

Industry Role in Viral Hepatitis Advocacy

Perspectives from the Hepatitis B Community

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August 13, 2009
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Hepatitis B Foundation

A national nonprofit organization dedicated to finding a cure and improving the quality of life for those affected by HBV worldwide through research, education and patient advocacy.



Annual B Informed Patient Conference

[Hepb.org](http://hepb.org) – 1 million visits from 180 countries/year

Email/Phone Help Lines – thousands/year

Print/Online Newsletters – reach >8,000/year

Gateway to Care Public Health Campaign

- ✓ Phila HBV Task Force
- ✓ Free Screenings
- ✓ Community Education
- ✓ Patient Support Group



HBF Research Institute

25 scientists working on HBV/HCV drug discovery and biomarkers for cirrhosis and HCC

Goals of National HBV Advocacy

- Increase awareness and education to make hepatitis B an urgent public health priority
- Reduce the health disparities and risks associated with hepatitis B and liver cancer
- Increase federal funding to support life-saving programs to improve HBV prevention, screening, and care

**Community and Industry
Partnerships are KEY
to achieving these goals!!**



National HBV Advocacy Successes

Institute of Medicine Study on Chronic Viral Hepatitis

Nov. 2009

Viral Hepatitis and Liver Cancer
Prevention & Control Act

Oct. 2009

Congressional Briefing held on World Hepatitis Day
Chronic Hepatitis: A Liver Cancer Story

May 2009

NIH Consensus Conference on HBV

Oct. 2008

Office of Minority Health (HHS) Adopts HBV
as a Public Health Priority

Sept. 2008



CDC HBV Screening
Recommendations Expanded

Sept. 2008

National HBV Partners

- National Task Force on Hepatitis B: Focus on API
- National Hepatitis B Expert Panel, OMH/HHS
- Association of Asian Pacific Community Health Org (AAPCHO)
- Asian Pacific American Medical Students Association (APAMSA)
- Nonprofit organizations: Hepatitis B Foundation, Asian Liver Center at Stanford and Asian Health Foundation

HBV Industry Partners

Bayer/Onyx Bristol-Myers Squibb Gilead
GlaxoSmithKline Merck Novartis
. . . and OraSure?



Moving Forward

Finding the common ground for HBV/HCV Advocacy

Shared fatal outcomes – ESLD and HCC – bring us together

- ✓ Increased strength in numbers!
- ✓ Focused national message
- ✓ Expanded Congressional support

Great strides have been made in 2009 under the leadership of NVHR and NASTAD to bring the two communities together.



We hope to continue the momentum in 2010 by inviting industry to join our combined efforts!

THANK YOU!



Hepatitis B Foundation

Excellent Science Rooted in Human Compassion

www.hepb.org