

89% of Obstetrician & Gynaecologists want a central platform which includes clinical information relevant for their area of specialty¹



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



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Princeton delivers with new enhancements for the Obstetrician & Gynaecologist'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 Obstetrician & Gynaecologists



1,109 Obstetrician & Gynaecologists use their AR empowered Princeton Desk Set every year^{2,3}

What digital resources can you link to your product advertisements in the Obstetrician & Gynaecologist'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 several key components:

- Stomach Tissue Detail:** A 3D diagram of the stomach's mucosal folds.
- Breast Cancer Stage II:** An anatomical illustration of a breast with a tumor.
- Menstrual Cycle:** A detailed diagram showing the changes in the uterine lining and ovaries over a cycle.
- Breast Cancer:** A grayscale image of a breast.
- Ovarian Cancer Stage 0:** A diagram showing the surface of the ovary with abnormal cells.
- Endometriosis:** A diagram showing endometrial tissue growing outside the uterus.
- My Doctor recommends:** An advertisement for Maltofer (Iron Polysaccharide Complex) showing product packaging.
- Cervical Cancer Stage II:** A diagram of the cervix and uterus.
- Pelvis Cross Section:** A 3D anatomical model of the female pelvis.
- Intrauterine Device (IUD):** A diagram showing an IUD inserted into the uterus.
- Female Reproductive System:** A diagram of the female reproductive organs.
- Osteoporosis:** A diagram of a human leg showing a fracture in the bone.
- NEW ESTROGEN PRO:** An advertisement for a new estrogen therapy, featuring a woman's face and product packaging.
- OneStep Estrogen:** An advertisement for a transdermal estrogen patch.
- Sandrena gel:** An advertisement for Sandrena gel, a topical estrogen treatment for menopause.
- Restore the iron she needs:** An advertisement for Maltofer, highlighting its benefits for iron deficiency.
- Don't forget...:** An advertisement for the All Educate App, a mobile educational tool.
- Information and PMS/NIIP status:** A calendar and a table of clinical data.

76% of Obstetrician & Gynaecologists are using the **Augmented Reality** capability to access digital clinical resources ⁴

Augmented Reality Revolutionising Obstetrician & Gynaecologist's Desk Sets

Have your Brand
Advertisement **AR empowered**
to deliver your digital resources
and promotional materials to
Obstetrician & Gynaecologists



Wide reach to 1,109
Obstetrician & Gynaecologists



High brand visibility to
Obstetrician & Gynaecologists



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 1,109 Obstetrician & Gynaecologists
in **January 2021**

✓ To reserve your positions on the 2021 Obstetrician & Gynaecologist'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 46 Obstetrician & Gynaecologists). 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 843 Obstetrician & Gynaecologists)