

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



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

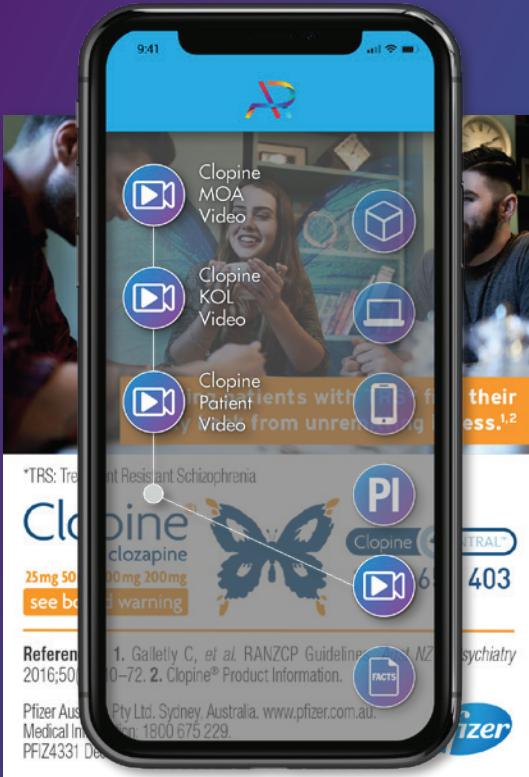


PRINCETON
HEALTH

 **PrincetonDigital**
our experience is healthcare



Princeton delivers with new enhancements for the Psychiatrist'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 Psychiatrists



1,311 Psychiatrists use their AR empowered Princeton Desk Set every year^{2,3}

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

Anxiety



Anxiety

Schizophrenia



Schizophrenia

Schizophrenia: Dopamine



Schizophrenia: Dopamine

What can you do?

There are many things you can do to change in your life that can help you feel better and stay better:

- Try to make time for something you enjoy every day
- Give yourself something to look forward to -
- Listen to music, read a favourite book or mess up with a friend!
- Exercising regularly can help ease depression symptoms and keep you healthy. Your doctor can help you decide which activity would best suit you.
- Make exercising part of your daily or weekly routine and build on slowly during the 30-minute treatment session 3-5 times a week. Keep it in - you will see the greatest benefits after a few months.

What can you do?

Depression Symptoms

Use this checklist to help you watch for symptoms of depression in a friend or family member. Do the best you can to help and ask for help!

If the answer is either of these questions yes, complete the symptom checklist below. Tick all the symptoms that apply.

Important: most of the symptoms can be treated and you can feel better. However, if you are worried about yourself or someone else, contact your GP or your doctor. Depression is a medical condition, not a weakness. It is not your fault. You can get help. It may take time to feel better. You can get help. It may take time to feel better. You can get help. It may take time to feel better.

Depression Symptoms

Sleep Hygiene

Top tips for falling asleep and better sleep:

1. Get to bed and get up at the same time each day
2. Get 7-9 hours sleep every night. Don't drink too much
3. Avoid caffeine, alcohol and nicotine in the evening
4. Exercise regularly but not within 2-3 hours before bed
5. Sleep in a cool, dark, quiet and comfortable bedroom
6. Keep a regular sleep diary, but do not rely on it to fix your sleep
7. Use a comfortable mattress and pillow
8. Develop a relaxing bedtime routine
9. Don't eat and don't drink, but eat light
10. Use sleeping aids only if advised by your doctor

Sleep Hygiene

Nerve Impulse



Nerve Impulse

Neurotransmitters



Neurotransmitters

Depression



Depression

The Brain



The Brain

Finding help & support

Depression is a national not-for-profit organisation that addresses issues relating to depression, anxiety and bipolar disorder. Information line: 1300 22 6336 Website: www.beyondblue.org.au

Anxiety Support is a national not-for-profit organisation that addresses issues relating to depression, anxiety and bipolar disorder. Information line: 1300 22 6336 Website: www.beyondblue.org.au

Finding help & support

Neurologic Diseases



Neurologic Diseases

Lamictal - Indicated For:

The prevention of additional seizures in patients with bipolar disorder. Lamictal is the original brand of lamotrigine and is the only lamotrigine brand in New Zealand. For more information, visit www.aspen.co.nz

Aspen is a leading pharmaceutical company in New Zealand. We are committed to providing the highest quality pharmaceutical products to our customers. For more information, visit www.aspen.co.nz

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Treat the mind, respect the body.

Well tolerated treatment for schizophrenia

Lotuda (haloperidol HCl tablets) is a potent antipsychotic. It is used to treat schizophrenia and other mental health conditions. For more information, visit www.lotuda.co.nz

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Lithicarb[®]

Lithicarb is a national not-for-profit organisation that addresses issues relating to depression, anxiety and bipolar disorder. Information line: 1300 22 6336 Website: www.beyondblue.org.au

ASPIRE is a national not-for-profit organisation that addresses issues relating to depression, anxiety and bipolar disorder. Information line: 1300 22 6336 Website: www.beyondblue.org.au

Lithicarb[®]

RANZCP 2020

Annual Congress of the Royal Australian and New Zealand College of Psychiatrists Hobart, 17-21 May 2020

www.ranzcp.org.au

RANZCP 2020

WPA 2020

20th World Congress of Psychiatry Bangkok, 14-17 Oct 2020

www.wpa-congress.com

WPA 2020

Clonidine

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Clonidine

Pristiq

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Pristiq



75% of Psychiatrists are using the Augmented Reality capability to access digital clinical resources⁴

Augmented Reality Revolutionising Psychiatrist's Desk Sets

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



Wide reach to 1,311 Psychiatrists



High brand visibility to Psychiatrists



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 1,311 Psychiatrists in **January 2021**

✓ To reserve your positions on the 2021 Psychiatrist'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 41 Psychiatrists). 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 977 Psychiatrists)