



# ANNUAL REPORT

2 0 2 3



Deepening Our Roots, Spreading Our Branches



---

# GLOBAL LIVER INSTITUTE

## OUR 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.

## OUR 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.



**IT ALL STARTS  
WITH A PATIENT.**

# CONTENTS

<b>Letter from the CEO</b> . . . . .	2
<b>2023 at a Glance</b> . . . . .	4
<b>Special Initiatives of the Office of the CEO</b> . . . . .	6
<b>Advancing Policy</b> . . . . .	8
Liver Action Network . . . . .	14
<b>Redesigning Care</b> . . . . .	16
NASH Council . . . . .	17
Liver Cancers Council . . . . .	18
Pediatric and Rare Liver Diseases Council . . . . .	19
<b>Raising Awareness</b> . . . . .	20
Rare Liver Diseases Month . . . . .	21
Donate Life Month . . . . .	22
International NASH Day . . . . .	23
#OctoberIs4Livers . . . . .	26
Liver Health is Public Health . . . . .	28
<b>Ongoing Initiatives</b> . . . . .	30
<b>Training Advocates</b> . . . . .	32
Advanced Advocacy Academy: The Learning Experience . . . . .	33
GLI Ambassador Program . . . . .	37
<b>Bolstering Research</b> . . . . .	38
<b>2023 Board of Directors &amp; Staff</b> . . . . .	40
<b>Financial Stewardship</b> . . . . .	42



Signing Ceremony for the U.S. Organ Procurement and Transplantation Act, Washington, D.C.

# LETTER FROM CEO

**“When the root is deep, there is no reason to fear the wind.”**

*~ African Proverb*

It is invigorating to see a vision made manifest. Whether setting an agenda for liver research with leaders in Mexico, supporting transformational access advocacy by community members in Cameroon, or engaging 4 million unique individuals for an awareness day, the multi-country, multi-media platform, multi-lingual reach of this organization is cultivating and inspiring advocates to make liver health awareness universal and for liver disease to take its proper place on the global public health agenda consistent with its prevalence and impact.

As exciting as the achievements across 2023 were, I believe that the greatest achievements are yet to come because of our investments in #TeamGLI. Building resilient people is the surest way to build a resilient organization, capable of surmounting any challenge, any change, addressing every need. Our internship program has identified and nurtured college and graduate students from diverse fields, including International Affairs, International Business, Medical Management, and Digital Media, into future leaders in liver health. Many interns choose to stay for multiple semesters. This year, we successfully transitioned 41% of our interns into full-time staff positions while guiding others into professional schools and new careers. An increasing number of our team members have taken to the podium to lead programs at universities, medical conferences, and parliamentary panels, expanding the diversity of voices and languages that represent the organization.

And our Advanced Advocacy Academy brought to life the concept of comforting those who comfort, of serving those who serve others, by training and supporting new and returning patient and caregiver advocates. In-depth boot camps in health technology assessment, value, and regulatory science empowered liver advocates to play a role in the most significant decision making processes in the field.

Oh, and yes, we passed a historic and bi-partisan bill to modernize the transplant system in a United States Congress that people said couldn't come together on issues of importance and stood with patients, political leaders, and a president who believes that we are strong enough to do more.

My hope is that after reading this annual report, you choose to stand with us in strength for the millions of people at risk for or already living with a liver disease who are counting on us to do more.

Donna R. Cryer, JD  
President & CEO  
Global Liver Institute



European Society for Organ Transplantation Congress, Greece



The Association of Black Gastroenterologists and Hepatologists BIG Symposium, Chicago



American Public Health Association Annual Meeting, Atlanta



The Hill's Future of Health Care Summit on health care disparities, health equity, and access, Washington, D.C.

# 2023 AT A GLANCE

**A MAJOR U.S. LAW PASSED:** SECURING THE U.S. ORGAN PROCUREMENT AND TRANSPLANTATION ACT



**180+ COUNCIL MEMBERS ACROSS 3 COUNCILS**



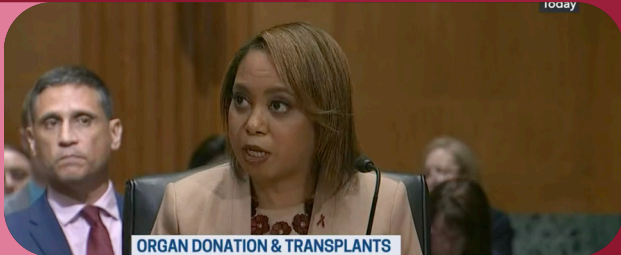
**11M+ SOCIAL MEDIA IMPRESSIONS**



**70,000+ LIVER HEALTH SCREENINGS CONDUCTED**



**DONNA R. CRYER, JD, TESTIFIED BEFORE THE U.S. SENATE FINANCE COMMITTEE**







**150+ PARTNER  
ORGANIZATIONS  
ACROSS 3 MAJOR  
CAMPAIGNS**

**87 MEDIA  
APPEARANCES,  
INCLUDING *THE  
WASHINGTON POST, THE  
HILL, AND HEALIO***



**75+ COUNTRIES  
REACHED**

**62 ADVOCATES TRAINED  
AND 46 NEW GLI  
AMBASSADORS  
IN WASHINGTON, D.C.**



**RESOURCES  
AVAILABLE IN 18  
LANGUAGES**

**U SYLVESTER**  
COMPREHENSIVE CANCER CENTER  
UNIVERSITY OF MIAMI HEALTH SYSTEM  
MEDICAL OFFICE BUILDING



*GLI team tours the University of Miami Health System with Dr. Patricia Jones*

# SPECIAL INITIATIVES OF THE OFFICE OF THE CEO

## Partnership between Global Liver Institute and the Veterans Health Administration

Global Liver Institute and the Department of Veterans Affairs (VA) announced a new partnership to improve the lives of Veterans with liver diseases in November 2023. Nearly half of U.S. Veterans served by the VA have risk factors for liver disease, though very few of this number are receiving treatment. Through this partnership, GLI and the VA will develop and distribute relevant educational materials to increase awareness, engagement, and access to liver care for Veterans.



## Nurturing Talent and Fostering Internal Growth

GLI is committed to cultivating a thriving company culture that prioritizes employee enrichment as key to excellence. Through strategic initiatives aimed at professional development and investment in our team, we are fostering an environment where talent flourishes and each team member is empowered to reach their fullest potential.

**50+**

**STAFF SPEAKING  
ENGAGEMENTS**

### Real-World Learning at the University of Miami Sylvester Comprehensive Cancer Center

GLI staff gained invaluable insights on community partnership in liver cancer research through an immersive tour and conversation that reinforced our commitment to improving healthcare systems for all patients.

### GLI Internship Program

Throughout 2023, we standardized and revamped our internship program to ensure a consistent and mutually valuable experience for all participants. During 2023, a remarkable 41% of interns have transitioned into GLI staff members, which reflects our commitment to nurturing talent from within.

### Investing in Employee Futures

GLI recognizes the importance of continuous learning and professional advancement and invests accordingly. We are proud to provide educational opportunities to our staff, from internal training sessions to external conferences on health communication, social media, and others, to enhance skill sets and foster personal growth.

Our newly introduced 401k benefit reflects our commitment to supporting the financial well-being and long-term security of our team members.





# ADVANCING POLICY



GLI partnered with Thorn Run Partners to support our public policy expertise and efforts. Through access to a team of policy and public affairs experts to an expanded network of political professionals and policymakers, the partnership has bolstered GLI's advocacy for the millions of individuals and families affected by liver disease.

**40**

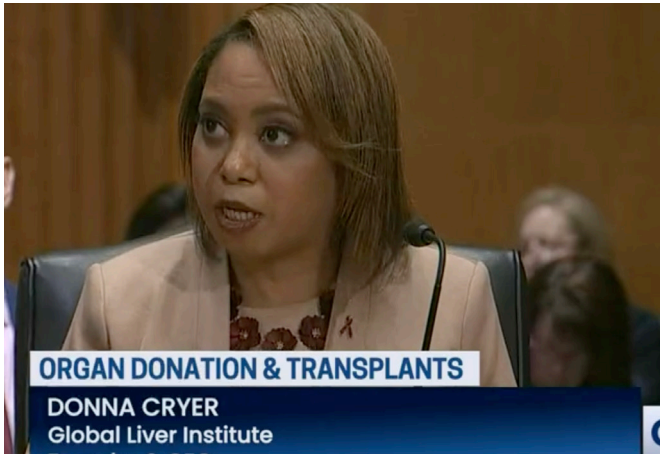
**POLICY INITIATIVE  
PARTNERSHIPS**

## Reforming the U.S. Organ Procurement and Transplantation Organization

For many years, GLI has been involved in advocacy efforts to improve the U.S. Organ Procurement and Transplantation Network (OPTN) and the organ procurement organizations (OPOs) it oversees, which have historically mismanaged organ donations, perpetuated inequities, and underperformed without consequence.

- 2019** — Donna R. Cryer, JD, appears on *Full Frontal with Samantha Bee* to discuss the egregious mismanagement of donated organs.
- 2020** — GLI urges bipartisan OPO reform.
- 2021** — Mrs. Cryer testifies before the U.S. House of Representatives Subcommittee on Economic and Consumer Policy and calls for reform of the national transplant system.
- 2022** — Senate Finance Committee releases a bipartisan report, finding that the OPTN is failing to provide adequate oversight to OPOs, which decreases the organs available and risks patient safety.
- 2023** —
  - MARCH**  
GLI commends the Health Resources & Services Administration (HRSA) announcement of a Modernization Initiative involving enhanced transparency, accountability, and modernized infrastructure.
  - JULY**  
Mrs. Cryer testifies before the U.S. Senate Finance Committee about the failures of the U.S. organ procurement system and emphasizes the needless death and alarming inequity. She urges the passage of the Securing the U.S. Organ Procurement and Transplantation Network Act to address these issues.  
  
Congress passes the Securing the U.S. OPTN Act.
  - SEPTEMBER**  
President Joseph Biden signs the Securing the U.S. Organ Procurement and Transplantation Network (OPTN) Act into law.

The bipartisan Act's passage follows years of investigation led by Senators Wyden, Grassley, Young, Warren and others on the Senate Finance Committee. Donna R. Cryer, JD, was invited to attend the signing in the Oval Office in acknowledgment of her years of advocacy and testimony. GLI expresses its sincere appreciation for the Congressional leadership and presidential commitment to improving accountability and transparency in the OPTN, an action that will save lives and honor donors and their families with responsible stewardship of their generosity.



Mrs. Cryer testifies before the U.S. Senate Finance Committee



Greg Segal, Organize, and Kevin Longino, National Kidney Foundation, with Donna R. Cryer, JD, at the White House

---

## GLI ensures patient voice is included in the Institute for Clinical and Economic Review (ICER) review process, including preparation and NASH patient testimony

In anticipation of the scheduled ICER review of obeticholic acid (OCA) and resmetirom and later FDA proceedings, GLI worked with GLI patient advocates and ambassadors to prepare for their participation. To begin, GLI facilitated an invited presentation and discussion with ICER staff at the biannual NASH Council meeting preceding the ICER hearing. After the ICER presentation, council members were able to ask questions to better understand the ICER interest, process, and possible outcomes. At the Midwest Comparative Effectiveness Public Advisory Council (CEPAC) review of the ICER draft assessment “Resmetirom and Obeticholic Acid (OCA) for Non-Alcoholic Steatohepatitis: Effectiveness and Value,” GLI staff and Liver Action Network (LAN) members provided expert patient testimony and participated in a Q&A. By telling stories of their own lived experiences with NASH or caregiving for those with NASH, patient advocates demonstrated the review’s flaws and faulty

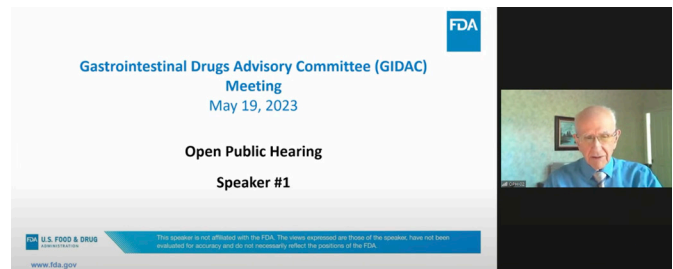
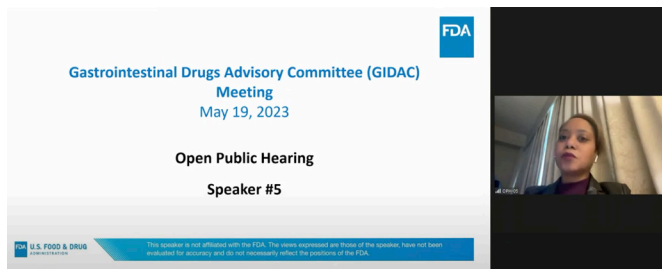
assumptions, including mischaracterization of the disease, misinterpretation of the placebo groups, and intermixing of US and EU quality of life and cost data. In their testimonies, advocates demonstrated a proficiency in knowledge of NASH and its impact on patients and caregivers that the ICER advisory council itself lacked.

Ultimately during the hearing, though the evidence presented for both drugs was deemed effective in fibrosis regression, ICER inconsistently voted to show that there was only a net health benefit in favor of resmetirom, being superior to lifestyle management alone, and not in OCA.

## GLI and NASH Advocates Testify before the FDA Gastrointestinal Drugs Advisory Committee (GIDAC) Regarding Potential NASH Treatments

GLI's patient advocates, members of its NASH Council, and LAN members provided strong testimony to the FDA GIDAC as it deliberated Intercept Pharmaceutical's application for OCA as a treatment for NASH. Testimonies emphasized the need for a treatment option for NASH and expressed an understanding that, with no approved medications available at the time, patients desired to

evaluate their personal balance of risks and benefits of treatment rather than have this choice handed down to them. Despite acknowledging that OCA met the endpoint established by the FDA of reducing fibrosis by at least one stage, GIDAC voted against approval for treatment for NASH – to the disappointment of advocates.



## Advanced Advocacy Academy Hill Day

On the final day of the A3 Learning Experience in October (see page 33), A3 graduates had the invaluable opportunity to put their newly acquired skills into action through hands-on advocacy on Capitol Hill in Washington, D.C. During this Hill Day, advocates met with Congressional offices to share their concerns about the need for early diagnosis of liver cancer through multi-cancer screenings, preventive services such as obesity treatment, clinical lab services to detect and manage liver disease, and policies supporting living donors.

### Priority Policies

- Living Donor Protection Act, H.R.2923/S.1384
- Medicare Multi-Cancer Early Detection Screening Coverage Act, H.R.2407/S.2085
- Saving Access to Laboratory Services Act (SALSA), H.R.2377/S.1000
- Treat and Reduce Obesity Act (TROA), H.R.4818/S.2407
- Appropriations for liver cancer prevention and research

**11**  
HILL DAY  
ADVOCACY TEAMS

**250+**  
NEW  
CONGRESSIONAL  
SIGN-ONS

**60**  
CONGRESSIONAL  
MEETINGS

## 2023 Hill Day Photos

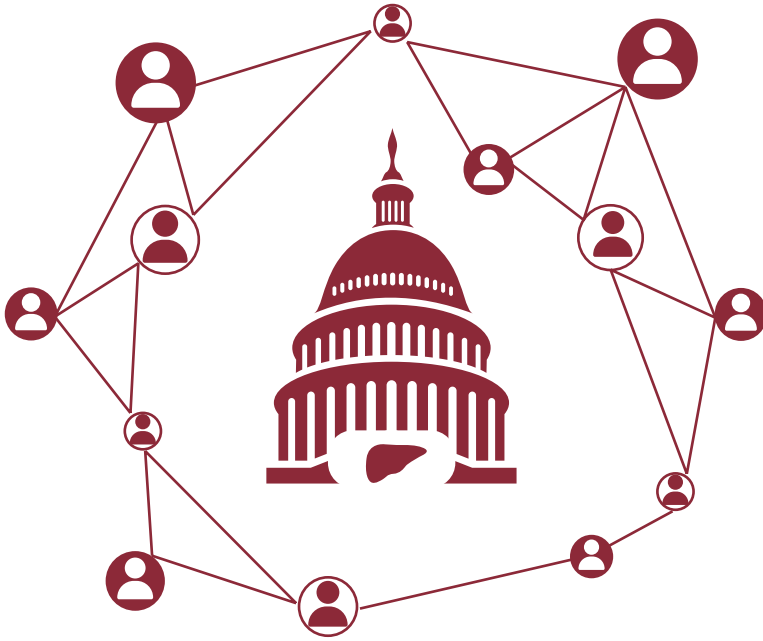


### Liver Health Advocacy with the European Parliament



In October, LPHH Director Giacomo Donnini represented GLI at a policy event in partnership with the European Liver Patients Association (ELPA) at the European Union Parliament. The event brought together experts, policymakers, patient advocates, and other stakeholders active in the field of liver cancer to explore what can be done to ensure that no patient in Europe is left behind. As part of efforts to raise consciousness of liver health among Members of the European Parliament, he emphasized the importance of cooperation between all the different actors in the field as a united voice is the only way to convey a strong message to the politicians.





## Efforts GLI Has Supported

Global Liver Institute joins forces with dozens of organizations from throughout the healthcare space to advance liver health in U.S. national politics, from legislation to agency operations and more. In 2023, GLI supported 40 letters urging topics supporting efforts such as:

- Medicare Multi-Cancer Screening Coverage Act, H.R.2407/S.2085
- Saving Access to Laboratory Services Act (SALSA) H.R.2377/S.1000
- Living Donor Protection Act, H.R.2923/S.1384
- Health equity, including the NIDDK Health Equity work group
- Support for the nomination of Monica M. Bertagnolli, MD, as NIH Director
- Obesity Bill of Rights
- Viral hepatitis control and elimination, especially in rural areas
- Appropriations in support of liver health, including the hepatitis C elimination program and hepatitis B vaccinations and directly funding agencies to address liver cancer, including the CDC, NIH, and NIDDK
- HRSA OPTN Modernization
- Nomination of Julius M. Wilder MD, PhD, to be a member of the NIDDK's National Diabetes and Digestive and Kidney Diseases Advisory Council (NDDKAC)
- National Cancer Prevention and Early Detection Awareness Month
- Hispanic Health sign-on letter in support of TROA



## Liver Action Network

Community based organizations are often best equipped to meet the needs of those they serve. GLI launched the Liver Action Network (LAN) in 2021 to unite a rapidly growing force of liver health advocates, capitalize on the eagerness of patients and physicians to be active, and address the needs of communities. The LAN is a society membership affiliation model that facilitates provision of strategic mentorship, technical assistance, and support to community organization members, and affords a central structure for the formulation of policy positions and programmatic solutions by advocates, whether patients, family members, caregivers, or providers. All LAN members are afforded opportunities to use their voices and insights from lived experiences to advance liver health initiatives at a local, state, national, and global level through legislative, regulatory, or coverage/reimbursement changes, on behalf of all people at risk for or living with liver conditions.

Member organizations meet online monthly and once per year in person, to discuss and solve the most pertinent liver health policy issues, alignment of ongoing initiatives, and how each organization can collaborate to best address liver health issues within their communities and leverage their collective unity, on national and global levels.

The LAN actively supported and participated in GLI's campaigns in 2023. Throughout the year, the LAN also co-created and disseminated multiple statements and proclamations in response to key awareness days and campaigns such as:

- A proclamation on World Obesity Day
- A statement recognizing Living Donor Day
- A proclamation on World Hepatitis Day



 **2 COUNTRIES  
(U.S. AND CANADA)**

**14** **COMMUNITY-BASED ORGANIZATIONS**

Michael Betel, President and Founder of the Fatty Liver Alliance, was appointed as Chair of the LAN in 2023. In collaboration with GLI staff, Michael leads LAN's collective actions and priorities to drive policy forward that will advance liver health.

## 2023 LAN Breakfast





# REDESIGNING CARE

Our NASH, Liver Cancers, and Pediatric and Rare Liver Diseases Councils convene more than **187 stakeholders**, including patient advocates, clinical researchers, industry leaders, and more, to identify priorities and next steps in the field. Each Council meets bi-annually to discuss priorities, share updates, and determine upcoming steps, with smaller council workgroups meeting more frequently to advance specific initiatives.



**96**  
MEMBER  
ORGANIZATIONS

**17%**  
ANNUAL GROWTH  
FROM 2022

## NASH Council

GLI's NASH Council engaged in prolific and impactful work during a dynamic year in the field. Following nomenclature announcements from leading scientific societies, Frank Anania, MD, Acting Director of the Division of Hepatology and Nutrition at the U.S. Food and Drug Administration, joined the Council's second semi-annual call to discuss how the Agency would handle the changes, especially in light of anticipated approvals and clinical trials in the current pipeline.

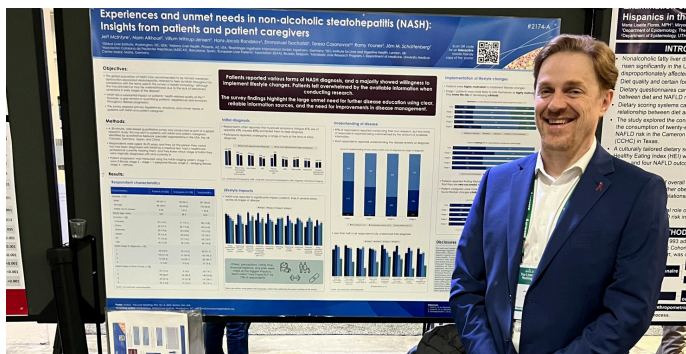
GLI and NASH Council members engaged actively with both the U.S. FDA and the Institute for Clinical and Economic Review during consideration of both resmetrom and obeticholic acid for NASH treatment (see page 10 for more details).

GLI collaborated on a cross-sectional survey on NASH in primary care and contributed to the resulting article, entitled "[Nonalcoholic steatohepatitis diagnosis and treatment from the perspective of patients and primary care physicians: a cross-sectional survey.](#)"

We released the [Inter\(NASH\)ional Recipe Book](#) based on recipes from International NASH Day partners to offer culturally diverse meal ideas for patients with liver disease.



Jeff McIntyre, VP of Liver Health Programs at GLI presents at the Global NASH Congress, *London*



Jeff presents findings from the NASH EL-PFDD at The Liver Meeting®, *Boston*



Scan and view  
the article.



Download the  
recipe book.



## Liver Cancers Council

GLI and its Liver Cancers Council collaborated closely throughout the year. The Liver Cancers Council collaborated to produce a webinar entitled “Innovating and Advancing Research in Liver Cancers” with Dr. Lionel Fonkoua, Dr. Ahmed Kaseb, Dr. Mark McNiven, Dr. Neehar Parikh, Dr. Bruno Sangro, and Dr. Amit Singal. To learn more, visit page 39.

We continued to expand our partnership with Barcelona Clinic Liver Cancer (BCLC). Leaders from BCLC led open house events during the #OctoberIs4Livers program, and Sarah Manes, GLI’s Program Director of Liver Cancers, participated in a BCLC panel entitled “Patient Frailty and the Patient Journey.”

Sarah Manes joined the France Foundation as an expert presenter in a series of three CME workshops on hepatocellular carcinoma (HCC) treatments.

GLI collaborated with the National Comprehensive Cancer Network to provide clinical practice guidelines. The guidelines plainly explain evidence-based cancer care recommendations used by healthcare providers worldwide for patients and their caregivers.

**84** MEMBER ORGANIZATIONS

**55%** ANNUAL GROWTH FROM 2022



Sarah Manes provides a keynote address to the 20th Annual Meeting of the International Society of Gastrointestinal Oncology®, Tempe, AZ



Scan and view the NCCN guidelines.



Donna R. Cryer, JD, presents at the Society of Interventional Radiology's Annual Scientific Meeting, Phoenix, AZ



**33** MEMBER ORGANIZATIONS

**20%** ANNUAL GROWTH FROM 2022

## Pediatric and Rare Liver Diseases Council

The Pediatric and Rare Liver Diseases Council has expanded its membership to include new disease states (including Wilson disease, intrahepatic cholestasis of pregnancy, and primary sclerosing cholangitis) as well as organizations that serve rare disease communities more broadly.

We submitted the report from our Externally-Led Patient-Focused Drug Development (EL-PFDD) Meeting on PBC to the FDA to be considered in regulatory decision-making.

GLI led collaboration with the U.S. CDC to prepare and submit a proposed change in ICD-10 coding for cholestatic pruritus, to be deliberated in the 2024 calendar year.

We deepened our collaboration with Biliary Atresia Research and Education (BARE), Inc and the EveryLife Foundation and began the process of including biliary atresia in the standard newborn screening panel together.

Additionally, we facilitated patient advocate participation in advisory boards for several rare liver diseases, including acute-on-chronic liver failure, lysosomal acid lipase deficiency, and Wilson disease.



Scan and view the **PBC EL-PFDD report**



Giacomo Donnini at the Polycystic Liver Disease European Research Network Symposium, *Netherlands*



# RAISING AWARENESS

GLI teams collaborate internally and with our extensive network of partners to conduct several topical health education and awareness campaigns throughout the year. Through media partnerships, attention-grabbing press releases, robust digital media efforts, webinars and live shows, and in-person events around the world, these campaigns elevate public knowledge of liver health topics and equip patients and their communities to improve and advocate for their own health.

**~1000** TOTAL SOCIAL POSTS

**PRESS RELEASES REACHING 3.5B**



Scan here to view all of the reports from 2023!





#RAREAWARE

## Rare Liver Diseases Month

GLI led the third annual Rare Liver Diseases Month in February 2023. Under the theme of Pregnancy and Parenthood, the #RareAware month-long campaign aims to raise awareness and education about rare liver diseases through a robust digital communication campaign, roundtables, topical episodes of GLI LIVE, and educational resources. The campaign focused on improving the patient experience, removing barriers to access and care to promote equity, and expanding on the need for more patient engagement in research protocols. After the campaign, three areas of need emerged for future focus: health literacy for patients, collaboration with research institutions, and the empowerment of rare liver disease patients as informed, equipped patient advocates.

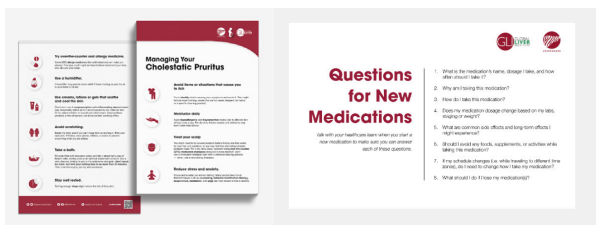
**421,871**  
SOCIAL MEDIA  
IMPRESSIONS

**770**  
PRESS  
RELEASE  
PLACEMENTS

**3**  
EXPERT  
ROUNDTABLES

**11**  
GUESTS ON  
GLI LIVE

**422**  
SOCIAL  
POSTS



The itching from cholestatic pruritus can be a huge hurdle to day-to-day comfort. One of the resources developed for the 2023 #RareAware campaign is this one-page guide with tips to help patients manage daily symptoms.



Donna R. Cryer, JD, was a panelist at *The Hill's Rare Disease Day: A Look at 40 Years of the Orphan Drug Act*, Washington, D.C.

## Donate Life: A Transplantation Series

As an organization founded by a 29-year liver transplant recipient and in recognition of Donate Life Month, a movement to encourage people to register to become organ donors, GLI led a campaign highlighting Donna's transplant story and showcasing diverse perspectives involved in the gift of liver transplantation.

Episodes of GLI LIVE throughout the month revealed the role of the many people involved in getting liver transplants to patients in need, including:

- | Organ procurement advocates
- | Transplant pharmacists
- | Transplant coordinators
- | Transplant psychologists

On April 5, Living Donor Day, GLI and its LAN members released a statement in support of living donors and in support of the passage of the Living Donor Protection Act to provide material support and eliminate barriers for those who choose to give the gift of life.



GLI LIVE: Organ Procurement Advocacy for Improved Transplantation & Liver Health





## International NASH Day

International NASH Day is an annual public education campaign that was inaugurated in June 2018 to enhance awareness and emphasize the pressing nature of fatty liver disease, particularly its advanced stages, which impact a staggering 115 million individuals worldwide. In 2023, following the theme *Step Up for NASH*, GLI convened communities worldwide to host events with liver health screenings, education for patients or their healthcare providers, physical activity, and much more to fight NASH. From panel discussions to resource translations to culturally relevant, community-based events, the campaign sustained a focus on equity across geography, culture, identity, and other factors.



**10 MILLION**  
SOCIAL MEDIA IMPRESSIONS

**4.0 M**  
SOCIAL USERS  
REACHED

**70,000+**  
LIVER HEALTH  
SCREENINGS  
PROVIDED

**106**   
GLOBAL PARTNERS

**55**  
COUNTRIES  
INVOLVED

**35**  
GRASSROOTS  
EVENTS

**31** **ENDORSEMENTS**  
FROM SCIENTIFIC AND  
INTERNATIONAL ORGANIZATIONS



Arizona Liver Health conducted liver health screenings and provided comprehensive patient education at their three liver clinic locations, *USA*



Hepatology Society, Dhaka led a public awareness rally, *Bangladesh*



FundHepa hosted a public Zumba class to emphasize the importance of physical activity, *Mexico*



Value Health Africa hosted a public education and screening event, *Cameroon*



European Liver Patients' Association organized the European NASH Summit, *Belgium*



JSS Hospital organized a walkathon to raise awareness, *India*



Hospital Israelita Albert Einstein hosted a hybrid educational event for healthcare providers, *Brazil*



DiaLeb, National Diabetes Organization hosted a health day with free diabetes screening / conference for medical professionals, *Lebanon*

## Campaign Components

GLI hosted panels on International NASH Day about the current state of NASH, impact for high-risk populations, and treatment access for Black communities.

GLI CEO Donna R. Cryer, JD, and Naim Alkhouri, MD, CMO of Arizona Liver Health, shared the patient process for screening and care for NASH.

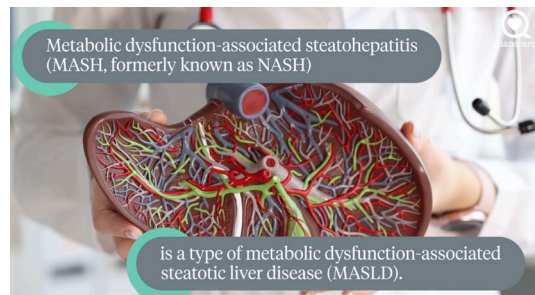
A robust digital media campaign featuring multilingual graphics, reels, e-blasts and more was created. GLI also collaborated with Sharecare to create a short video that highlighted five key facts to know about NASH. GLI also released an animated video entitled “NASH: Are You at Risk?” to raise awareness of NASH and its risk factors.



Scan to view “NASH: Are You at Risk?”



#StepUpforNASH social media campaign



Snippets from the collaboration with Sharecare



During the campaign, resources for the NASH Day campaign became available in **18 languages** and a new patient resource was released called “Know Your Liver Labs.” This comprehensive guide supports patient understanding of noninvasive diagnostics to empower patients to properly interpret their lab results and engage with more knowledge in their care management.



#October4Livers

### #October4Livers

This year, #October4Livers continued to elevate the global dialogue around liver cancer through a month-long, multifaceted campaign including robust digital and communication efforts, a community conversation series, new translations of educational resources, policy briefings, and an impactful global open house series. With an overarching eye towards health equity, the campaign sought goals of raising awareness of liver cancer, increasing collaboration, improving access to health information, and strengthening recognition of the risk factors like viral hepatitis and cirrhosis that lead to liver cancer.

**545,000** SOCIAL MEDIA IMPRESSIONS

**3** NEW LIVER CANCER LESSONS

**4** EPISODES OF GLI LIVE

### Campaign Components

Through a robust social media campaign, GLI created a toolkit featuring educational graphics, patient quotes, and more. GLI also collaborated with Sharecare to carry out a survey about beliefs and perceptions of liver cancer. The responses were collected and released in an infographic that revealed common misconceptions about liver cancer.



Survey results, in collaboration with Sharecare.

## Global Open House Events

Throughout October, GLI worked with partners to host Global Open House events to discuss liver cancer and related topics. The series of events in five countries brought together expert speakers to share relevant clinical and practical information about topics including nutrition, clinical trials, screenings, and the tumor microenvironment. Open House hosts:

Empowered Women Foundation, led by Dr. Mbianke Livancliff – *Limbe, Cameroon*

**Efforts and advocacy with the Parliament of Cameroon led to the Republic of Cameroon officially announcing that treatment for hepatitis C would be made free for all patients. This was previously a large obstacle to care.**

Barcelona Clinic Liver Cancer (BCLC), led by Dr. Maria Reig – *Barcelona, Spain*

Kalinga Gastroenterology Foundation, led by Dr. Shivaram P. Singh – *Bhubaneswar, Odisha, India*

Moores Cancer Center of UC San Diego Health, led by Dr. Adam Burgoyne – *San Diego, California, United States of America*

Treatment Centers of the National Program for HCC Management, led by Dr. Mohamed AbdAllah and Dr. Ahmed Weceimy – *Egypt*

**466+** ATTENDEES

**12**  
OPEN HOUSE  
EVENTS

**5**  
GLOBAL  
PARTNERS





## Liver Health is Public Health

The Liver Health is Public Health (LPHH) initiative is elevating liver health to its rightful place on the global public health agenda. Through its Global State of Liver Health report and associated resources, and subsequent social media posts, the initiative is characterizing the current state to chart a path forward as a global community.

**31** ENDORSING ORGANIZATIONS

**12** GLOBAL PRESENTATIONS

**8** NEW COUNTRY PROFILES IN GLOBAL STATE OF LIVER HEALTH REPORT



A hallmark component of the Liver Health is Public Health Campaign is the Global State of Liver Health report, a comprehensive report analyzing the etiology and epidemiology of liver disease in several countries, with insights from local experts in each nation evaluated. GLI released the second edition of this report in November 2023 with the addition of chapters on Poland, Vietnam, Germany, Italy, France, Ghana, Australia, and Singapore.



LPHH Director Giacomo Donnini presented at an international call to action to address fatty liver disease in Geneva, Switzerland, entitled “Together for Better Liver Health: Mobilising Action for Fatty Liver Disease in WHO Policy,” hosted by the European Association for the Study of the Liver on the sidelines of the 76th World Health Assembly. He underlined the role of policymakers in strengthening the reach of a global campaign on early detection and diagnosis.





GLI's COO Larry Holden presents on a panel discussion of the Salix Liver Health Annual Trends Report entitled "How to Change the Course of Chronic Liver Disease in the US: Create a Groundswell Movement" at The Liver Meeting™, in *Boston, MA*



Giacomo Donnini speaks at a National Forum, organized by HepActive: *Where is Bulgaria on the way to meeting the global health goals of eliminating viral hepatitis by 2030?, Bulgaria*



ELPA Liver Cancer policy roundtable at EU Parliament, *Belgium*



GLI's Donna Cryer and Jeff McIntyre joined with Mexican state health ministers, Dr. Arun Sanyal (VCU), and Dr. Sitaramaraju Yarramraju (Avant Santé) at the Instituto Nacional de Ciencias Médicas y Nutrición, *Mexico City*



# ONGOING INITIATIVES

## GLI LIVE

Because liver disease affects hundreds of millions of people around the globe, big conversations are needed to develop big solutions for liver health. On Wednesdays, we sit down with experts – from policymakers and patient advocates to clinicians and research executives and more – to livestream on LinkedIn, Facebook, and YouTube, high-level conversations about the policies, people, and global forces that affect patients with liver disease and their families.

Throughout the year, we were able to:

- Host a series on organ transplantation
- Envision the impact of AI on the healthcare world, from diagnosis to care delivery
- Learn best practices in hepatitis C elimination from Egypt – the first country to achieve gold tier status from the WHO for these efforts
- Call attention to failures in the US Organ Procurement and Transplantation Network (OPTN) in advance of the OPTN Modernization Initiative and President Biden’s signing of the bipartisan Securing OPTN Act
- Hear about International NASH Day plans from partners in Ghana, the United States, Canada, Bangladesh and Finland.

**35.6K**  
TOTAL VIEWS

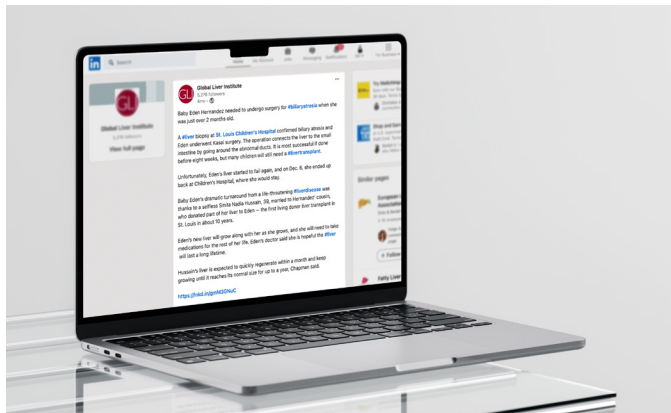
**37**  
GUESTS

**26**  
EPISODES

**7**  
SERIES

## #TransplantTuesday

Every week, GLI shares uplifting, significant, and groundbreaking stories of liver transplantation from around the world to raise awareness of the procedure’s life-changing impact.





## One Liver to Love

One Liver to Love is a multi-year collaborative educational campaign in partnership with Blue Faery and Eisai that provides support and guidance to people and their families affected by liver cancer. In 2023, the campaign included **20** social posts as well as a video series featuring expert tips and patient guidance.



Andrea Wilson, Blue Faery; Alana Eiseman, Eisai; and Christine Maalouf, GLI; at The Liver Meeting®, Boston, MA



Andrea Wilson, Blue Faery; Ivy Ahmed, Eisai; and Sarah Manes, GLI; at HCC TAG, Huntington Beach, CA

## Improved Newsletter Strategy

GLI's communications team revamped its strategy and schedule for newsletters this year. To increase readability, we implemented a standardized, simplified template for topical monthly newsletters about liver cancers, NASH, pediatric and rare liver diseases, and liver health policy. These brief monthly updates replaced twice-a-year newsletters.

The change was able to streamline the newsletter process for staff and also dramatically increased engagement, with a significant increase in open rate (an average of 35%), more than three times the industry average. We are proud to bring the most relevant and exciting news in liver health to our subscribers each month.



# TRAINING ADVOCATES



## Advanced Advocacy Academy: The Learning Experience

Advanced Advocacy Academy: The Learning Experience is a 4-day experience hosted by GLI in Washington, D.C., to train liver patients, caregivers, and allies in the various types of advocacy so that they are equipped to drive change throughout the healthcare ecosystem. Following the 2023 theme of Cultivating Comfort, we created a welcoming environment for liver patients, their loved ones, and other champions of liver health from the moment they arrived to connect and feel empowered in their own journeys and expertise. The

program included a night of celebration, two days of training on the fundamentals of advocacy and the features of the healthcare landscape, including clinical trials, peer engagement, and federal policymaking. After participating, 87.5% of respondents to the post-event survey felt more equipped to be an advocate for their community and 100% felt empowered in the next steps of their advocacy journey.

### A3 training followed Five Key Pillars:



**LIVER  
LITERACY**



**MEDIA AND  
STORYTELLING**



**CLINICAL  
RESEARCH  
AND  
DEVELOPMENT**



**NAVIGATING  
HEALTHCARE  
AND  
COVERAGE**



**UNDERSTANDING  
HEALTHCARE  
POLICY**



### The Liver Advokit™

The Liver Advokit™ is an extensive workbook crafted to complement the presentations and workshops during the A3 Learning Experience, centering on the 5 key pillars of A3: Liver Literacy, Media and Storytelling, Clinical Research & Development, Navigating Healthcare & Coverage, and Understanding Healthcare Policy. Each section contains guides and activities to provide space for advocates to develop and refine their skills.

**52**  
LIVER  
ADVOCATES

**19**  
U.S. STATES  
(AND CANADA)

**173%** INCREASE IN  
IN-PERSON  
ATTENDANCE

**14** SPEAKERS

**14**  
HOURS OF LIVE  
TRAINING

**7**  
HOURS OF ONLINE  
SESSIONS AND  
WORKSHOP



Lorrinda Gray-Davis, A3 Alumna, receives the first inaugural Global Excellence in Advocacy Award for her advocacy efforts, especially in the transplant community.









## GLI Ambassador Program

The GLI Ambassador Program sharpens the skills of GLI advocates through a five-level advocacy engagement model and then deploys them into the healthcare ecosystem to build relationships, expand patient knowledge, and increase involvement from other liver patients, parents, caregivers, family, and the Liver Action Network. Through mentorship, training, and collective insights, ambassadors help to solve real-world problems that individuals within the liver community face every day creatively and strategically.

**Ambassadors can serve in one of four tracks:**

**1. CLINICAL RESEARCH**

**2. DIGITAL HEALTH**

**3. COMMUNITY BUILDING/PEER-TO-PEER ENGAGEMENT**

**4. LIVER HEALTHCARE POLICY**





# BOLSTERING RESEARCH

## Impacting Research Policy by Elevating the Patient Voice in Trial Design, Protocol Review, and Biomarker Priorities

GLI continued to work with a variety of partners to shape research policy, drug development process, clinical trial design, and support non-invasive diagnostics through better biomarker design.

GLI maintained its participation in Boehringer Ingelheim's Global Clinical Trials Advisory Board as the only liver community representative on this multinational, multi-disease state Advisory Board that considers the patient perspective at all stages across their clinical trials. GLI patient representatives also serve on the Advisory Board for the BI MASH Phase III trial.

GLI staff serves on the steering committees of the Forum for Collaborative Research's Liver Forum and the Foundation for the National Institutes of Health Non-Invasive Biomarkers of Metabolic Liver Disease (NIMBLE) Consortium – and participated in their annual meetings.

GLI provided a feature presentation at the MOSAIC – Global NASH/MASH Trialist Forum at the Embassy of France in Washington, D.C.

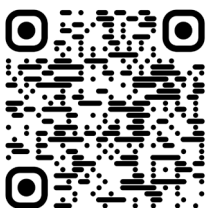
To facilitate more reliable outcomes, effective trial recruitment, and better patient experiences, GLI also served on the following clinical trial advisory boards - MASH Power Council (Regeneron), ACT on MASH Steering Committee (Novo Nordisk), and Patient Voice in MASH Steering Committee (PPD).

GLI ambassadors participated in patient advisory boards and clinical trial protocol review for emerging therapeutics/pharmaceuticals in fatty liver disease and cholestasis.



## Innovating and Advancing Research in Liver Cancers

In addition to the updated resources and clinical trials for liver cancer available on Liver Central ([www.livercentral.org](http://www.livercentral.org)), we hosted a webinar with researchers and healthcare professionals to discuss innovative approaches to understanding, diagnosing, and treating liver cancers. Panelists addressed the importance of surveillance for populations with risk factors, including fatty liver disease and infection with viral hepatitis. They underscored the importance of accessible screening methodologies for low- and middle-income countries and representative sample populations for clinical trials.



Scan and view the video

# 2023 BOARD OF DIRECTORS



**Victor J. Reyes, MBA**  
*Board Chair*  
Managing Director, Human  
Capital, Deloitte Consulting LLP



**Shonta Chambers, MSW**  
External Vice President of  
Health Equity and Community  
Engagement, Patient Advocate  
Foundation



**Donna R. Cryer, JD**  
President and Chief Executive  
Officer, Global Liver Institute



**Dennis R. Cryer, MD,  
FAHA**  
Chief Medical Officer,  
CryerHealth, LLC



**Lisa Boyette, MD, PhD**  
*Board Treasurer*  
Senior Director of Clinical  
Development, Gilead Sciences



**Gary Deverman, CFRE**  
Vice President, NutriStyle



**Brian Munroe**  
*Board Secretary*  
Vice President of Government  
Affairs, Bausch Health  
Companies Inc.



**Ben Goodman**  
Press Secretary,  
Office of Maine Governor Janet  
T. Mills



**Laurie Mobley**  
*Board Development  
Co-Chair*  
Executive Vice President, BRG  
Communications



**Esther Krofah, MPP**  
Executive Vice President of  
Health, Milken Institute



**Amy L. Wright, JD**  
*Board Development  
Co-Chair*  
Partner, Taft Stettinius &  
Hollister



**Melodie Narain-  
Blackwell**  
President and Founder, Color of  
Crohn's & Chronic Illness



**Nicholas Austin, JD**  
Principal Corporate Legal  
Counsel, Microsoft, Inc.



**Lewis R. Roberts, MB,  
ChB, PhD**  
Professor of Medicine and  
Consultant at the Division  
of Gastroenterology and  
Hepatology, Mayo Clinic

# 2023 STAFF



**Donna R. Cryer, JD**  
President & Chief Executive  
Officer



**Cat Evans**  
Director, Program Operations



**Larry Holden**  
Chief Operating Officer



**Shira Horowitz**  
Operations Administrator



**Jeff McIntyre**  
Vice President, Liver Health  
Programs



**Anna Lin**  
Program Coordinator, Pediatric  
and Rare Liver Diseases



**Joel Ballew**  
Director, Strategic Partnerships



**Christine Maalouf**  
Director, Communications



**Lily Benig**  
Manager, Communications



**Sarah Manes**  
Program Director, Liver Cancers  
Programs



**Paige Brown**  
Coordinator, Graphic Design



**Sandra Ponce**  
Program Coordinator, Liver  
Cancers Programs



**Meg Didier**  
Manager, Patient Engagement



**Brooke Schmitz**  
Executive Assistant



**Giacomo Donnini**  
Program Director, Liver Health is  
Public Health



**Ethan Schneier**  
Coordinator, Digital Media

# FINANCIAL STEWARDSHIP

## Assets

Cash and Cash Equivalents	37,139
Accounts Receivable	435,000
Other Current Assets	6,686
Fixed Assets - Net	13,034

**Total Assets** **\$491,859**

## Liabilities and Net Assets

A/P and Accrued Expenses	227,279
Deferred Revenue	795,005
Line of Credit	14,943

**Total Liabilities** **\$1,037,227**

## Revenue

Memberships	990,010
Contributions - Unrestricted	231,829
Contributions - Restricted	-
Sponsorships	1,304,000
Other Revenues	20,153

**Total Revenue** **\$2,545,992**

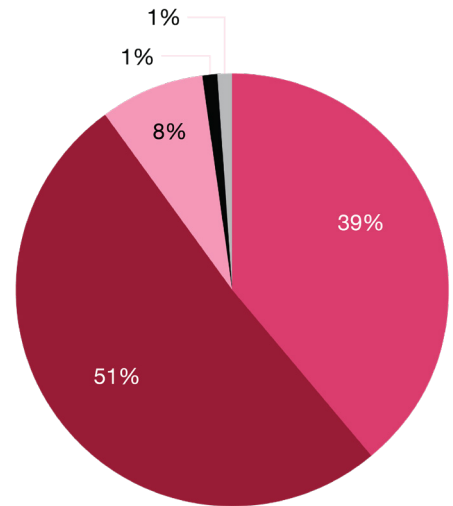
## Expenses

Programs and Grants	2,614,616
General and Administrative	73,889
Fundraising	-

**Total Expenses** **\$2,688,505**

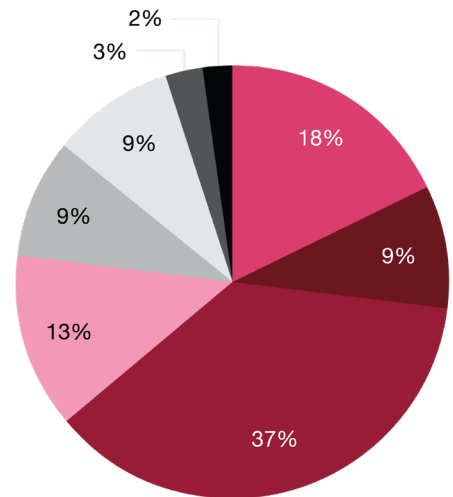
## GLI REVENUE TYPES

<span style="display:inline-block; width:15px; height:15px; background-color:#800000; margin-right:5px;"></span> Sponsorships	51%
<span style="display:inline-block; width:15px; height:15px; background-color:#C71585; margin-right:5px;"></span> Membership Dues	39%
<span style="display:inline-block; width:15px; height:15px; background-color:#FF69B4; margin-right:5px;"></span> Grants	8%
<span style="display:inline-block; width:15px; height:15px; background-color:#000000; margin-right:5px;"></span> Individual Contributions	1%
<span style="display:inline-block; width:15px; height:15px; background-color:#A9A9A9; margin-right:5px;"></span> Program Service Fee	1%



## EXPENSES BY PROGRAM

<span style="display:inline-block; width:15px; height:15px; background-color:#800000; margin-right:5px;"></span> NASH	37%
<span style="display:inline-block; width:15px; height:15px; background-color:#C71585; margin-right:5px;"></span> Liver Cancers	18%
<span style="display:inline-block; width:15px; height:15px; background-color:#FF69B4; margin-right:5px;"></span> Policy	13%
<span style="display:inline-block; width:15px; height:15px; background-color:#800000; margin-right:5px;"></span> Liver Health is Public Health	9%
<span style="display:inline-block; width:15px; height:15px; background-color:#A9A9A9; margin-right:5px;"></span> Pediatric and Rare Liver Diseases	9%
<span style="display:inline-block; width:15px; height:15px; background-color:#D3D3D3; margin-right:5px;"></span> Patient Engagement	9%
<span style="display:inline-block; width:15px; height:15px; background-color:#696969; margin-right:5px;"></span> Administrative	3%
<span style="display:inline-block; width:15px; height:15px; background-color:#000000; margin-right:5px;"></span> Other Programs	2%



# THANK YOU TO OUR SUPPORTERS



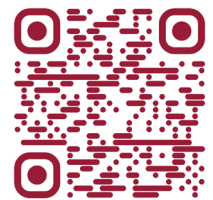




**globalliver.org**  
info@globalliver.org  
(800) 845-5910

Global Liver Institute (GLI) is a 501(c)3 nonprofit organization founded in the belief that liver health must take its place on the global public health agenda commensurate with the prevalence and impact of liver illness. GLI promotes innovation, encourages collaboration, and supports the scaling of optimal approaches to help eradicate liver diseases. Operating globally, GLI is committed to solving the problems that matter to liver patients and equipping advocates to improve the lives of individuals and families impacted by liver disease. GLI holds Platinum Transparency with Candid/GuideStar, is a member of the National Health Council, and serves as a Healthy People 2030 Champion. Follow GLI on [Facebook](#), [Instagram](#), [LinkedIn](#), and [YouTube](#) or visit [www.globalliver.org](http://www.globalliver.org).

EIN: 46 - 4687212



Donate Today!  
We put your contribution  
to work!









**[WWW.GLOBALLIVER.ORG](http://WWW.GLOBALLIVER.ORG)**

GLOBAL LIVER INSTITUTE

12973 SW 112th St, Miami, FL 33186

PO Box: #313