand  
with AR technology



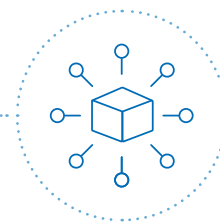
# Book your positions in the 2023 Obstetrician & Gynaecologist's Desk Sets



Booking deadline  
31st October 2022



Artwork & digital  
content deadline  
30th November 2022



Distributed to  
1,182 Obstetrician  
& Gynaecologists  
in January 2023



## How to reserve your positions

To reserve your positions in the 2023 Obstetrician & Gynaecologist'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-ogds/](https://princeton.com.au/2023-ogds/)