

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

The Australian RHEUMATOLOGIST'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



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 Kiverton Road, Macquarie Park NSW 2113. Telephone 1800 226 334. CP-261956. Janssen Immunology December 2021.

ACT FAST

CHANGE THE DESTRUCTIVE COURSE OF EARLY, RAPIDLY PROGRESSING RA¹

ORENCIA[®]
(abatacept)¹

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. 427AU1806893-01

XELJANZ

FIRST[®] ORAL TREATMENT FOR RA POST DMARD FAILURE!¹

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-405-034 02/15

2022 Public Holidays

Month	Day	Holiday
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)
APR	15	Good Friday
APR	17	Easter Sunday (ACT, NSW, QLD & VIC)
APR	18	Easter Monday
APR	19	Easter Tuesday (TAS)
APR	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 (WA)
OCT	3	Queen's Birthday (QLD)
NOV	1	Melbourne Cup Day (VIC)
DEC	25	Christmas Day
DEC	26	Boxing Day (QLD)
DEC	26	Boxing Day (NSW)
DEC	26	Proclamation Day (SA)
DEC	27	Christmas Day Holiday (QLD, WA)
DEC	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 applications.

For orders/refills go to princeton.com.au

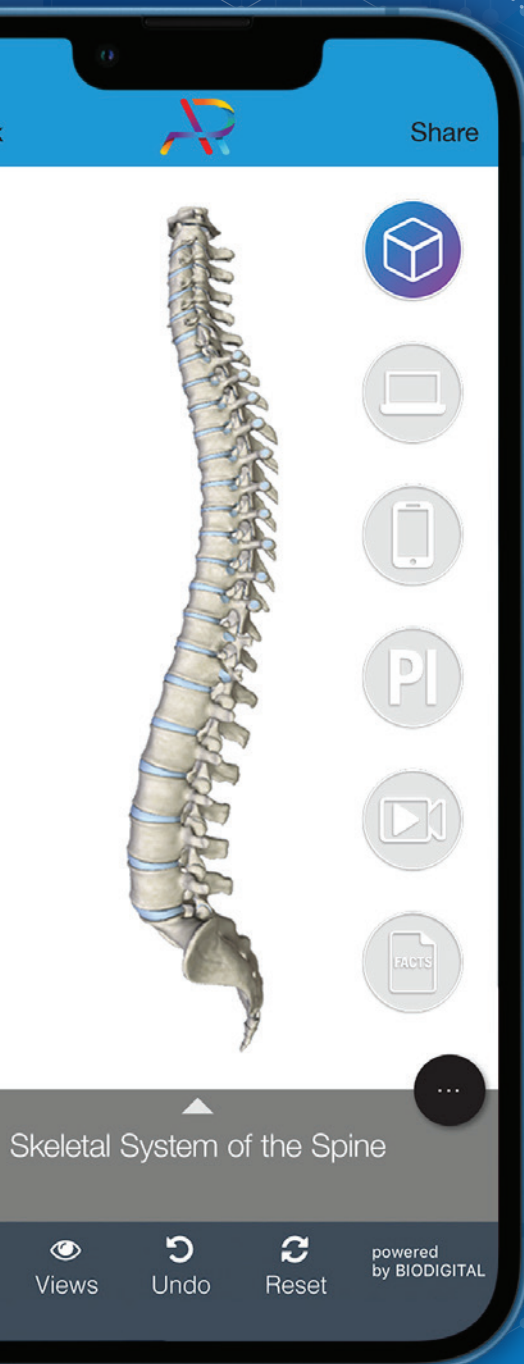
2022	January	February	March	April	May	June	July	August	September	October	November	December
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What digital resources can you link to your product advertisements in the Rheumatologist's Desk Sets?



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

296 Rheumatologists requested an AR Empowered Desk Set to be sent to them this year³

"Thank you for sending me my Rheumatologist'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."

Rheumatologist, Gold Coast, Qld

The image displays a collection of materials from a 'Rheumatologist's desk set'. The items include:

- Anatomical Diagrams:**
 - Fibromyalgia:** Shows anterior and posterior trigger points on a human figure, with labels for locations like the neck, shoulder, elbow, wrist, hip, and knee.
 - Osteoporosis:** Illustrates the skeletal structure of a hip joint.
 - Early Rheumatoid Arthritis / Advanced RA:** Shows a hand with red markers indicating joint inflammation.
 - Body Pain:** Shows a human figure with markers for various body parts.
 - Psoriatic Arthritis:** Shows a hand with red markers on the fingers and wrist.
 - Ankylosing Spondylitis:** Shows a human figure with red markers on the spine.
 - Skeletal System of the Spine:** Shows a side view of the human spine.
 - Rheumatoid Arthritis:** Shows a cross-section of a joint with labels for the bone, inflamed joint capsule, inflamed synovium, and destruction of cartilage/synovial fluid.
- Patient Education Aids:**
 - ENBRETEL:** Aids for Osteoporosis, Early Rheumatoid Arthritis, and Body Pain.
 - PALEXIA:** Aids for Body Pain and Osteoarthritis.
 - Tremfya (guselkumab):** Aids for Psoriatic Arthritis, Arthritis - Knee, and Osteoarthritis.
 - Simponi (guselkumab):** Aids for Ankylosing Spondylitis and Osteoarthritis.
- Promotional and Informational Cards:**
 - ENBRETEL:** A card titled 'Your ENBRETEL Experience, support only for ENBRETEL prescribed patients' with a QR code and contact information.
 - Tremfya:** A card titled 'SUSTAINED JOINT EFFICACY' and 'THINK LESS ABOUT AS, MORE ABOUT LIFE!'.
 - Simponi:** A card titled 'THINK LESS ABOUT AS, MORE ABOUT LIFE!'.
 - ACT FAST:** A card about changing the destructive course of early RA with ORENCIA.
 - XELJANZ:** A card about the first treatment for RA patients with XELJANZ.
 - WCI 2022:** A card for the World Congress of Inflammation, Rome 5-8 Jun 2022.
- Other Materials:**
 - Dragon Claw:** A card with a QR code for patient resources.
 - Performance That Lasts:** A card for Tremfya.
 - Need Help? For more information on ENBRETEL and to order starter packs, visit Pfizer Connect by scanning the QR code.**
 - 2022 Public Holidays:** A calendar showing public holidays for various states and territories.
 - Orders/refills go to princeton.com.au**
 - Dear Doctor, your Doctor:** A card with a QR code.

Augmented Reality Revolutionising Rheumatologist's Desk Sets



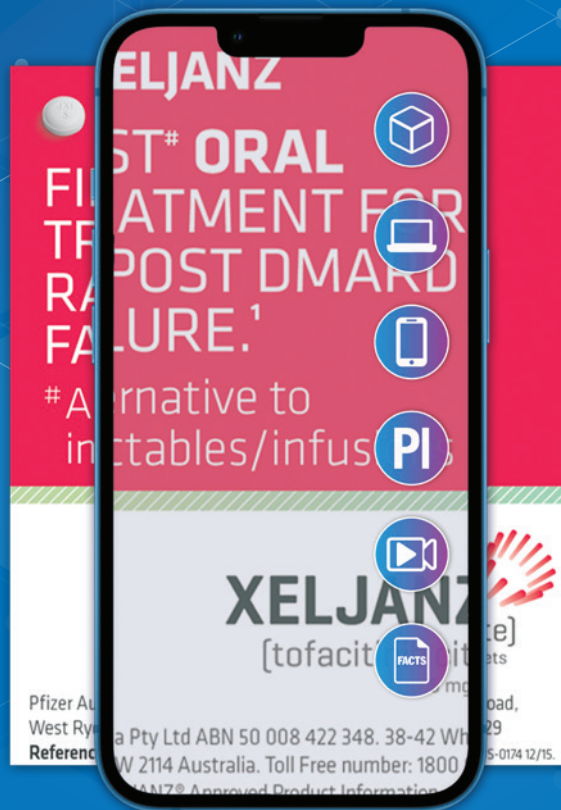
Wide reach to
296 Rheumatologists



Include your current
promotional materials



High brand visibility
to Rheumatologists



Promote your
patient education
or digital resources

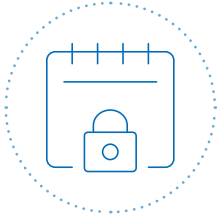


Reinforce your brand's
key selling messages



Empower your brand
with AR technology

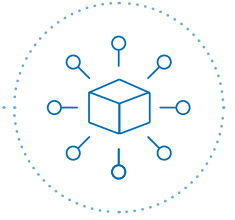
Book your positions in the 2023 Rheumatologist's Desk Sets



Booking deadline
31st October 2022



Artwork & digital
content deadline
30th November 2022



Distributed to
296 Rheumatologists
in January 2023



How to reserve your positions

To reserve your positions in the 2023 Rheumatologist'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-rhds/