

92% of Rheumatologists want a central platform which includes clinical information relevant for their area of specialty¹



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



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 **PrincetonDigital**
our experience is healthcare



Princeton delivers with new enhancements for the Rheumatologist'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 Rheumatologists



276 Rheumatologists use their AR empowered Princeton Desk Set every year^{2,3}

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

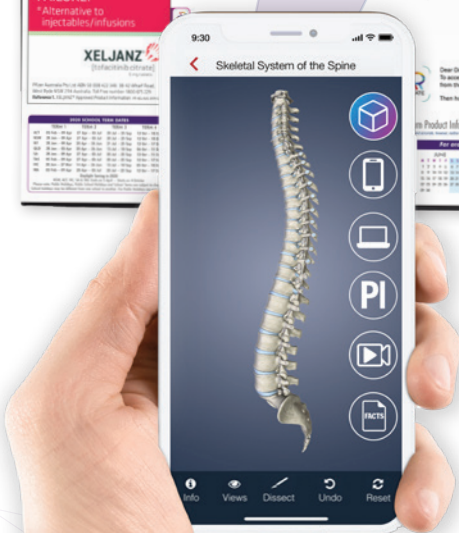
Provide access to brand specific, disease and sponsored apps

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|--|--|--|--|--|--|
| Fibromyalgia Fibromyalgia | Persistent pain cycle Persistent pain cycle | Osteoporosis Osteoporosis | Body Scan PALEXIA SR <small>Augmented Reality 3D Model</small> | Psoriatic Arthritis Psoriatic Arthritis | Rheumatoid Arthritis - Knee Rheumatoid Arthritis - Knee |
|--|--|--|--|--|--|

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| Early Rheumatoid Arthritis Early Rheumatoid Arthritis | Rheumatoid Arthritis Rheumatoid Arthritis | Skeletal System of the Spine Skeletal System of the Spine | Arthritis - Knee Arthritis - Knee | Ankylosing Spondylitis Ankylosing Spondylitis | Back Pain Back Pain |
|--|--|--|--|--|--|

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|--|---|--|
| ACT FAST <small>CHANGE THE DESTRUCTIVE COURSE OF EARLY, RAPIDLY PROGRESSING RA</small> | MyStelara <small>Download the MyStelara app using the AR Educator app</small> | DRAGON CLAW <small>A supportive resource for rheumatoid arthritis, hips, knees and care givers</small> |
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| PALEXIA SR ATYPICAL OPIOID <small>Program of supervised use (PSU) system</small> | XELJANZ FIRST ORAL TREATMENT FOR RA POST DMARD FAILURE* | PBS CODE MOBILE ACCESS <small>to the PBS Content, Activities and Educational Programs</small> | ACT FAST <small>CHANGE THE DESTRUCTIVE COURSE OF EARLY, RAPIDLY PROGRESSING RA</small> |
|--|--|---|--|



79% of Rheumatologists are using the **Augmented Reality** capability to access digital clinical resources⁴

Augmented Reality Revolutionising Rheumatologist's Desk Sets

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



Wide reach to 276 Rheumatologists



High brand visibility to Rheumatologists



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:

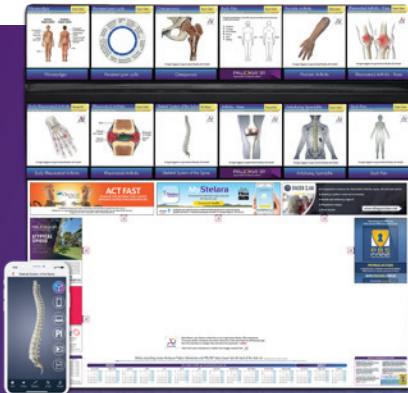
1 Booking deadline **13th November 2020**

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

3 Distribution to 276 Rheumatologists in **January 2021**

✓ To reserve your positions on the 2021 Rheumatologist'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 22 Rheumatologists). 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 217 Rheumatologists)