



INTERNATIONAL
NASH DAY | 

A world map composed of horizontal yellow lines, serving as a background for the main text.

INTERNATIONAL NASH DAY

JUNE 12, 2019

SUMMARY REPORT



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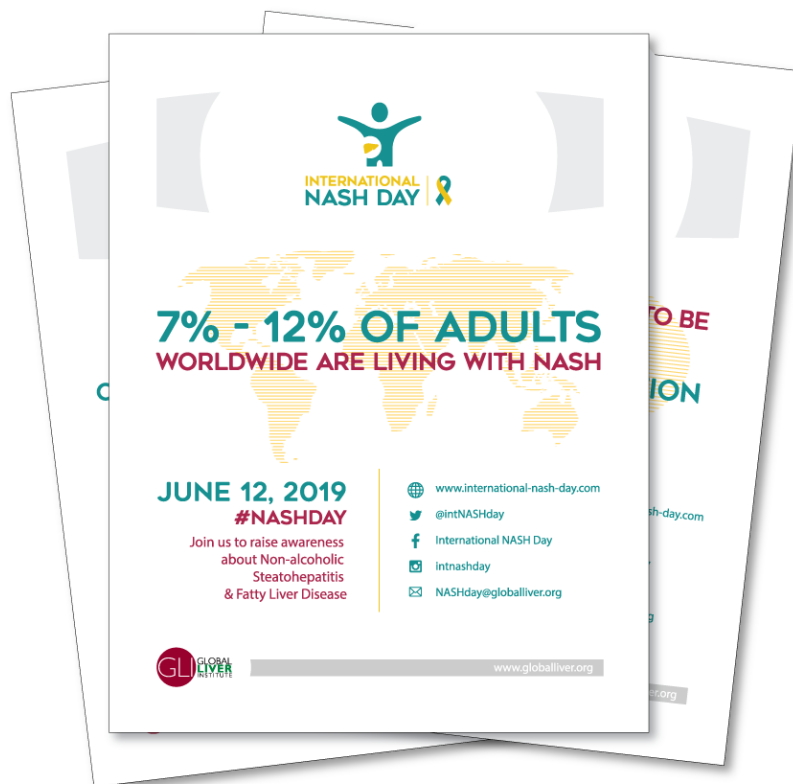


BACKGROUND

Nonalcoholic steatohepatitis (NASH) is a hidden epidemic. It is the progressive form of Nonalcoholic fatty liver disease (NAFLD), and affects more than 115 million people worldwide. An estimated 357 million people will be affected by 2030.

Because NASH symptoms are often not overt, NASH is often underdiagnosed and underreported. NAFLD and NASH are major risk factors for concurrent conditions: more than 70% of patients are obese, up to 75% have type 2 diabetes, and anywhere from 20-80% have hyperlipidemia. Unchecked, NASH may lead to cirrhosis, liver cancer, and liver transplant.

Against this backdrop, the first International NASH Day was launched on June 12, 2018, with the goal of raising awareness about NASH and the actions people can take to prevent the disease. This year, International NASH Day was held again on June 12, under the leadership of Global Liver Institute, gathering together more than 65 partners worldwide and successfully launching events and screenings, briefings, media outreach, and social media campaigns globally.



INTERNATIONAL NASH DAY JUNE 12, 2019

KEY NUMBERS

60
EVENTS

65
PARTNERS

22
COUNTRIES

MEDIA STATS



1,215 @NASHDAY TWITTER
FOLLOWERS
1,513 #NASHDAY TWEETS
2.79 MILLION IMPRESSIONS



7,722,754
CUMULATIVE RADIO AIRINGS
7,535,052
AUDIO NEWS RELEASE AIRINGS

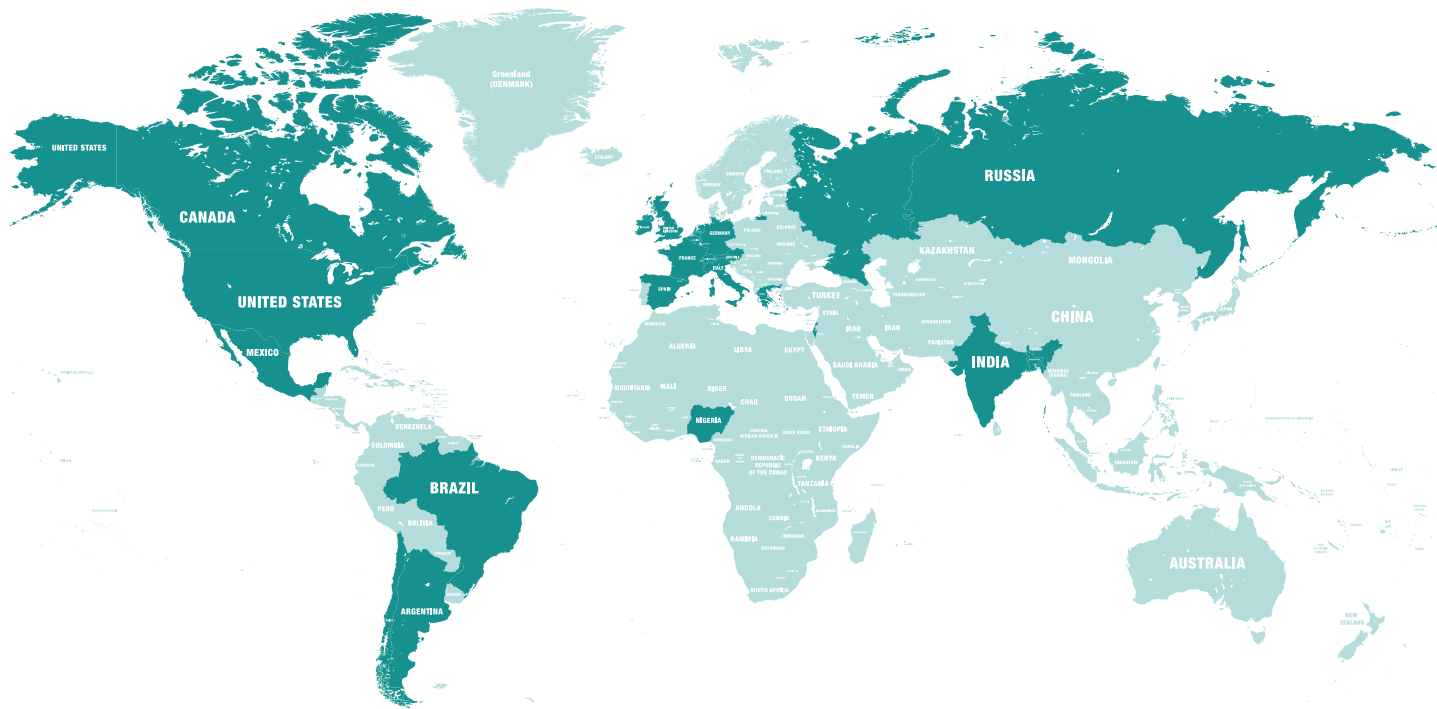


137 PRESS RELEASE POSTINGS
67 MILLION
AUDIENCE



MAT ARTICLE IN ENGLISH & SPANISH
261,044,349
POTENTIAL AUDIENCE
2,170 PLACEMENTS

EVENTS OVERVIEW



60 EVENTS IN 22 COUNTRIES

Argentina	Chile	Israel	Spain
Austria	France	Italy	Switzerland
Bangladesh	Germany	Mexico	United Kingdom
Belgium	Greece	Netherlands	United States
Brazil	India	Nigeria	
Canada	Ireland	Russia	

IDEAL EVENT

GLI built on resources from IND 2018 and created new ones for 2019 to help partners around the world to create community outreach initiatives and events. An Ideal IND event has one or more of the following components:

- Public awareness messaging
- Patient education
- Provider education
- Screening
- Linkage to care/clinical trials information
- Entertainment or “wow” factor such as spokesperson appearance or film screening
- Invitations to policymakers
- Invitations to press
- Formal/Informal video and photography
- Use of IND social media hashtags and links

PARTNERS

65 PARTNERS

14 international and European NGOs
12 national patients' organizations and foundations
15 universities, hospitals and research centers
12 companies

14 INTERNATIONAL AND EUROPEAN NGOS

AACE – American Association of Clinical Endocrinologists

AASLD – American Association for the Study of the Liver

ASTS – The American Society of Transplant Surgeons

AMH – Mexican Hepatology Association

CLF – Canadian Liver Foundation

EASL-ILF – EASL International Liver Foundation

EPHA – European Public Health Alliance

ECPC – European Cancer Patient Coalition

ELPA – European Liver Patients' Association

FSL – Forum for the Study of the Liver, Bangladesh

ILCA – International Liver Cancer Association

PBC Foundation

PCNA – Preventive Cardiovascular Nurses Association

VHA – The Veterans' Health Administration



Canadian Liver Foundation
Fondation canadienne du foie



12 NATIONAL PATIENTS' ORGANIZATIONS AND FOUNDATIONS

- Dia de la Mujer Latina (USA)
- Fatty Liver Foundation (USA)
- NASH KNOWledge (USA)
- Liver Life Walk (USA)
- Sayani Foundation for the Liver Diseases & Liver Transplant (Argentina)
- British Liver Trust (United Kingdom)
- Deutsche Leberhilfe (Germany)
- EBM - Evidence-based Medicine Support and Development Foundation (Russia)
- Hepas Prometheus (Greece)
- HHO – Gesunde Leber (Austria)
- NLV – Nederlandse Leverpatienten Vereniging (Netherlands)
- SOS Hépatites et Maladies du Foie PACA (France)

15 UNIVERSITIES, HOSPITALS AND RESEARCH CENTERS

- Arizona Liver Health (USA)
- Children's Hospital of Philadelphia (USA)
- Continuum Clinical (USA)
- Clinical Care Options (USA)
- Duke University Medical Center (USA)
- Pinnacle Clinical Research (USA)
- University of Pennsylvania (USA)
- Hospitales Angeles Clinical Londres (Mexico)
- Hospital Israelita Albert Einstein (Brazil)
- Pontificia Universidad Catolica de Chile (Chile)
- Hospital Quironsalud (Spain)
- Liver Wellness (Ireland)
- Università La Sapienza, Policlino Umberto I (Italy)
- UCL, Royal Free Hospital (United Kingdom)
- Jeevan Scientific Research (India)

ADDITIONAL INSTITUTIONAL PARTNERS

- The Health Policy Partnership
- The Liver Forum
- The Washington Post
- The Mexican Consulate
- U.S. Senator Bill Cassidy (Louisiana)
- The Russian Gazette
- The Russian Healthcare Deputy Minister, Oleg Salagay, PhD

12 CORPORATIONS

- Allergan Foundation
- Boehringer Ingelheim
- Crown Bioscience Inc.
- Genfit
- Intercept
- NASH Roundtable
- Novartis
- Perspectum
- Pfizer
- Promethera Biosciences
- Prosciento
- Zydus Cadila

KEY MEDIA STATISTICS

PRESS RELEASE

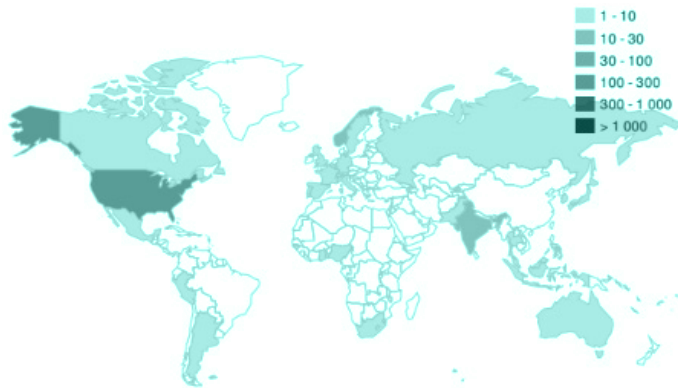
A press release highlighting International NASH Day and the epidemic of nonalcoholic steatohepatitis was released on June 12, 2019. A press release for use by international partners was translated into 8 languages.



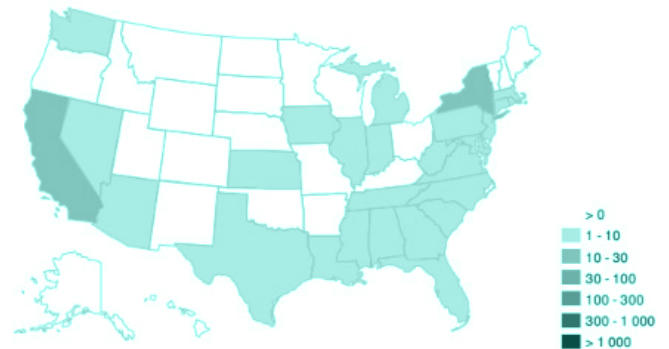
- **137 POSTINGS**
- Total audience: **MORE THAN 67 MILLION**

For a listing of original coverage, see Appendix A

PRESS RELEASE VIEWS BY COUNTRY



US PRESS RELEASE VIEWS BY STATE



RADIO INTERVIEWS

A 14-interview radio tour of local, regional, and national radio shows featured GLI's President and CEO Donna Cryer and the Fatty Liver Foundation's Wayne Eskridge on June 12.

- Audience of **7,722,754 LISTENERS**



AUDIO NEWS RELEASE

A national audio news release on NASH featuring GLI's Donna Cryer aired on radio stations June 12.

- Audience of **7,535,052 LISTENERS**

SOCIAL MEDIA STATISTICS

FACEBOOK LIVE EVENT

GLI hosted a Facebook Live Event at the National Press Club in Washington, DC, which as of June 22, 2019, has 3180 views. The event, entitled “Patient and Provider Perspectives on NASH,” featured Dr. Nadege T. Gunn, patient advocate Kimberly Martinez, and GLI’s Donna Cryer as moderator.

- Facebook Live event had **3,180 VIEWS**



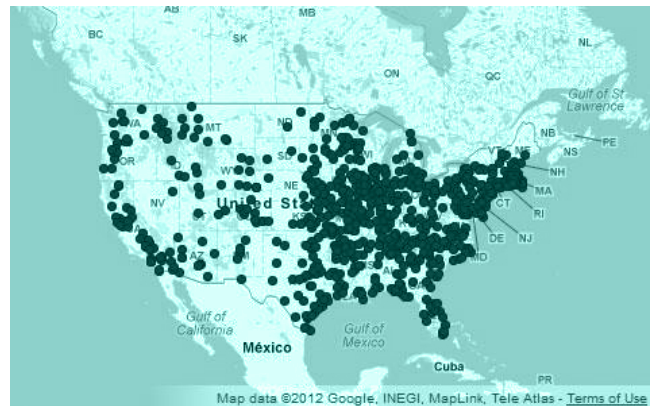
Behind-the-scenes at Facebook LIVE

MAT ARTICLE

GLI wrote and distributed a mat article, which appears as promoted content in both online and print publications, in both English and Spanish starting on June 11, 2019.

The English article has earned placements in the 10 largest markets in the U.S.: NYC, LA, Chicago, Houston, Philadelphia, Phoenix, San Antonio, San Diego, Dallas, and San Jose. The article will continue to be promoted until October. The Spanish article has earned placements in the 10 largest markets in the U.S.: NYC, LA, Chicago, Houston, Philadelphia, Phoenix, San Antonio, San Diego, Dallas, and San Jose, reaching the top five Spanish speaking areas in the US: LA, NYC, Miami, Houston, and Chicago. Also, this article will continue to be promoted until October.

- English: **153,830,538 AUDIENCE** and **1,080 PLACEMENTS**
- Spanish: **107,213,811 AUDIENCE** and **1,090 PLACEMENTS**



Geographic placement of both the English and Spanish articles

SOCIAL MEDIA VISIBILITY INCREASED SIGNIFICANTLY FROM 2018

2018

2019

750 FACEBOOK LIKES



1,072 FACEBOOK LIKES

761 TWITTER FOLLOWERS



1,215 TWITTER FOLLOWERS

357 FOLLOWERS USED #NASHDAY



598 FOLLOWERS USED #NASHDAY

1.3 M #NASHDAY IMPRESSIONS



2.79 M #NASHDAY IMPRESSIONS

503 TWEETS TAGGED #NASHDAY



1,513 TWEETS TAGGED #NASHDAY

TOP INFLUENCERS

The #NASHday Influencers

Top 10 by Mentions

- @intNASHday 560
- @NASH_Education 391
- @GlobalLiver 283
- @EU_Health 212
- @EuropeLiver 207
- @Marko_Korenjak 204
- @EASL_ilf 197
- @mcolombo46 194
- @WHO_Europe 187
- @EASLnews 184

Top 10 by Tweets

- @GlobalLiver 88
- @NASH_Education 82
- @intNASHday 70
- @EuropeLiver 61
- @lauraldeg 48
- @LiviaAlimena 35
- @Marko_Korenjak 33
- @MKDmilanM 32
- @hepar_centar 31
- @gorde_m 30

Top 10 by Impressions

- @EuropeLiver 306.3K
- @GileadSciences 271.9K
- @GlobalLiver 154.1K
- @AASLDtweets 129.1K
- @DraDianePerez 127.4K
- @DCPatient 119.8K
- @innovateuk 114.9K
- @NASH_Education 99.3K
- @hosp_einstein 94.6K
- @intNASHday 83.1K

The Numbers

2.790M Impressions

1,513 Tweets

498 Participants

63 Avg Tweets/Hour

3 Avg Tweets/Participant



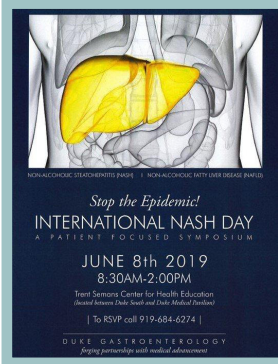
Twitter data from the #NASHday hashtag from Wed, June 12th 2019, 6:00AM to Thu, June 13th 2019, 6:00AM (Europe/Paris).



HIGHLIGHTS OF AMERICAN EVENTS

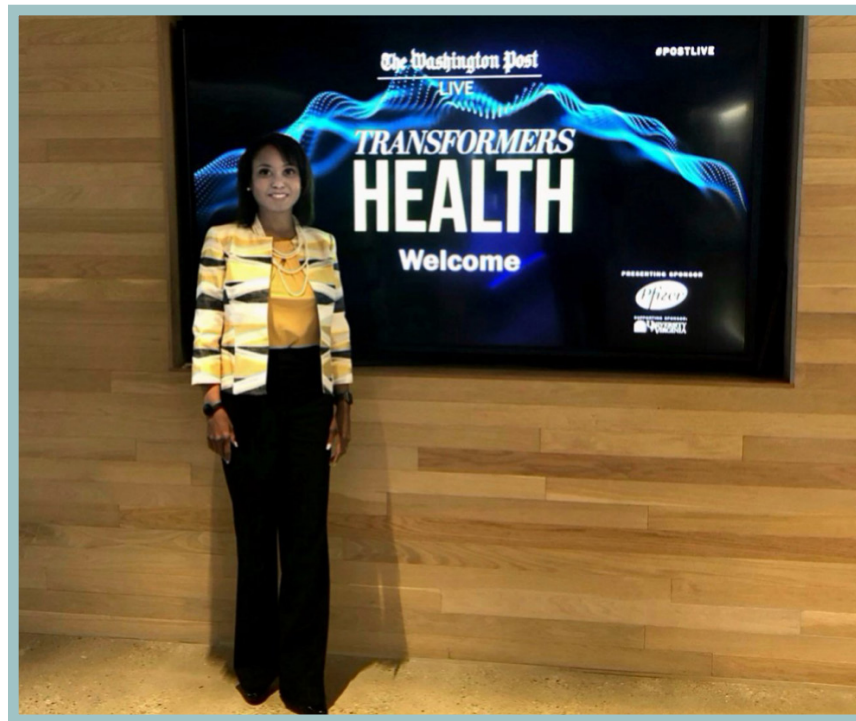
DURHAM, NORTH CAROLINA, JUNE 8 - PATIENTS SYMPOSIUM

Organized by Duke University Medical Center, Prof. Dr. Manal Abdemalek and Dr. Cynthia Moylan. Featuring GLI President & CEO Donna Cryer as a speaker.



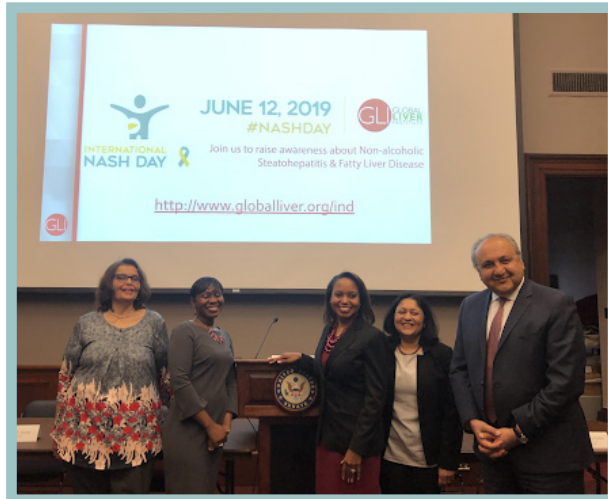
WASHINGTON, DC, JUNE 11 - THE WASHINGTON POST

The Washington Post interviewed GLI President and CEO Donna Cryer with Pfizer's Rod MacKenzie, PhD, Executive Vice President, Chief Development Officer during the program Health Transformers.



WASHINGTON, DC, JUNE 12 - CONGRESSIONAL BRIEFING

Co-hosted by Global Liver Institute and U.S. Senator Bill Cassidy (LA). Moderated by GLI President and CEO, Donna Cryer, with leading clinicians: Dr. Zobair Yanoussi, American Gastroenterological Association, INOVA Fairfax; Dr. Rita Basu, the Endocrine Society and the University of Virginia; and Dr. Nadege T. Gunn, Pinnacle Clinical Research. The event was attended by staff from more than 15 Congressional offices.



See Appendix C for full agenda and speaker bios from this event.

NEW YORK CITY, NEW YORK, JUNE 12 - CONFERENCE: “NASH: A LOOMING PUBLIC HEALTH CRISIS: IDENTIFYING CHALLENGES AND BUILDING A COMMON VISION FOR THE DIAGNOSIS AND MANAGEMENT OF HIGH RISK PATIENTS”

Organized by Genfit and moderated by: Dr. Nicole Harris-Hollingsworth, Montefiore Health System – Albert Einstein College of Medicine. Featuring as speakers: Dr. Julia Wattacheril, Columbia University Irving Medical Center, Dr. Amreen Dinani, Mount Sinai, Dr. Amon Asgharpour, Mount Sinai and Global Liver Institute COO, Richard Gelula.



HOUSTON, TEXAS, JUNE 12 - PRESENTATIONS AND MEETINGS ON NASH AND SCREENINGS AT THE MEXICAN CONSULATE

Organized by the Fatty Liver Foundation (President, Wayne Eskridge), Secretaria de la Relaciones Exteriores (SRE) and Institutos de los Mexicanos en el Exterior (IME).

NASH can lead to death
Hispanics are at high risk
Get a FREE test - June 12, 2019

Test: FREE FibroScan®

- Non-invasive liver ultrasound
- Takes 10 to 15 minutes
- You must not eat (fast) for 3 hours before the scan

• For more information, go to www.fattyliverfoundation.com/nash_day

Date: Wednesday, June 12th
Time: 9:00 AM to 5:00 PM
Location: Consulate General of Mexico
4506 Caroline Street
Houston, TX 77004

Appointments: Walk-ins welcome or call (844) 254-6524 ext. 0 to schedule a time

Sponsored by:

FLF Fatty Liver Foundation
SRE
IME
GLI GLOBAL LIVER INSTITUTE
JUNE 12, 2019 INTERNATIONAL NASH DAY

NASH
Non-alcoholic Steatohepatitis is a silent (without symptoms) liver disease.

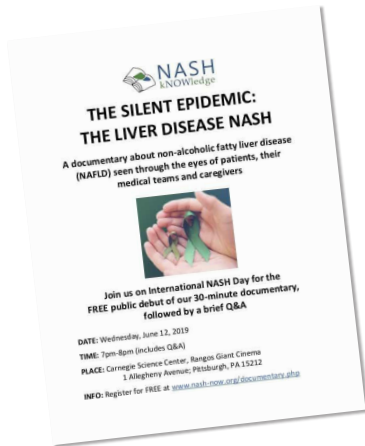
PHILADELPHIA, PENNSYLVANIA, JUNE 12 - DISEASE AWARENESS EVENT WITH SPECIALISTS AND SCREENING

Organized by Dr. Jennifer Pangani from the Children’s Hospital of Philadelphia.



PITTSBURG, PENNSYLVANIA, JUNE 12 - PREMIERE OF NASH DOCUMENTARY AND EVENT IN THE CITY HALL

Organized by Anthony Villiotti (NASH KNOWledge).



PHILADELPHIA, PENNSYLVANIA, JUNE 12 - UNIVERSITY OF PENNSYLVANIA

NASH education event for adult patients and providers organized by Dr. Prof. Rotonya Carr.



INDIANAPOLIS, INDIANA JUNE 12 - DR. CHALASANI AND NANCY PAUL

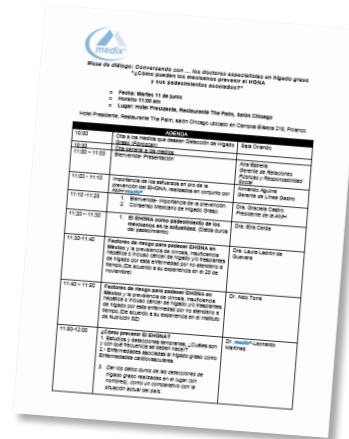
The International NASH Day Indianapolis event was organized by Nancy Paul and Dr. Naga P. Chalasani, Associate Dean for Clinical Research Indiana School of Medicine and IUHEALTH Gastroenterology. A video of the event is available at <https://www.youtube.com/watch?v=oz3bmW7cmI4>.



HIGHLIGHTS OF CENTRAL AND SOUTH AMERICAN EVENTS

MEXICO CITY, MEXICO, JUNE 12 - NASH PRESS CONFERENCE ORGANIZED BY THE MEXICAN HEPATOLOGY ASSOCIATION (AMH)

NASH conference and broadcast interviews featuring Dr. Graciela Castro Narro and Dr. Eira Cerda Reyes.



MEXICO CITY, MEXICO, JUNE 12 - HOSPITALES ANGELES CLINICA LONDRES

Three events: one dedicated to physicians, one dedicated to the general public, and one to the medical students of Mexico Medical University. Organized by Dr. Laura Ladron De Guevara.



SAN SALVADOR, ARGENTINA, JUNE 12 - NASH CONFERENCE ORGANIZED BY THE SAYANI FOUNDATION

Conference dedicated to disease awareness, empowering patients, providing tools for treatment, physicians' activities, patients' stories, and material distribution. Organized by: Dr. Paola Andreacci, Dr. Patricia Gallarolo, and Dr. Maria del Carmen Basbus.



SÃO PAULO, BRAZIL, JUNE 12 - HOSPITAL ISRAELITA ALBERT EINSTEIN

NASH lectures in several care units and the university. Production and video dissemination. Organized by Dr. Bianca della Guardia.



HIGHLIGHTS OF EUROPEAN EVENTS

VIENNA, AUSTRIA, JUNE 11 - NASH PRESS CONFERENCE

Angelika Widhalm, President of the HHÖ-Plattform Gesunde Leber and Assoc. Prof. Dr. Elmar Aigner, from Medicine University, Uniklinikum Salzburg.



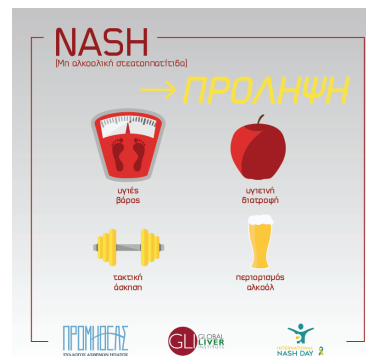
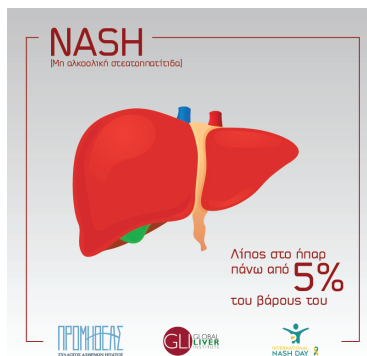
BRUSSELS, BELGIUM, JUNE 12 - CONFERENCE: “NASH: A LOOMING PUBLIC HEALTH CRISIS: WHAT ARE THE CHALLENGES FOR HEALTH AUTHORITIES AND MEDICAL COMMUNITY?”

Organized by Genfit with: Prof. Sven Francque, MD PhD – Professor & Chair, Antwerp University Hospital (Belgium), Prof. Jörn Schattenberg, M.D. – Assistant Professor of Medicine at the University Medical Center Mainz (Germany), Prof. Massimo Colombo – Chairman of the EASL International Liver Foundation (EASL-ILF), Prof. Jeffrey Lazarus – Vice-Chairman of the EASL International Liver Foundation (EASL-ILF), Marko Korenjak – President of European Liver Patients Association (ELPA), Julio Burman – Vice-President of European Liver Patients Association (ELPA) and M. Jan F., a patient.



ATHENS, GREECE, JUNE 12 - 1ST NATIONAL NASH SOCIAL MEDIA CAMPAIGN AND NEW, DEDICATED NASH PAGE ON THE WEBSITE

Organized by the patients' organization: Hepas Prometeus. <http://helpa-prometheus.gr/mh-alkoolikes-hpatitides-nafld-nash/>



COLOGNE, GERMANY, JUNE 12 - NEW, DEDICATED NASH WEBPAGE ON LEBERHILFE WEBSITE

Brand new dedicated NASH website on the patients' organization website: <http://www.leberhilfe.org/nash-day/>

Internationaler NASH-Tag am 12. Juni 2019

Am 12. Juni ist **Internationaler NASH-Tag**, welcher vom Global Liver Institute (GLI) koordiniert wird. Die Deutsche Leberhilfe e.V. freut sich, diesen Aufklärungstag mit einer Online-Kampagne auch hierzulande zu unterstützen.

Nicht-alkoholische Steatohepatitis (NASH) ist bereits heute die nächste große Lebererkrankung. Insbesondere in Industrieländern gibt es immer mehr Menschen mit Übergewicht und Insulinresistenz, was oft auch zu einer Verfettung der Leber führt; bei einem Teil der Betroffenen kommt es nicht nur zu einer einfachen Leberverfettung, sondern zur gefährlichsten entzündlichen Form. Das Ausmaß ist so groß, dass NASH bereits als „stillere Tsunami“ bezeichnet wird: Weltweit sind nach Schätzungen des Global Liver Institute bereits

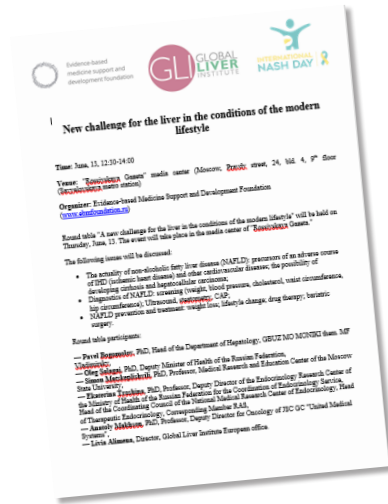
Zusätzliche Informationen

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Möchten Sie von uns per E-Mail informiert werden, wenn in Ihrer Nähe Veranstaltungen wie z.B. Arzt-Patienten-Seminare stattfinden, oder wenn die Leberhilfe Umfragen oder andere aktuelle Aktionen durchführt? Dann tragen Sie bitte hier Ihre Kontaktdaten ein.

MOSCOW, RUSSIA, JUNE 13 - MULTI-STAKEHOLDERS NASH CONFERENCE WITH HEALTHCARE DEPUTY MINISTER, OLEG SALAGAY IN THE RUSSIAN GAZETTE HEADQUARTERS.

Organized by the Evidence-Based Medicine Support and Development Foundation: Prof. Pavel Bogomolof and Maria Rozhok. Attended by GLI EU Office Director, Livia Alimena.



MARSEILLE, FRANCE JUNE 12 - DISEASE AWARENESS EVENT IN MARSEILLE HOSPITAL WITH SCREENINGS

Organized by Mme Blaga Stenger, SOS Hépatites et Maladies du Foie PACA.



ROME, ITALY, JUNE 12 - CONFERENCE ON NASH AT THE SAPIENZA UNIVERSITY, POLICLINICO UMBERTO I

One-day event with experts of the scientific community and the University Dean, dedicated lectures to postgraduate medical doctors. Organized by Prof. Dr. Angelico and Prof. Dr. Maria del Ben.

PARTECIPANTI		<p>Coordinamento scientifico: Prof. Maria Del Ben Day Service di Medicina Interna e Malattie metaboliche Dipartimento di Medicina Interna e Specialità Mediche Sapienza Università di Roma</p> <p><i>Il Corso avanzato sulla steatosi epatica non alcolica è rivolto agli specializzandi di Medicina Interna, Gastroenterologia, Geriatria, Idrologia Medica e Scienza dell'Alimentazione</i></p>	<p></p> <p>II GIORNATA MONDIALE SULLA NASH 12 giugno 2019</p> <p>Aula Scientifico-Didattica del Dipartimento di Medicina Interna e Specialità Mediche Il piano edificio I Clinica Medica Viale del Policlinico 155, 00161 Roma</p> <p>GLI ASPETTI ORGANIZZATIVI DELL'ASSISTENZA MULTIDISCIPLINARE DEL PAZIENTE CON NAFLD/NASH</p> <p></p> <p>Promosso da: Day Service di Medicina Interna e Malattie Metaboliche Dipartimento di Medicina Interna e Specialità Mediche I Clinica Medica - Policlinico Umberto 1, Sapienza Università di Roma</p>
<p>Domenico Alvaro Francesco Angelico Marcello Arca Francesco Baratta Ilaria Barchetta Mauro Cacciafesta Guido Carpino Carlo Catalano Gisella Cavallo Maria Del Ben Adriano De Santis Corrado De Vito Alessia Di Costanzo Michele Di Martino Lorenzo Maria Donini Evaristo Ettore</p>	<p>Domenico Ferro Antonio Fraioli Michelangelo Gianpietro Stefano Ginanni Corradini Paolo Gozzo Frida Leonetti Carla Lubrano Pierleone Lucatelli Manuela Merli Maurizio Muscaritoli Daniele Pastori E. Poggiogalle Oliviero Riggio Ferdinando Romano Massimo Sabatini Gloria Taliani</p>	<p></p> <p></p>	

BARCELONA, SPAIN, JUNE 12 - HOSPITAL QUIRONSALUD BARCELONA

Disease awareness event in the hospital with patient screening and booth. Organized by Dr. José Altamirano.



HYDERABAD, INDIA, JUNE 12 - NASH EVENT DEDICATED TO PHYSICIANS OF RELATED MEDICAL DISCIPLINES

Presentations, videos, lifestyle role in prevention, and social media campaign organized by Dr. Srinivas Ramaraju.



2019 SPONSORS

Global Liver Institute would like to acknowledge and thank the following sponsors for their generosity in supporting us and many events globally:

DIAMOND



GOLD



SILVER



CONTRIBUTORS



INTERNATIONAL NASH DAY JUNE 12, 2020

We look forward to International NASH Day 2020

For more information contact:

LIVIA ALIMENA

GLI EU Office Director
lalimena@globalliver.org



 globalliver.org/IND

 [@intNASHday](https://twitter.com/intNASHday)

 [/intNASHday](https://facebook.com/intNASHday)

APPENDIX A

List of original coverage

UNITED STATES

Healio: “Liver health advocates declare NASH a ‘hidden epidemic’” (6/14)

American Journal of Managed Care: “Data Show Those With Diabetes, NAFLD/NASH Have Twice Mortality Rate of Others in Medicare” (6/14)

Healio: “International NASH Day: recent reports on awareness, pipeline” (6/12)

eMax Health and Video: Avoid-these-5-foods-if-you-want-prevent-fatty-liver-disease (6/14)

American Journal of Managed Care: International-nash-day-arrives-on-the-heels-of-disappointing-seladelpar-data (6/12)

Western Pennsylvania Healthcare News: “Free Documentary: The silent epidemic the liver disease nash” (5/10)

EUROPE

Hepatitis Hilfe Ostreich (Austria) - <https://www.gesundeleber.at/pressekonferenz-zum-2-international-nash-day-am-12-juni-2019/>

Pharmastar (Italy) - Seconda “Giornata Internazionale della Steatoepatite Non Alcolica”, insieme contro l'epidemia nascosta (6/16)

Frosinone Magazine (Italy) <https://www.frosinonemagazine.it/sanita-umberto-i-steatosi-epatica-non-alcolica-malattia-silente/>

Helpa Prometheus (Greece) selected press coverage:

<http://helpa-prometheus.gr/pagkosmia-imeragiatimi-alkooliki-steatoipatitida-nash/> (6/12)

HEALTH PHARMA - <https://www.healthpharma.gr/pathiseis/mi-alkooliki-steatoipatitida-i-kryfi-epidimia-metamoscheysis-ipatos/>

HEALTH MAG - <https://healthmag.gr/pagkosmia-imeragiatinash-kryfi-epidimia/>

SHAPE - <https://www.shape.gr/ygeia/zise-ygieina/i-siopiri-epidimia-pou-apeilei-to-sykoti-mas-enimeronomastegiatimi-alkooliki-steatoipatitida/>

EEFAM - <https://www.eefam.gr/index.php/εκστρατείες-ενημέρωσης-κοινού/η-nash,-η-«κρυφή-επιδημία»-ήπατος>

IATRONET - <https://www.iatronet.gr/aidiseis-nea/epistimi-zwi/news/51009/opromitheas-ypostirizei-tin-pagkosmia-imerag-ti-mi-alkooliki-steatoipatitida-nash.html>

VIRUS - <https://virus.com.gr/i-nash-i-kryfi-epidimia-ipatos/>

IATOR - <https://www.iator.gr/2019/06/12/o-promitheas-ypostirizei-tin-pagkosmia-imerag-ti-mi-alkooliki-steatoipatitida-nash/>

NEWS NOW - <http://www.newsnowgr.com/article/1268202/pagkosmia-imerag-mi-alkoolikis-lipodous-nosou-tou-ipatos--NASH.html>

HEALTHUPDATE - <https://www.healthupdate.gr/teleftaies-ekselikseis/η-nash-αποτελεί-κρυφή-επιδημία-και-σύν/>

LIFE - <https://www.life.net.gr/newsreel/2038-o-promitheas-ypostirizei-tin-pagkosmia-imerag-ti-mi-alkooliki-steatoipatitida-nash>

La Provence (France) - <https://www.laprovence.com/article/edition-marseille/5541470/maladie-du-soda-ou-nash-changer-de-rythme-de-vie.html>

Deutsche Leberhilfe (Germany) - https://www.leberhilfe.org/wp-content/uploads/2019/06/PM_Leberhilfe_NASH-Tag_12Juni2019.pdf

Russian Gazette (Russia) <https://www.youtube.com/watch?v=q8MYoyqdfU&feature=youtu.be> (6/14)

ASIA

Times of India- non-alcoholics-too-at-risk-of-having-fatty-liver/articleshow/69763634.cms (6/14)

Shasto TV (Bangladesh) <https://bit.ly/31Wrgot>

TV channels coverage (Bangladesh):

Raj Tv: https://m.facebook.com/story.php?story_fbid=882401985433618&id=2069132906698904

https://m.facebook.com/story.php?story_fbid=2401799643432227&id=2069132906698904

Shastho tv: <https://m.youtube.com/watch?feature=youtu.be&v=25OECYvzWJI>

APPENDIX B

International NASH Day 2019 Events

LOCATION	HOST	DESCRIPTION
UNITED STATES AND CANADA		
Washington DC	Global Liver Institute and GLI Nash Council Capitol Hill Educational Briefing	Overview on NASH, NAFLD moderated by GLI President and CEO, D. Cryer with leading clinicians: Dr. Younossi - AGA, Dr. Basu, Dr. N. Gunn and patient advocate Kimberly Martinez and lunch
Washington DC	The Washington Post GLI President and CEO Donna Cryer interview	WaPo Live Transformers: Online Health Panel broadcast on NASH and liver health.
Durham North Carolina	Duke University Medical Centre - NAFLD Clinical Research Program Dr. Prof. Manal Abdemalek. GLI President and CEO, Donna Cryer featured as a speaker	Patient symposium with Q&A sessions and breakout sessions. Several organizations to exhibit and recommendations for healthy patient lifestyle.
Houston Texas	Fatty Liver Foundation and Mexican Consulate Wayne Eskridge	Presentations about fatty liver. Hispanic community outreach. Fibroscan screening and materials distribution
New York City New York	Organized by Genfit. Global Liver Institute COO, Richard Gelula featured as a speaker. Dr. Julia Wattacheril, Dr. Amreen Dinani.	Conference: "NASH, a looming public health crisis"
Pittsburgh Pennsylvania	NASH KNOWledge Anthony Villiotti	Event luncheon, public première of Nash documentary, and materials distribution in Carnegie Science Centre and City
Philadelphia Pennsylvania	Children's Hospital of Philadelphia Dr. Jennifer Pagani	Raising awareness on NAFLD and NASH in children done by clinicians and exercise specialist.
Philadelphia Pennsylvania	University of Pennsylvania Dr. Prof. Rotonya Carr	NASH education to adult patients and providers, Perelman Center for Advanced Medicine

LOCATION	HOST	DESCRIPTION
San Antonio Texas	Pinnacle Clinical Research Dr. Nadege Gunn	Invite patients, providers, community. Distribution of materials on NASH. Screenings and risk factor assessment
Pearland Texas	Dia de la Mujer Latina Venus Ginés	Social media campaign and news on their website
Washington DC	The Liver Forum - Univ of California, Berkeley Katherine Barradas (Greene) School of Public Health - Washington DC	Indoor Event and Social media campaign. Cascade on the newsletter.
San Francisco California	Integritas @ American Diabetes Association meeting Becky Carney	IND presentation during CME Symposium "Clinical Issues in NASH" at the ADA meeting in San Francisco
Phoenix Arizona	Arizona Liver Health Dr. Anita Kholi, Jane Julian	The event was announced on June 12 but it will take place in August.
Indianapolis Indiana	International NASH Day Indianapolis Nancy Paul	Conference with Dr. Naga P. Chalasani (Indiana Univ. School of Medicine) and patient organizations. Material distribution and social media campaign
Arlington Virginia	ASTS - American Society of Transplant Surgeons Kim Gifford, Diane L. Mossholder	Social media campaign and news about the IND on the Association newsletter
USA	AASLD - American Association for Study of the Liver Diseases Greg Bologna	Impactful social media campaign across all United States
USA	AACE - American Association of Clinical Endocrinology Kate Sullivan Hare	Key Speakers at Capitol Hill briefing
USA	PCNA - Preventive Cardiovascular Nurses Association Sue Coob, Katy Walker	Social media campaign and dedicated news on the Association website.
USA	VHA - Veterans' Healthcare Prof. Michael Fuchs, MD, Elizabeth Maguire	News on the International NASH Day on the VHA Website page. Social media campaign and VA pulse for employees' awareness

LOCATION	HOST	DESCRIPTION
USA	CCO - Clinical Care Options Jennifer Votta, Robin Murray, Bill O' Dell	Awareness social media campaign through extensive clinician database, both US and abroad
Chicago, Illinois - USA Zikhron Ya'akov - Israel London - UK	Continuum Clinical Cathleen Dohrn, Barb Conti	Social media campaign
Toronto Montreal - Canada	CLF - Canadian Liver Foundation Karen Seto, Veronica Herfindahl	Social media campaign and news about the IND on the Foundation website
CENTRAL AND SOUTH AMERICA		
San Salvador Jujuy - Argentina	Sayani Foundation for Liver Diseases & Liver Transplant Dr. Paola Andreacci, Dr. Patricia Gallarolo (President), Dr. Maria del Carmen Basbus	Conference dedicated to: disease awareness in people at risk and empowering patients to better advocate. The aim was to provide tools for treatment. Physical activities workshop and patients stories were organized as well as materials distribution.
Sao Paulo Brazil	Hospital Israelita Albert Einstein Dr. Bianca della Guardia	Lectures about NASH in several care units. Dissemination of materials and meetings with patient organizations. Lectures at universities and production and dissemination of videos with health professionals
Santiago Chile	Pontificia Universidad Catolica de Chile Dr. Prof. Marco Arrese Kimez	Disease awareness event in the hospital and screening.
Mexico City Mexico	AMH - Mexican Hepatology Association Dr. Graciela Castro Narro (President) Dr. Eira Cerda Reyes	Press conference to inform about International NASH Day and broadcasting through interviews. Extensive social media campaign
Mexico City Mexico	Hospitales Angeles Clinica Londres Dr. Laura Ladron de Guevara	Three events: one dedicated to physicians, one dedicated to the general public, one dedicated to medical students at Mexico University

LOCATION

HOST

DESCRIPTION

EUROPE		
Wien Austria	HHO - Austrian Patients Association Angelika Widhalm	Online press conference with leading physicians on NASH. NASH think tank launch in Austria.
Europe	EPHA - European Public Health Alliance Fiona Godfrey	Social media campaign and news about the IND on the Association website
Europe	EASL - ILF International Liver Foundation Prof. Jeff Lazarus	Featured in the Brussels conference on NASH and social media campaign
Europe	ELPA - European Liver Patients' Association Marko Korenjak	Featured as speaker in the Brussels conference on NASH and social media campaign
Europe	ECPC - European Cancer Patients Coalition Alex Filicevas	Social media campaign and news on the Association website
International Europe	ILCA - International Liver Cancer Association Florence Baucourt	International social media campaign and news on the Association website
Marseille France	SOS Hepatites Blaga Stenger	Doctor-patient meetings in Marseille Hospital on NASH and NAFLD disease awareness. Materials distribution and social media campaign
Cologne Germany	Deutsche Leberhilfe Ingo Van Thiel	Communication and social media campaign. Brand new page dedicated to NASH and IND on their website. Press releases sent across all Germany to German gastroenterologists and specialists
Athens Greece	Hepas Prometheus George Kalamitis and Katarina Matsioura	First Greek NASH communication and social media campaign. The IND press release and the NASH campaign were advertised on several newspapers, reviews and online journals.

LOCATION

HOST

DESCRIPTION

Rome Italy	Univeristà La Sapienza - Policlinico Umberto I Prof. Dr. Francesco Angelico, Dr. Maria del Ben	Event with scientific community and leading physicians to be held in the hospital. Dedicated lectures to post graduate medical doctors (diabetologists, gastroenterologists, internal medicine specialists, cardiologists and others). Welcome by La Sapienza University Medical School Dean
Rome Italy	EpaC - Italian Hepatitis Association Ivan Gardini	Press release publication on the website and cascade on social media
Dublin Ireland	Liver Wellness Prof. Dr. Suzanne Norris	In collaboration with a pharmacy group, disease awareness campaign among the diabetes community in Ireland. Diabetes screening initiative
Hoogland Netherlands	NLV Dutch Liver Patients Association José Willemse	Materials distribution and social media campaign
Moscow Russia	Evidence-based medicine support and development Foundation Prof. Pavel Bokomolov , Maria Rozhok. Featuring GLI EU Office Director, Livia Alimena.	Multistakeholder conference in the headquarters of the Russian Gazette. Participation of the scientific community and patients organizations. Materials distribution and screening. With the important participation of the Russian Deputy Health Minister
Barcelona Spain	Hospital Quironsalud Barcelona Dr. José Altamirano	Event in the hospital on NASH disease awareness. Free screening with Fibroscan. IND booth with materials distribution to patients, families and visitors.
Switzerland	DKF - Department Klinische Forshung Dr. Prof. Jean-François Dufour	Establishing a Swiss NASH Foundation
London United Kingdom	UCL - Royal Free Hospital Institute for Liver and Digestive Health Prof. Dr. Jude Oben	Talk on NASH in bariatric surgery news about the IND 2019 on BBC, Sky News and The Times

LOCATION	HOST	DESCRIPTION
United Kingdom	British Liver Trust Vanessa Hebditch	Materials distribution and social media campaign
London United Kingdom	HPP - The Health Policy Partnership Suzanne Wait , Emmanuelle Plucker	Launch of a new policy report on NASH titled 'Creating a policy narrative around NASH in Europe and the Middle East'
Edinburgh Scotland - UK	PBC Foundation Robert Mitchell-Thain	Social media campaign and materials on Foundation website
AFRICA AND ASIA		
Nigeria	Hon. Mohammad Usman	Meetings with healthcare policy makers and key opinion leaders. Press release in media and social media
Hyderabad Telangana - INDIA	Jeevan Scientific Technology Limited Dr. Srinivas Ramaraju	Indoor event dedicated to physicians of related medical disciplines with presentations, videos, questionnaires, FAQ, and talks. Focus on lifestyle role in prevention and NASH management and a social media campaign during the month of June.
Dhaka Bangladesh	Forum for the Study of the Liver Prof. Dr. Mamun Al Mahtab	Round table discussion on NASH in the National Press Club in Dhaka. Eminent discussants include academia, media personalities, intellectuals and patients. Poster publication nationwide. Prof. Mamun Al Mahtab and Dr. S.M. Fazle Akbar, Chairman and Secretary General of the FSLB signed the joint declaration of IND 2019
Thengamara Bogura - Bangladesh	TMSS Medical College Dr. Ahmed Al Montasir	Updating primary care physicians, consultants and trainee doctors. Materials distribution on NASH and NAFLD.

LOCATION

HOST

DESCRIPTION

CORPORATIONS		
worldwide	Allergan Foundation	Social media campaign
San Diego California - USA	Crown Bioscience Inc	Social media campaign
worldwide	Genfit	Conference: "NASH, a looming public health crisis" with: Prof. Schattenberg, Prof.S. Franque, Prof. Lazarus and M. Korenjack and social media campaign
USA - Europe	Intercept	Event in NYC broadcasted in their offices in San Diego, London and other European Countries affiliates. Social media campaign
worldwide	Perspectum	Social media campaign
Europe USA Japan	Promethera Biosciences	Indoor event and social media campaign
San Diego California - USA	ProSciento	NASH webinar series launching in September Social media campaign
India	Zydus Cadila Parul Sood	NASH 24x7 campaign on social media. Patient awareness programs and traditional media awareness campaign through leading gastroenterologists and hepatologists.

APPENDIX C

Washington, DC – Congressional Briefing Agenda & Speaker Bios



INTERNATIONAL NASH DAY

THE RISING RISKS OF NON-ALCOHOLIC FATTY LIVER DISEASE (NAFLD) AND NON-ALCOHOLIC STEATOHEPATITIS (NASH)

JUNE 12, 2019

SENATE RUSSELL OFFICE BUILDING 188

MODERATOR:

Donna Cryer, JD, President and CEO, Patient Advocate, Global Liver Institute (GLI), Washington, DC

PANELISTS:

Dr. Zobair M. Younossi, MD, MPH, FACP, AGAF, FAASLD, Chairman, Department of Medicine, Inova Fairfax Medical Campus, Professor of Medicine, Inova Fairfax Hospital, American Gastroenterological Association, Fairfax, Virginia

Dr. Rita Basu, MD, Professor, Division of Endocrinology, Department of Medicine, University of Virginia, Endocrine Society, Charlottesville, Virginia

Kimberly Martinez, NASH Patient Advocate, GLI Advanced Advocacy Academy (A3), Broken Arrow, Oklahoma

Dr. Nadege T. Gunn, MD, Physician Investigator, Gastroenterology/Hepatology, Pinnacle Clinical Research, Austin, Texas

12:00 OPENING

Donna Cryer, JD, President and CEO, Patient Advocate, Global Liver Institute (GLI), Washington, DC

12:05 INTRODUCTIONS + REMARKS ON TOPICS

GLOBAL + U.S. PREVALENCE

Dr. Zobair M. Younossi, MD, MPH, FACP, AGAF, FAASLD

CONNECTION TO OTHER DISEASES

Dr. Rita Basu, MD

PATIENT STORY

Kimberly Martinez

CLINICAL RESEARCH LEADING TO TREATMENTS

Dr. Nadege T. Gunn, MD

12:30 PANEL DISCUSSION

12:45 CLOSING + CALL TO ACTION

Donna Cryer, JD & Full Panel

1:00 ADJOURN

BIOS

IN ORDER OF APPEARANCE

DONNA R. CRYER, JD, President & CEO of the [Global Liver Institute](#)



Donna R. Cryer, JD, has channeled her personal experience as an IBD and liver transplant patient into professional advocacy as president and chief executive officer of the Global Liver Institute, the innovation and collaboration platform for the liver community.

For almost a decade Mrs. Cryer led CryerHealth, a healthcare consulting firm she founded, providing strategic counsel to top biopharmaceutical companies, patient advocacy organizations, and emerging technology firms on patient engagement in health information technology, drug discovery, and clinical decision making. She is a frequent speaker on the topic of patient-centeredness and patient engagement in healthcare transformation.

Mrs. Cryer serves on the Executive Committee of the People-Centered Research Foundation, the Boards of Directors of the Society for Participatory Medicine and the Personalized Medicine Coalition, as a patient representative to the U.S. Food and Drug Administration and the ABIM Gastroenterology Specialty Board. Mrs. Cryer's community service also includes roles on the Boards of Trustees of Sibley Memorial Hospital/ Johns Hopkins Medicine and The Taft School.

Previously, Mrs. Cryer was appointed by the U.S. GAO to serve as the patient and consumer representative on the Health Information Policy Committee, the federal advisory body to the National Coordinator for HIT, and as a merit reviewer for the Patient Centered Outcomes Research Institute (PCORI), a member of Stakeholder Advisory Group to the NIH Learning Health System Research Collaboratory, and on an American Society of Clinical Oncology Guidelines Committee.

Mrs. Cryer has been named one of the Top Blacks in Healthcare by the Milken Institute at GW School of Public Health and BlackDoctors.org, one of the Top 10 Patients Who Make An Impact by Health 2.0 and one of PharmaVoice's 100 Most Inspiring People.

Mrs. Cryer received an undergraduate degree from Harvard/Radcliffe Colleges and a Juris Doctorate from the Georgetown University Law Center.

DR. ZOB AIR M. YOUNOSSI, MD, MPH, FACG, AGAF, FAASLD,

[Chairman, Department of Medicine, Inova Fairfax Medical Campus, Professor of Medicine, Inova Fairfax Hospital, American Gastroenterological Association, Fairfax, Virginia](#)



Zobair M Younossi is the Professor and Chairman of the Department of Medicine at Inova Fairfax Medical Campus, Falls Church, Virginia, USA. Over the past 3 decades, Dr. Younossi has pioneered clinical and epidemiologic research in NAFLD. Additionally, he

has been a leader in the field of patient-reported outcomes (PROs), economic assessment and other areas of outcomes research in liver disease. He leads a number of international efforts related to NAFLD and PROs in liver disease through global collaborations, including the Chair of Global NASH Council and the Global Liver and NASH Registries.

Dr. Younossi specializes in hepatology and gastroenterology and has authored over 500 articles, 3 books, 6 journal supplements, over 25 book chapters, over 780 abstracts presented at the international scientific meetings and over 415 faculty lectures. His academic productivity has led to an H-index of 81. Dr. Younossi also serves as the co-editor of *Liver International*, and on the editorial board of a number of other important medical journals.

DR. RITA BASU, MD

Professor, Division of Endocrinology, Department of Medicine, University of Virginia, Endocrine Society, Charlottesville, Virginia



Dr. Rita Basu, MD., is a tenured Professor in the Division of Endocrinology, department of Medicine and the Clinical Education Director of the Center for Diabetes Technology at the University of Virginia. She was recently recruited from the Mayo Clinic, Rochester where she was a faculty

since 1995 (career spanning 23 years) to partner with her husband Dr. Ananda Basu to lead a Center for Diabetes at UVA as part of their Strategic Investment Plan.

Dr. Basu is currently the Principal Investigator on several grants that are both NIH and Industry funded that probes the mechanisms of insulin resistance in prediabetes and type 2 diabetes. She serves on the NASH steering committee established by the Chronic Liver Disease Foundation and serves as an educator for NAFLD/NASH. She is lead Investigator on an investigator initiated clinical trial of a novel therapy for patients with Non-Alcoholic Steatohepatitis (NASH/NAFLD). She has been actively involved as a scientific sessions planning committee member for the American Diabetes Association for several years. She serves on a DSMB for the nationwide NIH sponsored "Restoration of insulin secretion -RISE" Clinical trial of studies of β -cell preservation in prediabetes and early type 2 diabetes across the lifespan.

Dr. Basu is also a co-investigator on several NIH sponsored "Artificial Pancreas for type 1 diabetes" grants with Dr. Ananda Basu MD as the Principal Investigator. Dr. Basu has been actively involved in human subject's protection programs. She chaired the Mayo Clinic IRB for over 12 years until her departure and also served as the Associate Medical Director. She currently continues to serve

as the Vice Chair of the IRB for Health Sciences research at the UVA. She is directing a National and International program for Education, Clinical training for advanced management of diabetes using technology (CGM, Pumps etc.) at the UVA.

KIMBERLY MARTINEZ

NASH Patient Advocate, GLI Advanced Advocacy Academy (A3), Broken Arrow, Oklahoma



Kim is the youngest daughter of a large family. She grew up in California, where she graduated high school. Kim then moved to the Midwest where she spent most of her adult life.

She has worked in retail and is now excited to be a Liver Patient Advocate.

Kim was told she had a terminal disease that would eventually take her life and her future. With the help of her incredible support system, her family and friends, and the doctors and nurses from that first night in the ER, to the team at Nazhi Zuhdi Transplant Center, she is forever in their debt. Also she is especially thankful of her organ donor. One of her last wishes on this earth was to save someone's life. Kim thanks her donor and her family for today and every day.

She is now a few years post transplant, and is still active. Kim plays volleyball and pickleball, and still attends a Zumba class.

Going forward she is not waiting, but instead actively advocating for others. She works alongside her local OPO, Lifeshare of Oklahoma, to promote organ, eye and tissue donation.

She hopes that by sharing her story, she can help someone else avoid getting to the point of transplant or... losing their life to liver disease. She also would love to be the answer to someone else's prayer; Kim is registered to be an organ donor.

DR. NADEGE T. GUNN, MD

Physician Investigator, Gastroenterology/
Hepatology, Pinnacle Clinical Research,
Austin, Texas



Dr. Nadege Gunn serves as the lead physician investigator for the Austin Texas site of Pinnacle Research.

Dr. Gunn focuses on cutting edge clinical trials in non-alcoholic fatty liver disease and gastrointestinal illnesses.

- Viral Hepatitis
- Nonalcoholic fatty liver disease (NAFLD)
- Nonalcoholic steatohepatitis (NASH)
- Cirrhosis
- Primary biliary cholangitis

She is a fellowship trained gastroenterologist and board certified in both Internal Medicine and Gastroenterology. She has a broad clinical research and community practice background.

Dr. Gunn is a graduate of the University of Florida College of Medicine. She completed an Internal Medicine Residency at the Greenville Health System in Greenville, South Carolina.

Her Gastroenterology and Hepatology Fellowship were completed in Texas at the San Antonio Uniformed Services Health Education Consortium as an active duty member of the United States Air Force.

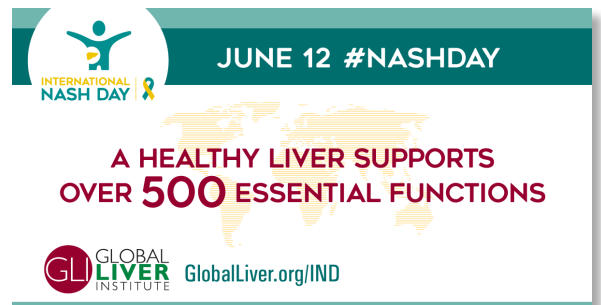
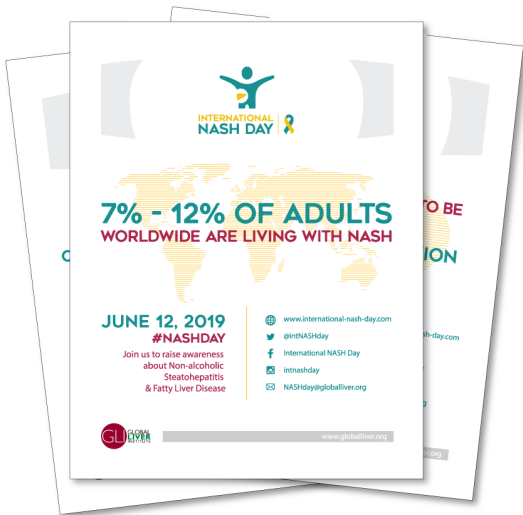
Prior to separating from her military practice in 2015, Dr. Gunn earned the rank of Major and acted as the Chief of Gastroenterology at Eglin Air Force Base in Florida.

She most recently served as the site lead physician for The Liver Institute of Virginia in Newport News, Virginia. She is passionate about the management of chronic liver disease and is committed to providing world class care for patients.

APPENDIX D

Graphics and Educational Materials

Created by the Global Liver Institute in multiple languages to help partners publicize & organize their events





GLOBAL LIVER INSTITUTE IS A 501(C)3 NON-PROFIT ORGANIZATION

The host of International NASH Day, Global Liver Institute (GLI), was founded in 2014 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. GLI works so that liver health can take its proper place on the global public health agenda consistent with its prevalence and impact.

With offices in the US and Europe, GLI is the only patient advocacy organization dedicated to liver health operating in the US and abroad.

