

# 89% of Allergists want a central platform which includes clinical information relevant for their area of specialty<sup>1</sup>



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

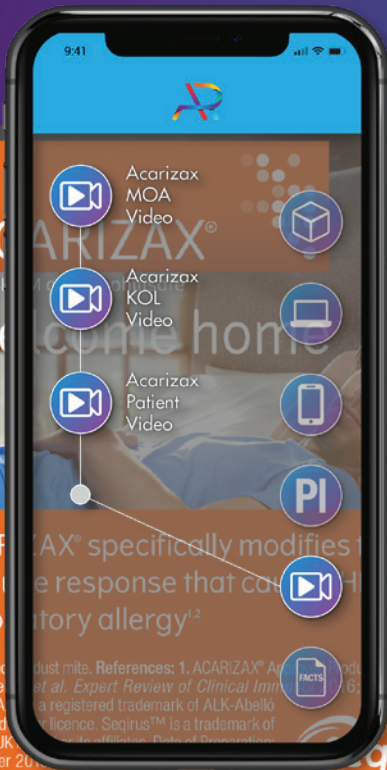


PRINCETON  
HEALTH

 **PrincetonDigital**  
our experience is healthcare



# Princeton delivers with new enhancements for the Allergist'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 Allergists



70 Allergists 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 Allergist'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



**RESPIMAT™**  
For COPD maintenance, choose the RespiMAT product family

**flutiform.**  
fluticasone propionate/formoterol

**ACARIZAX™**  
Welcome home  
ACARIZAX specifically modifies the immune response that causes HDM respiratory allergy!

**Think Allergy Think XOLAIR™**  
Xolair multi-action

**SPINX™**  
SPINX™

**SPOLILO™**  
SPOLILO™

**LAMA/LABA**  
LAMA/LABA

**9:30**  
Allergic Rhinitis

Use either your Respiratory Physician's Desk Pad or new Augmented Reality 3D Model to learn patient education and other resources. Fully download the MR Education app from the App Store or Google Play and enter the password: 401

Keep your smartphone or tablet over images marked with

Get Information and PMS/MP status based into the back of this desk set

Product Name	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
SPINX™											
SPOLILO™											
LAMA/LABA											
ACARIZAX™											
XOLAIR™											

87% of Allergists are using the Augmented Reality capability to access digital clinical resources <sup>4</sup>

# Augmented Reality Revolutionising Allergist's Desk Sets

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



Wide reach to 70 Allergists



High brand visibility to Allergists



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**

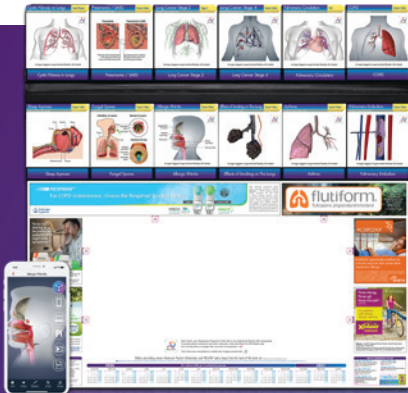
**2** Artwork & digital content deadline **4<sup>th</sup> December 2020**

**3** Distribution to 70 Allergists in **January 2021**



To reserve your positions on the 2021 Allergist's Desk 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/)**

**PRINCETON**  
HEALTH



1. Mobile Medics Survey 2020 (data collected from 676 Australian clinicians, including 14 Allergists). 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 61 Allergists)