

87% of Gastroenterologists want a central platform which includes clinical information relevant for their area of specialty¹



The Gastroenterologist's Desk Set & Patient Education Centre is an AR empowered platform providing centralised digital clinical resources



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our experience is healthcare



Princeton delivers with new enhancements for the Gastroenterologist's Desk Sets.



- Access to more 3D interactive, anatomical models
- Improved UI/UX of the AR Educate App
- Add more digital content linked to your product advertisement
- Upgrade of the analytics software highlighting content usage by Gastroenterologists



489 Gastroenterologists use their AR empowered Princeton Desk Set every year^{2,3}

What digital resources can you link to your product advertisements in the Gastroenterologist's Desk Sets?



Videos

Include your product mechanism of action, KOL speaker presentations and how-to-use videos



Websites

Link through to your product, company, patient support and educational event websites



Facts

Provide access to your product leave behinds, dosage cards, PBS criteria, patient booklets and clinical papers



Product Information

Link through to the TGA to access your Product Information and Consumer Medicines Information



3D Interactive Anatomical Models

The patient education section of their Desk Set provides access to disease specific models to use in the patient consultation



Apps

Provide access to brand specific, disease and sponsored apps

The collage features a grid of medical illustrations and product information. The top row includes: Haemorrhoids, Anal Fissure, Endoscopy, Stomach Detail, Digestive System, and Large Intestine/Colonoscopy. The second row includes: Peptic Ulcer Disease, Colonoscopy, Ulcerative Colitis, Crohn's Disease, Gall Bladder & Biliary Tree, and Colorectal Cancer stage II. The third row includes: Peptic Ulcer Disease, Colonoscopy, XELJANZ, Crohn's Disease, Gall Bladder & Biliary Tree, and Colorectal Cancer stage III. Below the grid are several product information sheets for Ursofalk 500mg, Salofalk Granules, and Pentasa. A hand is holding a smartphone in the foreground, displaying a 3D model of the digestive system with various interactive icons.

83% of Gastroenterologists are using the Augmented Reality capability to access digital clinical resources⁴

Augmented Reality Revolutionising Gastroenterologist's Desk Sets

Have your Brand Advertisement **AR empowered** to deliver your digital resources and promotional materials to **Gastroenterologists**



Wide reach to 489
Gastroenterologists



High brand visibility to
Gastroenterologists



Reinforce your brand's key
selling messages



Empower your brand with
AR technology



Promote your patient
education or digital resources



Include your current
promotional materials



Next Steps:

1 Booking deadline **13th November 2020**

2 Artwork & digital content deadline **4th December 2020**

3 Distribution to 489 Gastroenterologists in **January 2021**



To reserve your positions on the 2021 Gastroenterologist'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/princeton-ar-desk-sets/

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1. Mobile Medics Survey 2020 (data collected from 676 Australian clinicians, including 29 Gastroenterologists). 2. Princeton ZoHo Doctor Database – Jan 2020. 3. Desk Sets Doctor Feedback Cards – Review April 2020. 4. Augmented Reality Desk Sets Analytics Report – June 2020 (data collected from 10,415 Australian Doctors who have a Desk Set and downloaded the AR Educate App, including 407 Gastroenterologists)