

84% of Pain Specialists want a central platform which includes clinical information relevant for their area of specialty¹



The Pain Specialist'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 Pain Specialist'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 Pain Specialists



68 Pain Specialists use their AR empowered Princeton Desk Set every year ^{2,3}

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

Fibromyalgia Fibromyalgia	Persistent pain cycle Persistent pain cycle	Osteoporosis Osteoporosis	Body Scan PALEXIA SR	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 CHANGE THE DESTRUCTIVE COURSE OF EARLY, RAPIDLY PROGRESSING RA 	MyStelara Download the MyStelara app using the QR code below. 	DRAGON CLAW A 3-part series resource for rheumatoid arthritis, lupus, ARA and care givers.
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PALEXIA SR ATYPICAL OPIOID Program of approved Opioid System 	XELJANZ FIRST ORAL TREATMENT FOR RA POST DMARD FAILURE* *Alternative to injectables/infusions 	PBS CODE MOBILE ACCESS Download your PBS app from your app store. 	ACT FAST CHANGE THE DESTRUCTIVE COURSE OF EARLY, RAPIDLY PROGRESSING RA
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74% of Pain Specialists are using the Augmented Reality capability to access digital clinical resources⁴

Augmented Reality Revolutionising Pain Specialist's Desk Sets

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



Wide reach to 68 Pain Specialists



High brand visibility to Pain Specialists



Reinforce your brand's key selling messages



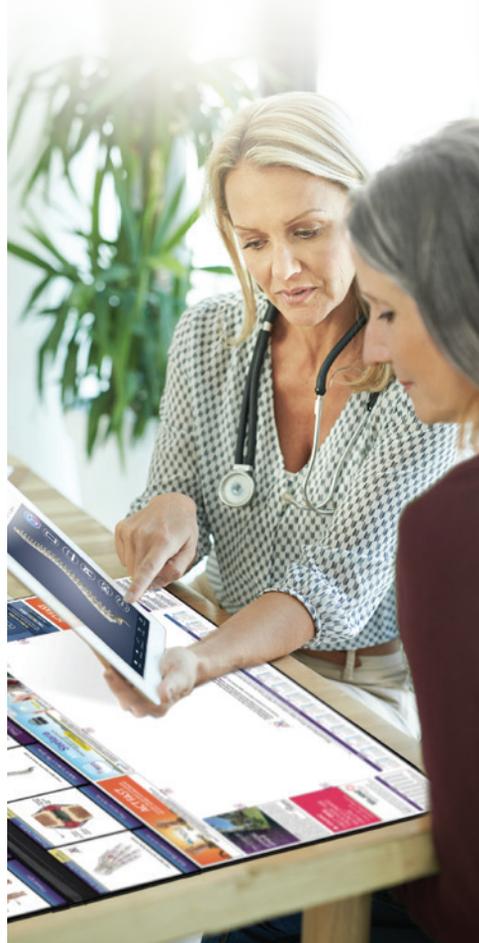
Empower your brand with AR technology



Promote your patient education or digital resources



Include your current promotional materials



Next Steps:

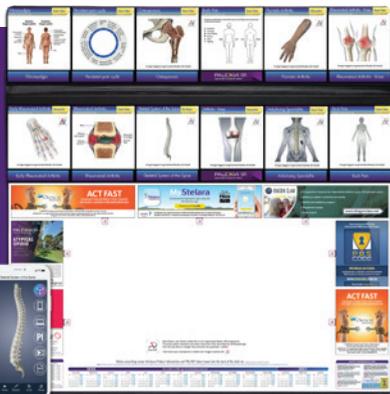
1 Booking deadline **13th November 2020**

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

3 Distribution to 68 Pain Specialists in **January 2021**

✓ To reserve your positions on the 2021 Pain Specialist'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 4 Pain Specialists). 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 50 Pain Specialists)