

# 92% of Cardiologists want a central platform which includes clinical information relevant for their area of specialty<sup>1</sup>



The Cardiologist'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 Cardiologist'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 Cardiologists



723 Cardiologists use their AR empowered Princeton Desk Set every year<sup>2,3</sup>

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



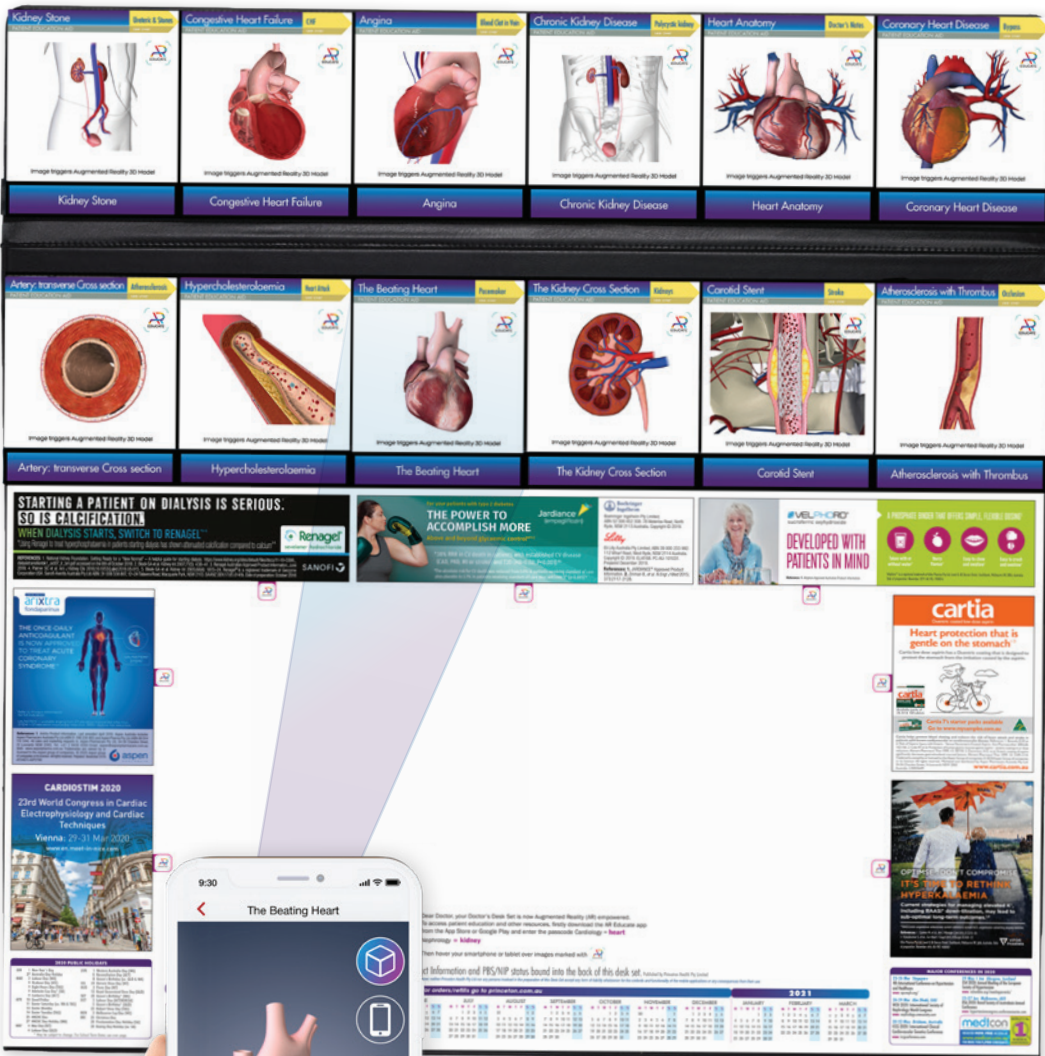
## 3D Interactive Anatomical Models

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



76% of Cardiologists are using the Augmented Reality capability to access digital clinical resources<sup>4</sup>

# Augmented Reality Revolutionising Cardiologist's Desk Sets

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



Wide reach to 723  
Cardiologists



High brand visibility to  
Cardiologists



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:

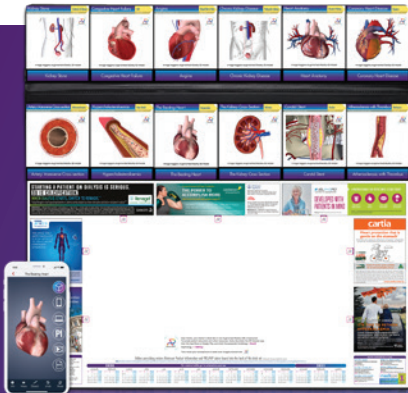
**1** Booking deadline **13<sup>th</sup> November 2020**

**2** Artwork & digital content deadline **4<sup>th</sup> December 2020**

**3** Distribution to 723 Cardiologists in **January 2021**

✓ To reserve your positions on the 2021 Cardiologist's 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/princeton-ar-desk-sets/](http://princeton.com.au/princeton-ar-desk-sets/)**

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1. Mobile Medics Survey 2020 (data collected from 676 Australian clinicians, including 37 Cardiologists). 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 552 Cardiologists)