

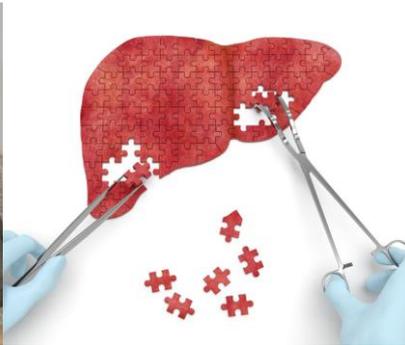


Defying the Trends: Leveraging Liver Health to Improve Patient Outcomes.

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The issue.

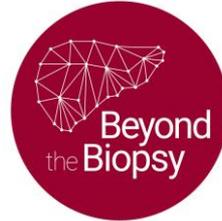
Rising trends in obesity,¹ diabetes,² heart disease,³ alcohol-related liver disease,⁴ DILI,⁵ and COVID-19 have resulted in increased liver disease⁶



COVID-19, coronavirus disease; DILI, drug-induced liver injury

1. WHO <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight#:~:text=Worldwide%20obesity%20has%20nearly%20tripled,%2C%20and%2013%25%20were%20obese.> Accessed September 2022;
2. WHO <https://www.who.int/news-room/fact-sheets/detail/diabetes>. Accessed September 2022;
3. Roth A et al. J Am Coll Cardiol 2020;76:2982–3021;
4. <https://www.gov.uk/government/news/alcoholic-liver-deaths-increased-by-21-during-year-of-the-pandemic#:~:text=There%20was%20a%20rapid%20increase,2.9%25%20between%202018%20and%202019.> Accessed September 2022;
5. Navarro VJ et al. Hepatology 2017;65:363–73;
6. Velarde-Ruiz Velasco JA, et al. Ver Gastroenterol Mex (Engl Ed) 2020;85:303–11

GLI creates collaborative processes to address these issues.





Mission.

To improve the lives of individuals and families impacted by liver disease through promoting innovation, encouraging collaboration, and scaling optimal approaches to help eradicate liver diseases.



Vision.

For liver health awareness to be universal and for liver disease to take its proper place on the global public health agenda consistent with its prevalence and impact.



Values.

Patient-centeredness.

Collaboration.

Integrity.

Inclusion.

Results.



GLI's NASH Council.

Launched in 2017 at the Milken Institute School of Public Health, the GLI NASH Council shines a spotlight and coalesces an expanded set of stakeholders, in addition to hepatology, around the urgency of developing mechanisms for quantifying and addressing the epidemic of NAFLD and NASH in the U.S. and abroad. The NASH Council convenes twice per calendar year on a virtual basis.

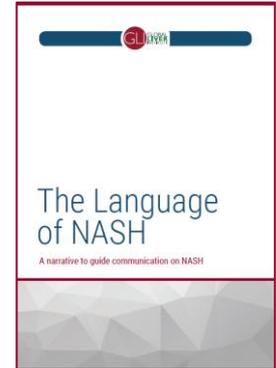
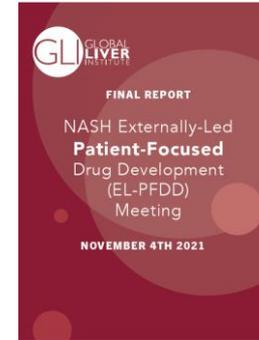
Growth to **80+ Members**, including:

- Patient organizations
- Industry (e.g., pharmaceutical, diagnostic)
- Medical Societies
- Health Systems
- Researchers, Specialists
- Non-Profit Organizations



NASH Council Achievements.

- The Language of NASH
- U.S. NASH Action Plan
- GLI, in collaboration with NASH Council member, Clinical Care Options, launched the CME course, *NASH Core Curriculum: A Comprehensive Online Resource Center*
- GLI's proposed coding revisions in ICD-10-CM
- NASH Externally-Led Patient-Focused Drug Development (EL-PFDD) Meeting for the U.S. Food and Drug Administration (FDA) on 11/4/2021
- Collaboration with United States Preventive Services Task Force (USPSTF)
- Partnership with NutriStyle Inc. for creation of nutrition app



CME, Continuing Medical Education; GLI, global liver institute; ICD-10-CM, International Classification of Diseases, Tenth Revision, Clinical Modification; NASH, non-alcoholic steatohepatitis

International #NASHDay.

This 5th #NASHDay was a tremendous global success:

- More than **70 global partners**
- More than **70 countries and territories** represented
- 22 scientific society and international organization endorsements.
- #NASHDay received more than **15 million** impressions, **4 million** accounts, through 4,000 posts.
- The press release, distributed to international media outlets, had a total potential reach of **400 billion**



International #NASHDay.



NASH, non-alcoholic steatohepatitis



Global Liver Institute is honored that the
5th INTERNATIONAL NASH DAY
has received the endorsement of



ENDORSED
EVENT



Canadian Association
for the Study of the Liver

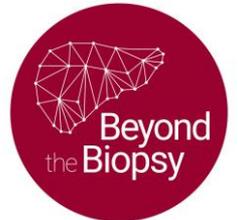


Beyond the Biopsy.

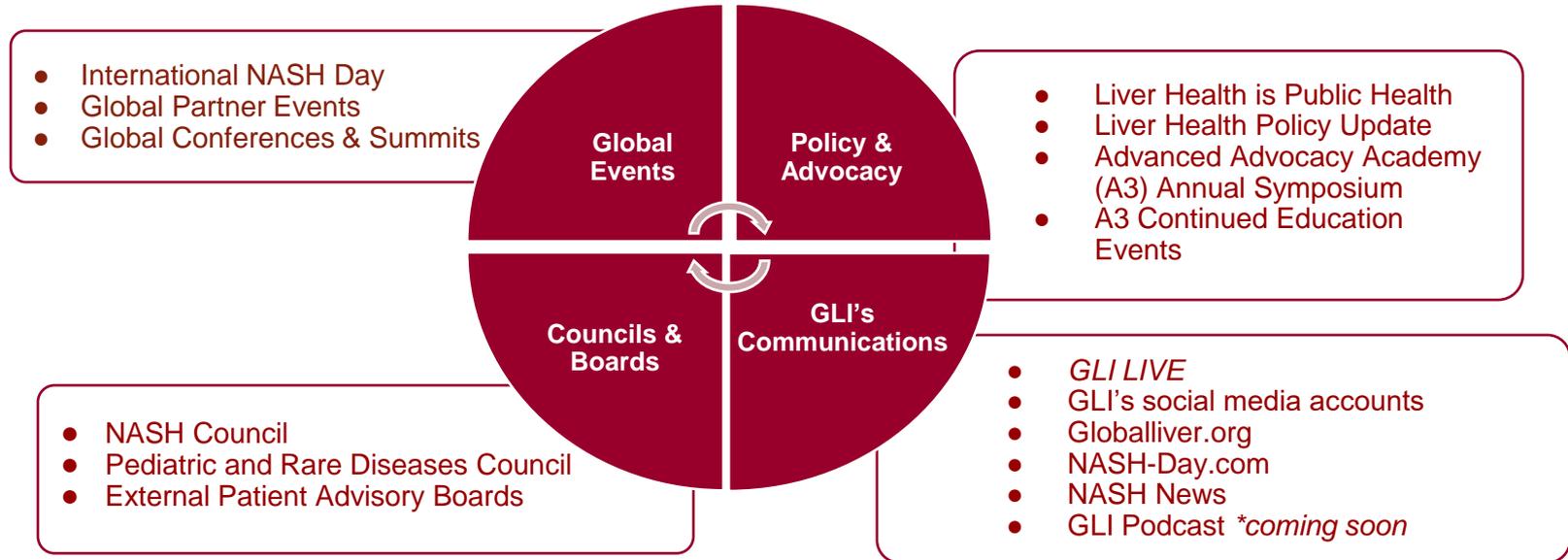
GLI's Beyond the Biopsy program is a multifaceted awareness campaign dedicated to accelerating the acceptance and adoption of non-invasive diagnostics (NID) as an alternative to liver biopsy.

Campaign Goals

- Shift share of voice and positive mentions of NID vs. biopsy
- Highlight innovation and value of NID (to patients, providers, and payers)
- Identify and address barriers to NID adoption
- Support integration of NID in best practices and guidelines



Beyond the Biopsy GLI Program Integration.



GLI LIVE.

Broadcasted live every Wednesday at 12:00pm ET   

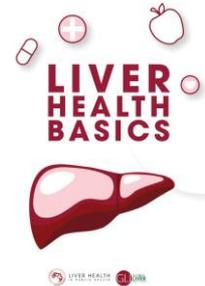
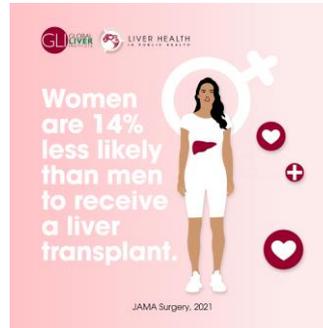
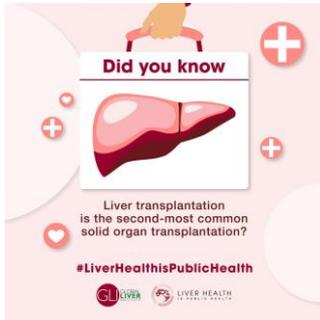
- Emerged as a COVID-19 response program
- GLI LIVE is our stage to discuss timely topics in liver health and share expert insights with the patients who might benefit most.
- Almost 100 episodes to date
- Guests include experts ranging from members of Congress to leading physicians to patient advocates to performers from Broadway.



Liver Health is Public Health.

Campaign Goals

- **Educate** patients, providers, payers, and policymakers; and the media that reaches them
- **Disseminate** educational resources and stimulate a dialogue about liver health
- **Advocate** for policies that support liver health best practices



LIVER HEALTH
IS PUBLIC HEALTH

Thank you!



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Global Liver Institute

