

Hepatitis B Cure Campaign

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Conquer Hepatitis B Now! *Support the Hepatitis B Cure Campaign*

THE MOMENTUM IS OURS

In 2016, we asked and scientists, patients, and families responded with \$150,000 in donations to launch the Hepatitis B Cure Campaign. Together we were able to realize several major accomplishments:

1. We **established a presence in Washington DC**, developed new HBV champions and leadership on Capitol Hill, conducted advocacy training and meetings with 38 congressional offices, secured strong appropriations report language from NIH, CDC, and DOD, and met with NIH leaders to identify ways to accelerate the pace of discoveries related to hepatitis B and liver cancer.
2. We created a **Roadmap for a Cure**: a detailed research agenda for curing hepatitis B developed by 35 of the world's leading scientists and clinicians in the fields of hepatitis B and liver cancer convened by the Hepatitis B Foundation for this purpose. This research agenda was accepted for publication in the peer-reviewed scientific journal *Hepatology* in 2017.
3. We brought together a panel of experts to develop a **Professional Judgment Budget** identifying the most critical projects from the research agenda, aligning them with existing NIH funding mechanisms, and calculating the increased investment needed over the next six years to follow the scientific roadmap to cure hepatitis B. (\$232 million additional investment per year or \$526 million total over six years)

The National Academies of Science, Engineering, and Medicine (NASEM) in 2017 echoed the 2016 World Health Organization (WHO) statement declaring that hepatitis B could be eliminated by 2030. Achieving this will require both prevention and treatment – **but prevention is not enough and current treatment falls far short of a cure**. The time is right for an aggressive and vigorous research campaign to find a cure for chronic hepatitis B infection. This NIH has the research infrastructure needed to find a cure with well-documented contributions in hepatitis research and first-rate scientific capacity in understanding hepatitis B and liver cancer.

WHAT'S NEXT

Year 2: With the scientific heft of the “*Roadmap for a Cure*” and an expanded government relations capacity in DC we are going to:



- **Increase federal funding** for hepatitis B research over the next six years at an additional \$39 million per year (\$86 million total per year) needed to implement the *Roadmap*
- **Draft targeted requests for proposals** for HBV/liver cancer research proposals for NIH consideration (i.e. NIAID, NIDDK, and NCI)
- **Identify ways of attracting private industry investment** in new drug discovery for HBV and liver cancer
- **Develop a framework for a trans-NIH scientific meeting** toward developing an HBV and liver cancer NIH Research Action Plan based on the *Roadmap*
- **Explore a potential future clinical trials network expansion** to evaluate new and emerging therapeutic agents and combination therapies

THE NEED IS URGENT

The Hepatitis B Foundation (HBF) wants the U.S. government to double federal funding for hepatitis B research and public health over the next in six years. Washington leaders are listening and they are telling us that hepatitis B needs a strong, visible and vocal advocacy presence in Washington, DC.

There is the need, the know-how, and the tools to take us to a cure that will bring hope to the 2 million Americans and 257 million people worldwide suffering from hepatitis B. A cure was accomplished for hepatitis C with increased federal attention and funding. It can be accomplished for hepatitis B as well. The current treatments for hepatitis B are not cures. They require lifelong medication. Some patients cannot afford the medication long term. Even after ten years of therapy, people are still at very high risk for premature death from liver failure and liver cancer. The following table represents the morbidity and mortality burden of hepatitis B in the U.S. through 2030: there would be 188,000 deaths at the current level; reduced to 93,210 deaths with substantially improved treatment; and, reduced to 18,800 deaths (or **169,200 lives saved**) with a cure for HBV.

Table 2: Projected Health Outcomes for 2,000,000 Americans with Chronic HBV by 2030 using Three Levels of Diagnosis and Treatment: Current Level, Substantially Improved, HBV Cure.*

	A) Current Level	B) Substantially Improved	C) HBV Cure
 Death	188,000	93,210	18,800
 Liver Cancer	120,000	78,204	12,000
 Cirrhosis	206,200	114,088	20,620

*Adapted from NASEM, Toy, 2017

In addition to the devastating toll on patients and their families, ignoring hepatitis B is costing the United States an estimated \$1 billion per year in medical costs according to the National Viral Hepatitis Roundtable. Yet, the U.S. National Institutes of Health (NIH) will spend only \$49 million in 2016 on hepatitis B research. Targeted research commitment has made a significant difference for HIV/AIDS, which is currently funded at \$3 billion. By increasing the NIH budget for hepatitis B, we have a good chance of success in finding a cure in the next 5-10 years.

It is time to cure hepatitis B. We must advocate to increase the federal spending on hepatitis B research to \$526 million over the next six years (a \$232 million increase) so we can find a cure and eliminate this deadly virus! As the primary cause of liver cancer and the second leading cause of cancer deaths worldwide, a hepatitis B cure will be a “moon shot” goal towards curing one of the deadliest cancers.

THE OPPORTUNITY IS NOW

The way to a cure is to pay for a cure.

1. The National Institutes of Health (NIH) already has the research infrastructure needed to find a cure. We just need them to fund it.
2. A significant boost to NIH funding over the last 10 years has led to a cure for hepatitis C!
3. Advocacy efforts directly led to the significant increase in funding at NIH for hepatitis C research.
4. Our elected officials have told us how influential advocacy campaigns can be for changing budgets and policy.

Funding for hepatitis B research in the NIH budget decreased 15% since 2011. We need to reverse that trend. This is a critical moment to advocate for an increase in hepatitis B research funding.

THE WAY IS TRIED AND TRUE

The Hepatitis B Foundation is the nation’s leading nonprofit research and disease advocacy organization. The Foundation is uniquely positioned to lead the charge for this new advocacy campaign to increase federal funding for hepatitis B research. We have the commitment, leadership and credibility to mobilize key stakeholders (patients and families, providers and researchers, private and public supporters) to call for action! We will utilize strategies known to be effective to create a highly visible and vocal presence in Washington:

- Mobilize nationwide grassroots campaign to engage hepatitis B patients and families, Hep B United coalition partners, researchers and clinicians, medical societies and more.
- Use our Washington office with leading government affairs representation to develop and guide the plan.
- Conduct regular meetings with key congressional offices and NIH.
- Prepare letters of support and comments regarding hepatitis B funding and related issues in federal policies and legislative bills.
- Organize congressional briefings on hepatitis B funding and related issues.
- Develop hepatitis B policy resources (toolkits, presentations, fact sheets, policy briefs, and white papers) to advance campaign priorities and to address national policies that impact hepatitis B funding and related issues.
- Coordinate annual “Hepatitis B Hill Days” to mobilize stakeholders nationwide and to increase the number of Congressional champions to advocate for increased federal funding.

The money the Hepatitis B Foundation raises will be used to build a highly visible and vocal hepatitis B presence in Washington, DC. Our plan is to create an ongoing presence at NIH and on Capitol Hill over the next three years, building powerful advocacy initiatives and providing policy guidance to Congress and health officials. This work will cost approximately \$150,000 per year. In addition, we will support an annual grassroots event to bring individuals and families directly impacted by hepatitis B to Washington, DC to tell their stories. We anticipate the cost for those events to be \$50,000 a year. Our overall fundraising goal is \$600,000 (\$200,000 per year for three years).

CURING HEPATITIS B IS A WINNABLE BATTLE NOW!

This is the critical moment for curing hepatitis B. It is evident that hepatitis B is an urgent public health threat that can be solved because of the enormous scientific and medical advances that have been made over the past 25 years. We are ready to stand up and fight for funding to find a cure and to truly make hepatitis B history.

CALL TO ACTION

Your gift toward our goal of \$600,000 (\$200,000 per year) will fund a strong, highly visible and vocal advocacy campaign to increase federal funding for hepatitis B research over the next five years. Please help by making a generous donation to the Hepatitis B Foundation designated for the Hep B Cure Campaign. Help us take this fight to a powerful new level and help us eliminate this deadly virus in our lifetime.