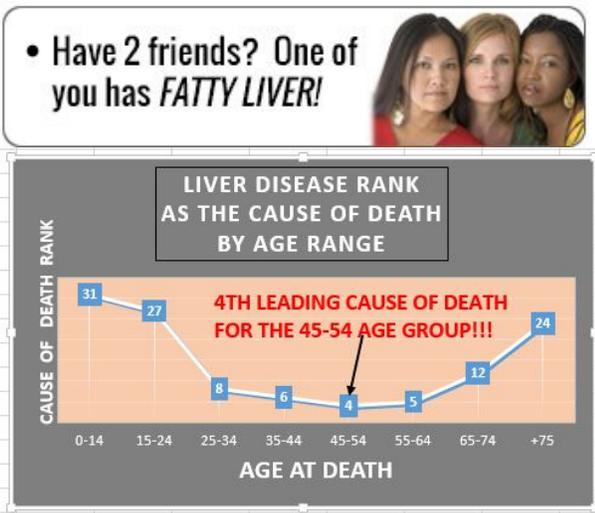


We are the only national patient voice dealing with NASH on the ground



- Tragically, this disease is often silent with over 100,000,000 Americans living with fatty liver and don't know it
- Liver disease is the 4th highest killer of our most productive age group 45 to 55
- The United States healthcare system spends an estimated \$32 billion annually on the treatment of Non-alcoholic fatty liver disease (NAFLD), a preventable condition.
- The annual cost per patient of treating NASH/cirrhosis ranges between \$20,000 and \$100,000 annually

To combat this epidemic the Foundation is focused in 4 areas

1. Public Communications
2. Patient Advocacy
3. Screening
4. Lifestyle

Public Communications

- Raise awareness & increase knowledge;
- Multi-media/channel forums, blogs, prints, social media, etc.;
- Targeted audiences - high risk groups (truckers, type 2 diabetics, obesity, Latinos etc)
- General public – Internet radio, broadcast radio, drive time radio, PSA spots;

Patient Advocacy

- Ensure authentic and representative patient voices at key fora;
- Patient speaker's bureau – targeting employer groups and events needing programs
- Develop a liver patient's manifesto;

Screening

- Expand liver screening as a public health intervention;
- One million people screened per year in the U.S.;
- Move decision points for diagnosis earlier in the patients' lives
- Get people to proactively examine their own risks

Lifestyle

- Promote, inspire, enable liver health lifestyle choices;
- Profile best practices and case studies of successful lifestyle change models;
- Develop a toolbox for to support lifestyle change mechanisms
- Engage lifestyle role models, advocates, celebrities, media profiles.