

HEPATITIS C ADVOCACY:
**New Challenges
and
Methods**



Community Perspective on Hepatitis C

ACCESS

Effective treatment is a shared responsibility

Element	Responsibility
Efficacy	Pharma
Diagnosis	Health care system
Recommendation	Health care system
Access	Health care system
Acceptance	Patient
Adherence	Patient





GLORIA SEARSON
President and Founder



**COALITION
ON POSITIVE
HEALTH
EMPOWERMENT**

Coalition on Positive Health Empowerment (COPE) founded in 2010, is dedicated to the empowerment of people with HIV and HCV to be their own health care advocates and learn how to manage life-threatening illnesses.

TEST. TREAT. CURE.

Hepatitis C Advocacy Challenges

- I. Host Acceptance**
- II. Systemic Barriers**
- III. National Strategy**



Host Acceptance

- **Acceptance of Diagnosis**
- **Co-infection/Co-morbidities**
- **Lack of Access**
- **Lack of Providers**
- **Navigation both Medical & Environment**
- **Misinformation on Disease & Treatment**



Systemic Barriers

- Payer Restrictions
- Lack of Infrastructure
- Lack of Provider Education
- Finding New Diagnoses
- Stigma



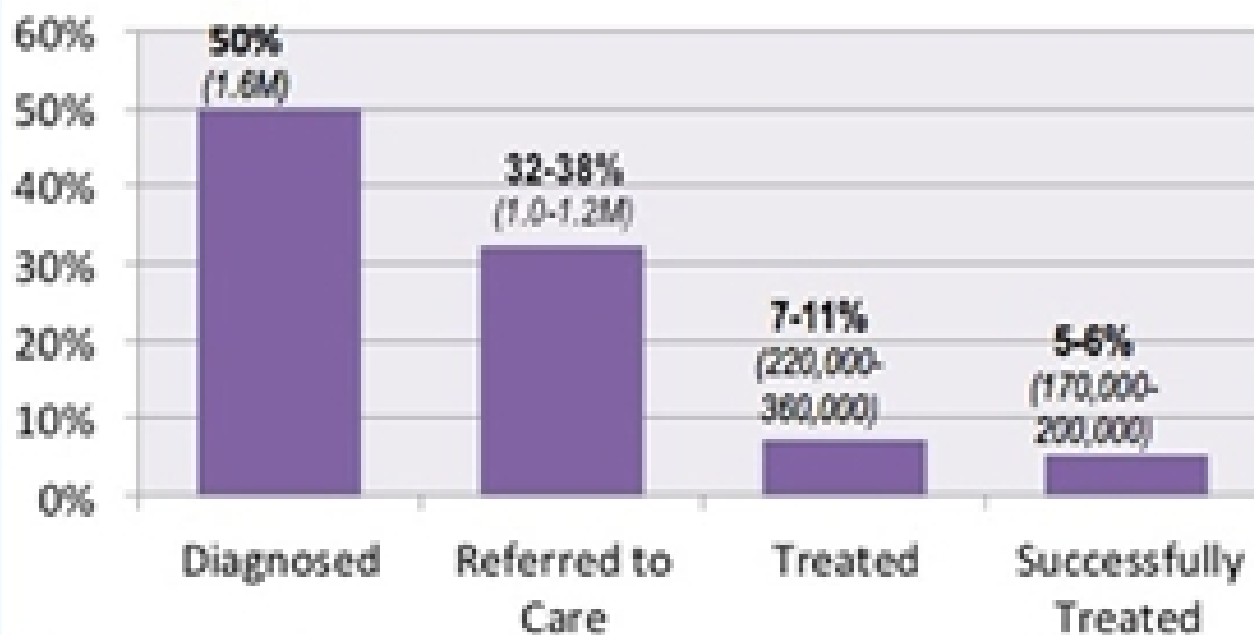
National Strategy

- **Unified Message**
- **Partnerships: Public/Private; Providers & CBOs**
- **Funding**
- **Remove Lack of Public Knowledge**
- **ADAP for HCV**



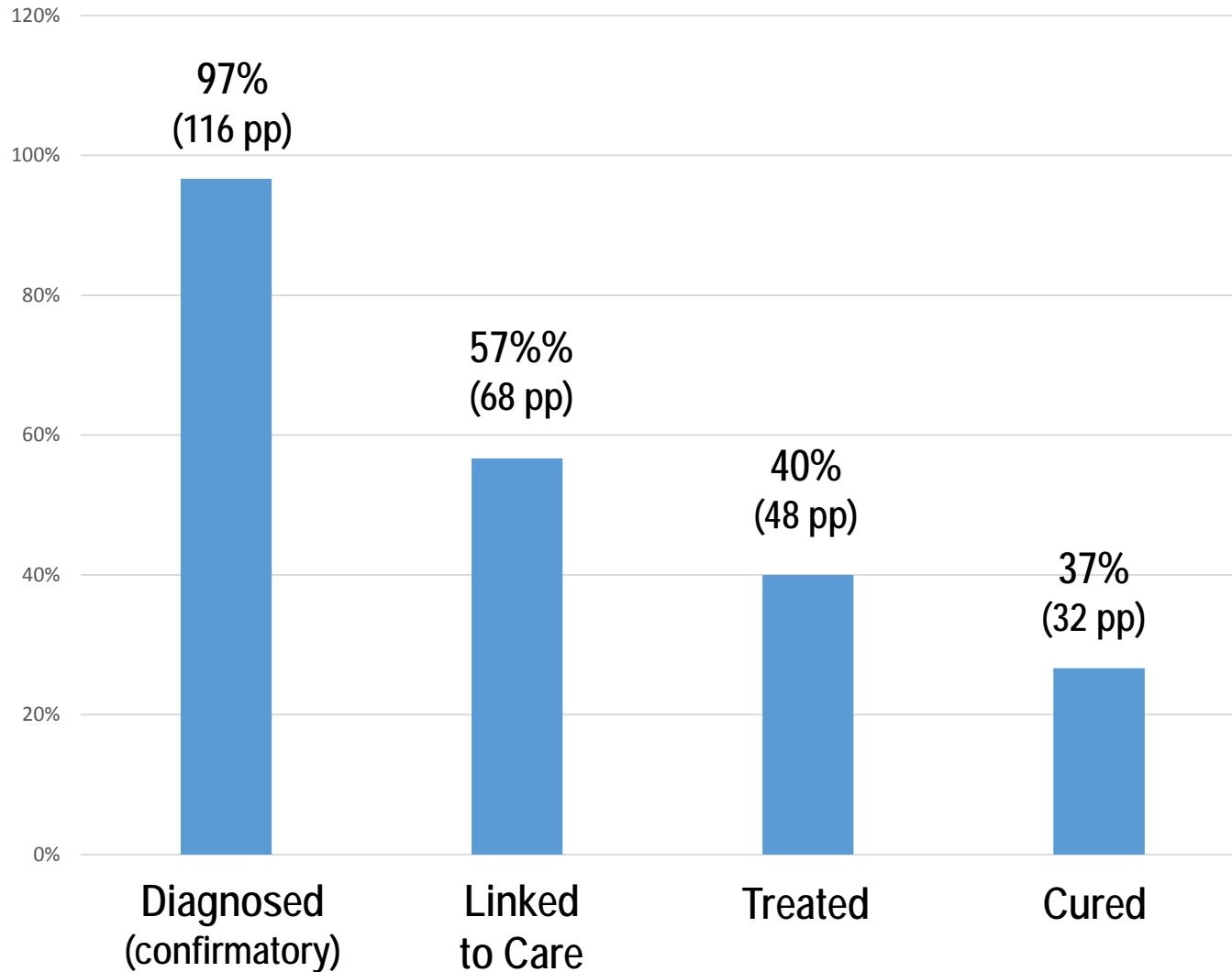
U.S. HCV Treatment Cascade

Overall: 3.2 million of U.S. population with chronic HCV



(Holmberg et al., "Hepatitis C in the U.S." *N Engl J Med* 2013; 368: 1859-1861)

COPE HCV Client Cascade



*Based upon 120 clients

Hepatitis C Advocacy Methods

- I. Education**
- II. Patient/Peer Navigation**
- III. Getting past “No”**





Thank you

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