

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

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78% RRR in disease progression or death with DAPZALEX[®] vs Yd 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. Palomba A et al. for the CASTOR Investigators. *N Engl J Med* 2016;375:254-266. 2. Mitsunaga M et al. *Ann Oncol* 2016;27:2050-2058. 3. Oxford English Dictionary Online. Stellar. Available at: <https://www.oxforddictionaries.com/definition/stellar>. Accessed November 2021. 4. Mitsunaga M et al. *Ann Oncol* 2016;27:2050-2058. 5. Mitsunaga M et al. *Lancet Oncol* 2020;21:1670-1680. 6. DARZALEX 3G Product Information, available at: www.janssen.com/australia/medicines/cancer. CD confidence interval. HR, hazard ratio. MM, multiple myeloma. RRR, relative risk reduction. vs Yd, DAPZALEX[®] (darzensumab) compared to Yd alone. DAPZALEX[®] is a registered trademark of Janssen-Cilag. Yd, YERVOY[®] is a registered trademark of Bristol-Myers Squibb. For further information or a sales representative, please contact Janssen-Cilag Pty Ltd, ABN 47 000 129 075, 1-6 Blatheron Road, Macquarie Park NSW 2113. Ph: 1800 226 224. CP-180259-EMG-AR-2021a. Date of preparation: October 2021.

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.

2022		For orders/refills go to princeton.com.au												2023			
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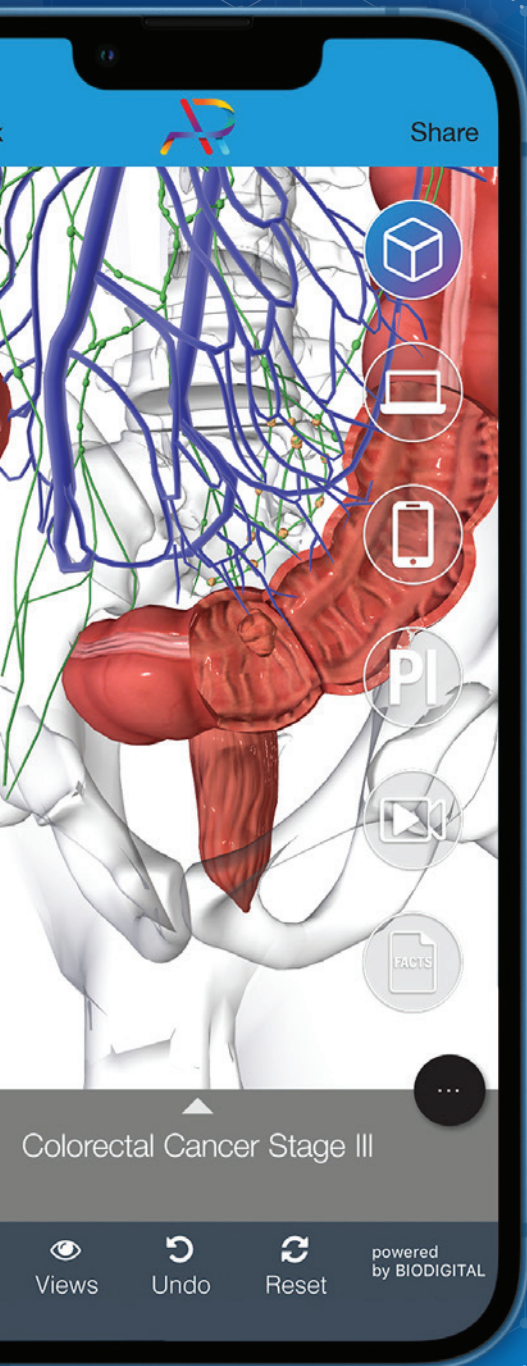
References: 1. Tasigna® Approved Product Information. 2. Hillier SG et al. *J Clin Oncol* 2014;32:4115-23. 3. Yoshizawa A et al. *Leukemia* 2016;30:1686-94. 4. Hughes TP et al. *Blood* 2014;123:3503-10. 5. Hughes TP et al. *Blood* 2010;115:2004. Novartis Pharmaceuticals Pty Limited, 54 Waterloo Road, Macquarie Park NSW 2113, ABN 18 004 244 180. Ph: 800 9805 3555. For medical enquiries please contact 1800 671 200. ghsoc@eprints.pharm.novartis.com (enr). © Registered Trademark, AU-15049, NOVORG4073, December 2020.



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

499 Oncologists requested an AR Empowered Desk Set to be sent to them this year³

“Every year it’s better than the previous, congratulations. A genuine patient education resource that I am using multiple times every day. I have some suggestions for further additions to the digital resources if you would like to have them.”

Oncologist, Crows Nest, NSW



Augmented Reality Revolutionising Oncologist's Desk Sets



Wide reach to
499 Oncologists



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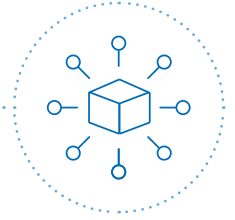
Book your positions in the 2023 Oncologist's Desk Sets



Booking deadline
31st October 2022



Artwork & digital
content deadline
30th November 2022



Distributed to
499 Oncologists
in January 2023



How to reserve your positions

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



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