

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

The Australian PAIN SPECIALIST'S DESK SET & Patient Education Centre

DRAGON CLAW

- A supportive resource for all Autoimmune Inflammatory Disease sufferers and carers
- Building a patient centred community
- Health and wellbeing support
- Registered therapy
- Free to join

scan here to access patient resources



www.dragonclaw.net

PERFORMANCE THAT LASTS*

- *55% of TREMFYA patients with ACR50 at Week 100¹
- *90% of TREMFYA patients remained on TREMFYA at Week 100¹



Tremfya (guselkumab)

¹Bonawe 8-weekly dose PsA patients (N=248)
ACRSO, American College of Rheumatology 50% response; PsA, psoriatic arthritis. Reference: 1. McInnes IB, et al. Arthritis Rheumatol. 2021 Nov 1. doi: 10.1002/art.42010. Epub ahead of print. ©Janssen 2021. *Registered trademark of Janssen-Cilag Pty Ltd. ABN 47 000 129 975. 1-5 Kivetonam Road, Macquarie Park NSW 2113. Telephone 1800 226 334. CP-261950. McCann Health. JATR23339Mc. janssen Immunology December 2021.

ACT FAST

CHANGE THE DESTRUCTIVE COURSE OF EARLY, RAPIDLY PROGRESSING RA!

ORENCIA
(abatacept)

1. ORENCIA Approved Product Information, Bristol-Myers Squibb Australia Pty Ltd.
ORENCIA® is a registered trade mark of Bristol-Myers Squibb Australia Pty Ltd ABN 33 004 333 322. Mulgrave VIC 3170 November 2018 427AU1806693-01

XELJANZ

FIRST* ORAL TREATMENT FOR RA POST DMARD FAILURE!
Alternative to injectables/infusions

XELJANZ
(tofacitinib citrate)
5 mg tablets

Pfizer: Australia Pty Ltd ABN 50 068 422 348. 38-42 Wharf Road, West Ryde NSW 2114 Australia. Toll Free number: 1800 675 229
Reference 1. XELJANZ® Approved Product Information. PF-XEL-A05-034 02/15

2022 Public Holidays

Month	Day	Holiday Name
JAN	1	New Year's Day
JAN	3	New Year Holiday
JAN	26	Australia Day
MAR	7	Labour Day (WA)
MAR	14	Adelaide Cup Day (SA)
MAR	14	Canberra Day (ACT)
MAR	14	Eight Hours Day (TAS)
MAR	14	Labour Day (VIC)
MAR	15	Good Friday
MAR	17	Easter Sunday (ACT, NSW, QLD & VIC)
MAR	18	Easter Monday
MAR	19	Easter Tuesday (TAS)
MAR	25	ANZAC Day
MAY	2	Labour Day (QLD)
MAY	3	May Day (NT)
MAY	30	Reconciliation Day (ACT)
JUN	6	Western Australia Day (WA)
JUN	13	Queen's Birthday (QLD & WA)
AUG	10	Elke Wednesday (QLD, Brisbane only)
OCT	3	Queen's Birthday (NSW, SA)
OCT	3	Queen's Birthday (QLD)
NOV	1	Melbourne Cup Day (VIC)
NOV	1	Christmas Day
NOV	25	Boxing Day (NS, SA)
NOV	26	Proclamation Day (SA)
NOV	27	Christmas Day Holiday (NS, SA)
NOV	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 Store or Google Play and enter the passcode: active 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.

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

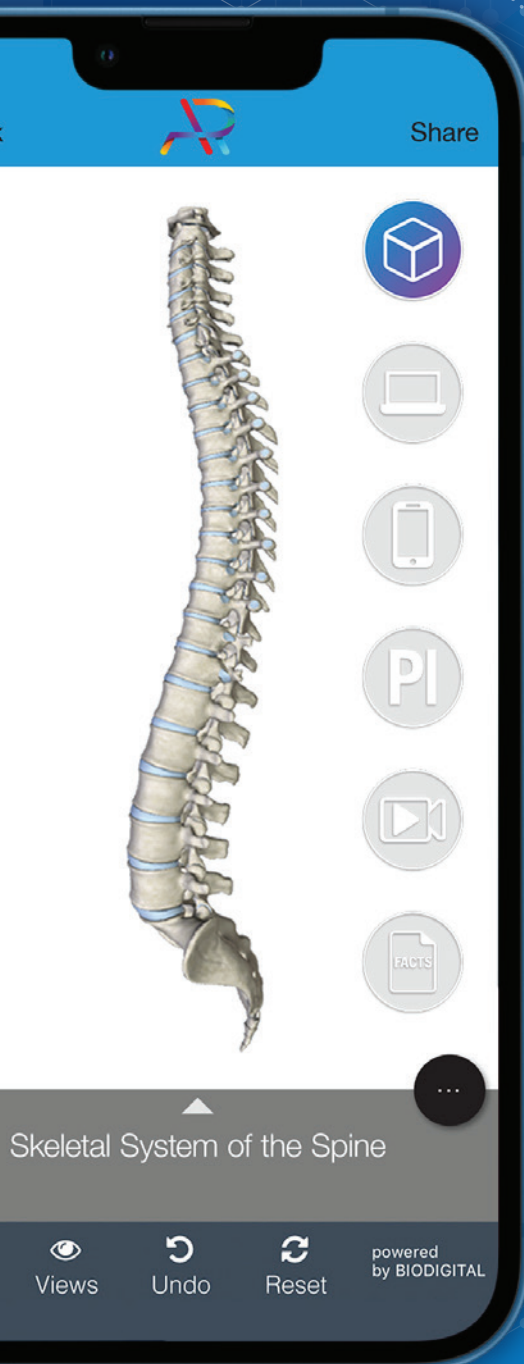
2022	January	February	March	April	May	June	July	August	September	October	November	December
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What digital resources can you link to your product advertisements in the Pain Specialist's Desk Sets?



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

71 Pain Specialists requested an AR Empowered Desk Set to be sent to them this year³

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

Pain Management Specialist, Box Hill, VIC

The collage features various educational and promotional materials:

- Fibromyalgia:** Patient education aid showing anterior and posterior trigger points on a human figure.
- Osteoporosis:** Patient education aid showing a 3D model of a joint with porous bone structure.
- Early Rheumatoid Arthritis / Advanced RA:** Patient education aid showing a 3D model of a hand with joint inflammation.
- Body Pain:** Patient education aid with a diagram of a human body and a list of symptoms: Numbness, Cramping, Pins & Needles, Aching, Stiffness, and Stabbing.
- Psoriatic Arthritis:** Patient education aid showing a 3D model of a hand with joint inflammation.
- Ankylosing Spondylitis:** Patient education aid showing a 3D model of a human spine.
- Skeletal System of the Spine:** Patient education aid showing a 3D model of a human spine.
- Rheumatoid Arthritis:** Patient education aid showing a 3D model of a joint with inflammation and cartilage destruction.
- Your ENBREL Experience:** Promotional banner for Enbrel with a QR code and contact information: 1800 ENBREL (1800 362 735) or www.1800enbrel.com.au.
- Arthritis - Knee:** Patient education aid showing a 3D model of a knee joint.
- Osteoarthritis:** Patient education aid showing a 3D model of a knee joint.
- SUSTAINED JOINT EFFICACY:** Promotional banner for Tremfya (guselkumab) stating 55% of patients with ACRA5 at Week 100.
- THINK LESS ABOUT AS, MORE ABOUT LIFE:** Promotional banner for Simponi (guselkumab) stating 90% of patients maintained ASAS40 over 3 years.
- ACT FAST:** Promotional banner for ORENCIA (leflunomide) for early RA.
- XELJANZ:** Promotional banner for tofacitinib (Xeljanz) for RA.
- WCI 2022:** World Congress of Inflammation, Rome 5-8 Jun 2022.
- 2022 Public Holidays:** A calendar table showing public holidays for 2022 across various countries.
- Orders/refills go to princeton.com.au:** A table showing order and refill dates for 2022.

Augmented Reality Revolutionising Pain Specialist's Desk Sets



Wide reach to
71 Pain Specialists



Include your current
promotional materials



High brand visibility
to Pain Specialists



Promote your
patient education
or digital resources



Reinforce your brand's
key selling messages



Empower your brand
with AR technology

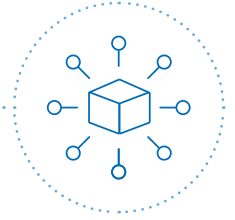
Book your positions in the 2023 Pain Specialist's Desk Sets



Booking deadline
31st October 2022



Artwork & digital
content deadline
30th November 2022



Distributed to
71 Pain Specialists
in January 2023



How to reserve your positions

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



0451 081 291



gavin.walsh@princeton.com.au

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