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2024 ANNUAL REPORT

*Transforming Lives,
Strengthening Communities*



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Team GLI at The Liver Meeting®, California, USA

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.



LETTER FROM THE CEO

At the Global Liver Institute (GLI), our mission has always been clear: to improve the lives of liver patients and caregivers everywhere. Every initiative, every partnership, and every milestone we achieve stems from this commitment.

Through our initiatives, programs, and opportunities, we meet patients where they are, whether at the moment of diagnosis, in the midst of their treatment journey, or as they navigate the latest advancements. From education to advocacy, from prevention to breakthrough therapies, we are here to serve, support, and strengthen them.

Transforming Lives, Strengthening Communities—this theme has defined GLI's journey throughout 2024, a year of milestone achievements and unwavering commitment to liver health advocacy. As we celebrated our 10th anniversary, we reflected on a decade of progress in empowering patients, advancing education, and driving systemic change. Our impact reached new heights this year, from releasing the inaugural Best Practices in Liver Health policy report on the global stage during a side event at the 77th World Health Assembly in

Geneva, held in partnership with the European Association for the Study of the Liver, to strengthening grassroots efforts and expanding our Liver Action Network (LAN) internationally.

Through our Advanced Advocacy Academy (A3), we equipped more individuals than ever with the tools to champion liver health, with 41% of attendees participating for the first time. Additionally, we launched our Ambassador Program to provide year-round opportunities for patients, advocates, and caregivers.

By fostering collaboration among global partners, medical societies, policymakers, and patient organizations, GLI has helped shape critical policy changes, expand access to life-saving treatments, and strengthen support networks worldwide.

Thank you for joining us in driving progress in the field and saving lives. Please take a moment to go through this report and join our community as we serve the 1.5 million people and their families who are affected by liver disease.

With gratitude,

Larry R. Holden
President and Chief Executive Officer
Global Liver Institute



GLI Founder, Donna R. Cryer and GLI CEO, Larry R. Holden, *Milan, Italy*



World Health Assembly 77 Side-Event: Together for Better Liver Health, *Geneva, Switzerland*

2024 AT A GLANCE



400+
ADVOCATES TRAINED



210+
COUNCIL MEMBERS



125+
PARTNER ORGANIZATIONS

75+

MEDIA APPEARANCES



64+

COUNTRIES REACHED



24

SPEAKING ENGAGEMENTS



18

LANGUAGES NOW AVAILABLE
IN OUR RESOURCES





SPECIAL INITIATIVES OF THE OFFICE OF THE CEO

GLI'S 10TH ANNIVERSARY

Throughout 2024, we celebrated our 10th anniversary, marking a decade of pioneering patient-led advocacy, groundbreaking achievements, and transformative impact. This milestone was not only an opportunity to reflect on our past successes but also a catalyst for continued innovation and collaboration. We engaged with patients, partners, and funders who have contributed to our journey, reaffirming our commitment to advancing liver health worldwide.

A decade ago, on the 20th anniversary of her liver transplant, Donna R. Cryer, JD, founded Global Liver Institute (GLI) with a bold vision: to place patients not just at the center, but at the forefront of liver health advocacy. Under her leadership, GLI has elevated patient voices, shaped policy, and driven systemic change in liver disease.

Donna's unwavering dedication has moved the needle in patient advocacy, setting a foundation for the next era of progress. As we celebrate this milestone, we extend our deepest gratitude for her leadership and the transformative work of the past 10 years.

Today, GLI remains steadfast in its mission, uniting patients, physicians, industry leaders, health systems, and policymakers to continue raising the bar for liver health worldwide.





PARTNERSHIP WITH THE VETERANS HEALTH ADMINISTRATION CONTINUES

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. Throughout the year, we continued to work with the Department of Veterans Affairs (VA) to improve the lives of Veterans with liver diseases and develop and distribute relevant educational materials.

PCORI: EUGENE-WASHINGTON DISSEMINATION AWARD

Global Liver Institute was awarded a project through the Eugene Washington PCORI Engagement Award program, an initiative of the Patient-Centered Outcomes Research Institute (PCORI). The project is titled *GLI: Reaching the Liver Health Community*.

Through this project, the findings from PCORI-funded research papers are reviewed and short-form content is created that is more digestible for the liver community, expanding the reach to new audiences such as our council members, Liver Action Network members, ambassadors, and the VA.

ADVANCING POLICY

LIVER HEALTH IS PUBLIC HEALTH

A hallmark component of the Liver Health is Public Health initiative 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. The third edition, released in 2024, features China, Colombia, Denmark, Egypt, Japan, Nigeria, Saudi Arabia, and South Korea.



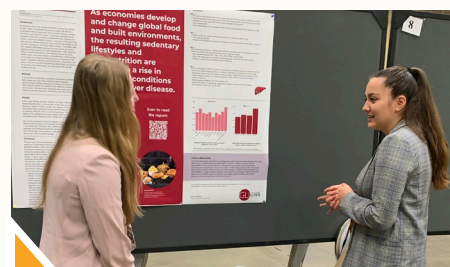
Global State of Liver Health Report, Third Edition



EASL Congress, Milan, Italy



EASL Public Health Track Hub, EASL Congress, Milan, Italy



Poster Presentation: Understanding risk and prevalence in the global rise of fatty liver disease, APHA Annual Meeting, Minnesota, USA



Reuters USA: Pharma & Patient USA 2024, Massachusetts, USA

Together for Better Liver Health: Amplifying Best Practices Globally

A World Health Assembly 77 Side-Event

On May 27, Global Liver Institute (GLI), in partnership with the European Association for the Study of the Liver (EASL), convened numerous esteemed key opinion leaders for a policy event on the sidelines of the 77th World Health Assembly in Geneva, Switzerland.

During the event, GLI unveiled their report, *“Best Practices in Liver Health Policy: A Liver Health is Public Health Report,”* which evaluates successful liver health policies from different countries as well as offer valuable insights to promote global strategies, addresses ongoing challenges faced by patients worldwide, and presents comprehensive policies to tackle these issues.

After the presentation of the report, the event continued with two high-level panels, moderated by Jeff McIntyre, MA, Vice President of Liver Health Programs at Global Liver Institute, in which the Health Minister of Egypt, Khaled Abdel-Gaffar, DDS, PhD, and specialists from different areas of expertise converged on underlining the importance of having a holistic approach towards liver disease.

Comorbidities such as type 2 diabetes mellitus (T2DM), hypertension, dyslipidemia, or cardiometabolic risk factors frequently coexist with steatotic liver disease, commonly known as fatty liver disease. Shared risk factors contribute to the simultaneous occurrence of these conditions, amplifying their risks and compromising treatment outcomes.

Patients who live with these conditions should be checked as early as possible using non-invasive methods (e.g., liver ultrasound, fibroscan, or serum biomarkers). Early detection allows for targeted interventions. Regular screening, lifestyle modifications (weight management, dietary changes, and exercise), and judicious use of medications are essential.



Panel 1: Key Policy Achievements from Different Actors in Public Health



Panel 2: Centering Liver Health Perspectives from Different Key Stakeholders



GLI Founder, Donna R. Cryer, JD, shared welcome and opening remarks



Dr. Aleksander Krag, EASL 2024 Secretary General, shared opening remarks



Giacomo Donnini, GLI Director for Liver Health is Public Health, presented *The Best Practices in Liver Health Policy* report



BIG STEPS FORWARD FOR LIVER HEALTH POLICY

Throughout 2024, the liver health field celebrated several policy wins, in many cases facilitated and reinforced by Global Liver Institute's efforts. After years of disappointments for the community, reprieve came for MASH/NASH patients and their hepatologists in the form of the first FDA-approved drug: Madrigal Pharmaceuticals' resmetirom.

The approval reflected years of GLI's advocacy in the MASH/NASH space:

- **2017:** Launch of the NASH Council (now Fatty Liver Disease council – see page 21)
- **2019:** GLI's first year hosting International NASH Day, (now Global Fatty Liver Day, see page 22) bringing together dozens of global partners to raise awareness of the disease
- **2020:** Launch of GLI's NASH Action Plan; setting benchmarks for the field
- **2021:**
 - November – GLI's Externally-Led, Patient-Focused Drug Development Meeting with the FDA provides patient perspectives on upcoming drugs for MASH/NASH with regulators. Several patient priorities were reflected in the final approval.
 - December – Release of the first NASH Scorecard, evaluating progress based upon the NASH Action Plan

In a notable reflection of GLI's years-long Beyond the Biopsy initiative, the official FDA label did not recommend an invasive liver biopsy as a requirement to prescribe the drug – a win for patients throughout the U.S. that has been followed by most major healthcare payers following targeted outreach from GLI.

In a win for patients with all types of cholestatic liver disease, the U.S. Centers for Medicare & Medicaid Services (CMS) approved an ICD-10 code for cholestatic pruritus after GLI's submission of the code. This code will help healthcare providers precisely document, treat, and secure reimbursement for the proper care for this debilitating symptom of liver disease.

When the U.S. CMS finalized its Increasing Organ Transplant Access (IOTA) Model, a six-year mandatory model designed to increase access to kidney transplants, the final rule is intended to address caregiver readiness and discuss the newly created Organ Transplantation Affinity Group (OTAG) as part of improving the transplant system for caregivers. This addressed comments from GLI and the National Alliance for Caregiving.

GLI celebrated the reintroduction of the Liver Illness, Visibility, Education, and Research (LIVER) Act, which aims to prevent liver cancer and support liver health through improved research, screening, and treatment.

GLI celebrated alongside pediatric liver communities with new and expanded approvals of maralixibat for the treatment for cholestatic pruritus in pediatric and adult populations by the FDA and European Medicines Agency.

Following 2023's historic passage of the Securing the U.S. Organ Procurement and Transplantation Network Act, HRSA began to solicit proposals from new contractors, and GLI advocated for ongoing Congressional oversight of the law's implementation as intended.

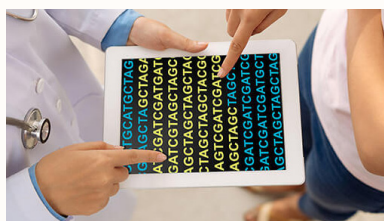
POLICY PRIORITIES

GLI advocates for liver health through a variety of avenues, including authoring and signing on to key initiatives. Throughout the year, we joined our partners and coalitions in advancing several crucial priorities:



BEYOND THE BIOPSY:

Guidelines indicate that a biopsy is not necessary to diagnose and treat MASLD. However, the Veterans Affairs Committee and some payers still require a biopsy prior to treatment. GLI has spearheaded this effort, consistently advocating against this barrier to patient access.



CANCER:

Biomarker testing allows cancer patients to get tested and treated for deadly cancers before they have spread and become terminal. By campaigning for the Medicare coverage of multi-cancer early detection tests, GLI has joined several cancer-focused groups to push patients to get diagnosed and treated early.



HEPATITIS B PREVENTION AND TREATMENT:

GLI has supported efforts to increase access to hepatitis B vaccinations and will continue to promote hepatitis B vaccines as a means of prevention.



ANTI-OBESITY MEDICATIONS (AOM):

We advocated on behalf of AOMs for the Treat and Reduce Obesity Act (TROA) with several coalitions to promote access and coverage for these necessary drugs. This includes letters to legislators, CMS, and relevant committees.



PHARMACY BENEFIT MANAGER (PBM) REFORM:

There have been consistent and coordinated efforts to promote PBM reform in legislative and regulatory methods to lower the costs of and promote patient access to drugs by eliminating harmful policies such as step therapy requirements.

In 2024, GLI was involved with **43** separate communications to legislators, entities, insurers, committees, and more to help advance the future of liver health and liver patients. Of these 43 letters, 15 originated within GLI and harnessed support from numerous coalition partners.

ADVANCED ADVOCACY ACADEMY HILL DAY

A3 graduates took their advocacy to Capitol Hill in Washington, D.C., leveraging the power of lived experience to share patient and caregiver priorities with legislative staff. During the meetings, participants engaged in meaningful discussions on key policies affecting liver health and patient care. Advocates highlighted the importance of expanding Medicare coverage for obesity treatment (Treat and Reduce Obesity Act), improving access to early cancer detection (Medicare Multi-Cancer Early Detection Screening Coverage Act), ensuring patient protections in medication protocols (Safe Step Act), and advancing liver disease research and awareness (LIVER Act). Their collective voices reinforced the urgency of these issues, helping to drive policy conversations that support better health outcomes.

**17**

HILL DAY GROUPS

**53**CONGRESSIONAL
MEETINGS



PATIENT & COMMUNITY ENGAGEMENT



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. This year's A3 was a powerful, future-focused experience themed "Foundations of Advocacy and the Future of Liver Health." It honored the legacy of liver health advocacy while equipping the next generation of leaders with the skills to drive meaningful change.

With patients and caregivers leading **89% of panels**, A3 put advocates at the forefront. Through **18 interactive sessions**, participants sharpened their expertise in storytelling, negotiation, and policy engagement—culminating in Hill Day, where they championed critical policy reforms.



4 DAY
EXPERIENCE



3 COUNTRIES (CANADA,
ENGLAND, USA)



18

PANELS &
EDUCATIONAL
SESSIONS



90

LIVER ADVOCATES
IN ATTENDANCE



41%

FIRST-TIME
ATTENDEES



Michael Betel, Global Excellence in Advocacy Award



LIVER ADVOKIT™

To support this journey, the Liver Advokit™ is a comprehensive primer and workbook, reinforcing A3's foundational lessons. Designed as a practical companion to the program's presentations and workshops, the Liver Advokit™ provided key considerations, course objectives, and interactive activities to help advocates sharpen their skills in:



- Liver Literacy
- Media and Storytelling
- Clinical Research & Development
- Navigating Healthcare & Coverage
- Understanding Healthcare Policy





GLI AMBASSADOR PROGRAM

Launched in 2024, GLI's Ambassador Program established sustained engagement beyond the annual A3: The Learning Experience, providing year-round opportunities for learning, collaboration, and action. Through structured discussions, skill-building sessions, and real-world advocacy experiences, it built a dynamic network of dedicated advocates who are now actively shaping the future of liver health. As a direct result, patient and caregiver panelist participation at A3 2024 increased by **80%**.



45

AMBASSADORS



14

COUNTRIES
REPRESENTED

About the Program

The program effectively maintained ongoing involvement through monthly meetings across four key areas:

POLICY ADVOCACY:

Ambassadors successfully engaged in legislative and regulatory efforts, contributing to policy discussions that impact liver health.

CLINICAL RESEARCH & DEVELOPMENT:

Patient representatives played a meaningful role in research and trial design, ensuring studies reflect real-world patient needs.

PEER-TO-PEER SUPPORT:

Advocates fostered a strong mentorship network, enhancing knowledge-sharing and community-building.

DIGITAL HEALTH NAVIGATION:

Participants gained practical skills to leverage technology for improved healthcare access and self-advocacy.

The program has set a new standard for year-round engagement and impact in liver health advocacy by delivering tangible outcomes in each focus area.





LIVER ACTION NETWORK

In 2024, GLI's Liver Action Network (LAN) continued to expand its reach globally to bring liver health and policy education to communities and individuals alike. In Q4 alone, the LAN signed on 2 domestic and 1 international member. Through webinars, in-person events, and member meetings, the LAN was able to discuss the importance of baseline hepatological knowledge, drug intervention, lifestyle modification, and support groups in the overall health of liver health patients and increased knowledge regarding the liver health field at large. Not only did this increase determinants of health across communities, it also increased participation in the policy landscape regarding patient access to health, leading LAN member organizations to join GLI in endorsing real and lasting change in legislation at both local and national levels. The LAN looks forward to another year of success in 2025.



3

COUNTRIES
(UNITED KINGDOM,
CANADA, US)



17

COMMUNITY-BASED
ORGANIZATIONS

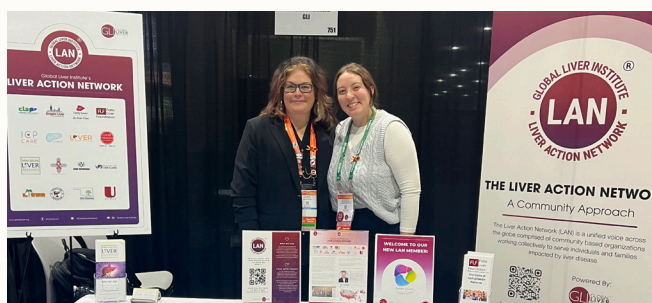
LAN Members:

★ = new members added in 2024



LAN Booth, The Liver Meeting®, California

This booth provided a space for LAN members to showcase the work being done in their communities through the endorsement and support of GLI. Members presented their educational and promotional materials.



2024 LAN Breakfast, The Liver Meeting®, California

The 2024 LAN breakfast provided an opportunity for member organizations to discuss goals and upcoming events for 2025 as well as share their successes for 2024.



VIRAL HEPATITIS

In 2024, GLI expanded its efforts to support viral hepatitis elimination. We aligned with global elimination goals, amplified the voices of patients, strengthened partnerships with national and international stakeholders, and increased support for policy reform aimed at improving access to testing, treatment, and care. This included:

- Participated in the 2024 INHSU Hepatitis C Intervention Symposium alongside AASLD's The Liver Meeting®
- GLI's Liver Action Network members are involved in dozens of efforts across the globe to support efforts in awareness, prevention, screening, and treatment of viral hepatitis
- NVHR Member & NVHR Diagnostics Working Group
- GLI is a member of the World Hepatitis Alliance, INHSU, Hep B Foundation, and Hep B United, among several other organizations working to eliminate viral hepatitis



FATTY LIVER DISEASE PORTFOLIO

FATTY
LIVER
DISEASE
COUNCIL

FATTY LIVER DISEASE COUNCIL

The Fatty Liver Disease Council, *formerly NASH Council*, comprises of 96 member organizations – including patient advocacy groups, medical societies, and industry supporters.

With the FDA's passage of resmetirom as the first ever FDA-approved drug treatment for MASH, GLI led the next steps in ensuring patient access. This includes targeted work with federal agencies, payers, and the US Congress to address concerns at the Veterans Administration. Learn more about this work in the policy section on page 10.



Lifestyle Management of MASLD: Challenges and Opportunities, The Liver Meeting®, California



MASH Matters: Raising Awareness of MASH and its Impact on Patients and Society, National Committee for Quality Assurance (NCQA) Health Innovation Summit, Tennessee



Detailing the Best Practices for Patient Engagement, 8th Annual MASH Drug Development Summit, Massachusetts



From NASH to MASH, Galien Forum, New York



GLOBAL FATTY LIVER DAY

On June 13, Global Liver Institute and its partners, endorsers, and sponsors hosted Global Fatty Liver Day (*formerly International NASH Day*). The 2024 campaign was a resounding success, sparking vital discussions on the global state of fatty liver disease and driving liver screening events across the world. Under the theme “Act Now, Screen Today,” this annual public education campaign - held on the second Thursday of June - raised awareness and mobilized global partners to prioritize early detection and screening for at-risk individuals.



3.9B

PRESS RELEASE
POTENTIAL REACH

1,300 headline placements



1,500+

HEALTHCARE PROVIDERS
ACCREDITED THROUGH
CME PARTNERSHIPS



123

PARTNERS



90+

COMMUNITY EVENTS



63

COUNTRIES



32

ENDORISING
ORGANIZATIONS
(Medical and Scientific
Societies)



20+

LIVER HEALTH
SCREENING EVENTS



Screening Event and Community Education - Fatty Liver Alliance and CanNASH, *Canada*



Screening Event - Hepatos, *Croatia*



Screening Event and Community Education - Empowerment for Sustainable Livelihood, *Ghana*



Screening Event and Community and Provider Education - Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán (INCMNSZ), *Mexico*



Screening Event and Community Education - DiaLeb - National Diabetes Organization, *Lebanon*



Screening Event and Community Education - Unidade Local de Saúde Entre Douro e Vouga (ULSEDV), *Portugal*



Screening Event - Asociația Societatea Națională de Medicina Familiei / Medicină Generală, *Romania*



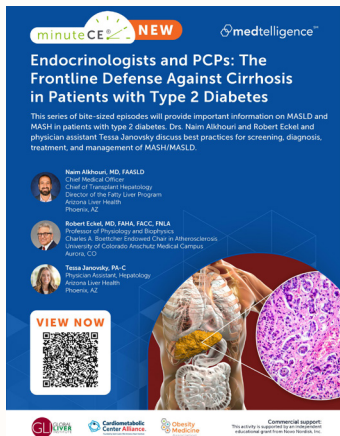
Educational and digital media campaign - Türk Karaciğer Vakfı (Turkish Liver Foundation), *Türkiye*



GLI's Keynote event at the Embassy of Denmark: "Obesity and the Future of Liver Health", *Washington, D.C., USA*

2024 Campaign Highlights

For the first time, GLI offered continuing education (CE) credits to healthcare providers as part of Global Fatty Liver Day. These programs, available until June 2025, support providers in expanding their knowledge of MASLD and MASH.



ENDOCRINOLOGISTS AND PCPS: The Frontline Defense Against Cirrhosis in Patients with Type 2 Diabetes

A ReachMD course in partnership with the Global Learning Collaborative, featuring Drs. Naim Alkhouri, Robert Eckel, and PA Tessa Janovsky, covering best practices for screening, diagnosis, and treatment.



BUILD YOUR OWN CASE STUDY: Redefining MASLD/MASH Care

An interactive course with the Medical Learning Institute, helping endocrinology specialists enhance their understanding of MASLD/MASH pathophysiology, risk factors, and noninvasive diagnostics.

A new patient-facing article series covered topics such as managing fatty liver in veterans, insights into pediatric fatty liver disease, fatty liver in lean individuals, and the intersection of policy, prevention, and progress in fatty liver and obesity.

LIVER CANCERS PORTFOLIO



LIVER CANCERS COUNCIL

The Liver Cancers Council consists of over **71** members, ranging from hepatologists to community advocates, brought together with a shared goal of improving the lives of those impacted by liver cancer.

2024 Council Achievements:



Published and co-authored in Hepatology, Official Journal of the American Association for the Study of Liver Diseases: Value of HCC surveillance in a landscape of emerging surveillance options: Perspectives of a multi-stakeholder modified Delphi panel



Sarah Manes was a panelist speaker at Barcelona Clinic Liver Cancer (BCLC) Forging a Multidisciplinary Ecosystem to Revolutionize Conference, speaking on end-of-life needs, cancer-related financial toxicity, and understanding clinical trial & treatment options.



Hosted a Liver Cancer Care webinar on Management of Hepatic Encephalopathy, Ascites, and Portal Hypertension



Keynote address, 20th Annual Meeting of the International Society of Gastrointestinal Oncology®, Arizona, USA



Sarah Manes moderated panels at the American Public Health Association annual meeting, Minnesota, USA



#OctoberIs4Livers

#OCTOBERIS4LIVERS

Under the theme of *Addressing Disparities in Liver Cancer Care*, the 2024 campaign highlighted inequities in liver cancer prevention, treatment, and survivorship through expert discussions and global partnerships. GLI collaborated with health organizations serving under-resourced communities. To improve health literacy, GLI expanded its Liver Cancer Lessons resources with additional translations. These efforts advanced awareness, prevention, and access to care for those most in need.

2024 Campaign Highlights

GLI's Global Open House initiative has expanded from three to seven sites, empowering local education on liver diseases, cancer, screening, and treatment.



9

GLOBAL OPEN
HOUSE EVENTS

in 7 countries



3

HEALTH EQUITY
ROUNDTABLES

discussing rural communities,
American and Canadian,
Indigenous populations,
U.S. Veterans, and immigrant
& refugee communities



2

NEW LANGUAGES
ADDED TO OUR
RESOURCES

Vietnamese and Japanese



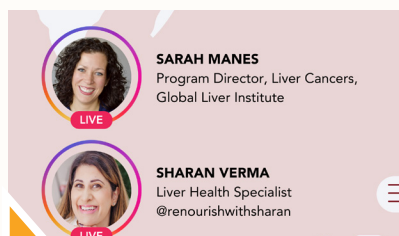
Hospital Clinic | Provincial De Barcelona, Barcelona, Spain



Somali Health Advisory Committee (SHAC), Minnesota, USA

New in 2024:

We hosted an Instagram Live session featuring Liver Health Specialist Sharan Verma, focusing on nutrition for a healthier liver. Additionally, GLI's Sarah Manes and Christine Maalouf presented on the National Health Council Health Equity Affinity Group.



Instagram Live session



NHC Health Equity Affinity Group Meeting



Sarah Manes featured on Sick & Good Podcast

LIVER CENTRAL



Liver Central is an online tool that serves as a comprehensive resource hub for clinicians and individuals affected by liver cancer. It offers a wealth of information, including details on various types of liver cancer, expert video content, and research updates. The platform also provides access to active clinical trials, treatment options, financial support information, practice guidelines for clinicians, and educational materials, supporting patients, caregivers, and healthcare professionals alike.

ONE LIVER TO LOVE



Over the past year and in collaboration with Blue Faery, the One Liver to Love initiative launched the Care Pair series for patient support, an Advocacy Social Toolkit to raise awareness, and the Real Talk on Liver Cancer video series, fostering honest conversations about the realities of living with the disease. These initiatives reflect our ongoing commitment to education, support, and advocacy for those impacted by liver cancer.



Real Talk on Liver Cancer



Care Pair series

PEDIATRIC AND RARE LIVER DISEASES PORTFOLIO



PEDIATRIC AND RARE LIVER DISEASES COUNCIL

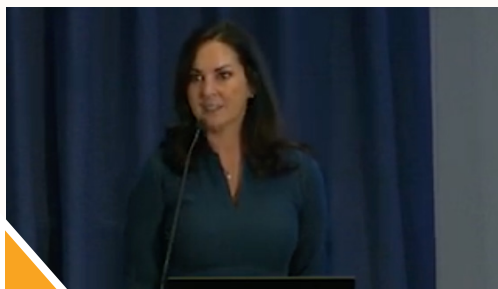
The Pediatric and Rare Liver Diseases Council consists of over **45** member organizations, made up of representatives from rare disease nonprofit organizations, patient advocacy groups, industry leaders, and key opinion leaders from rare centers of excellence.

2024 Council Achievements:

- Strengthened relationships with Rare Disease Advisory Councils (RDAC) nationwide, securing rare liver disease representation in 5 of the 25 RDAC.
- Advanced the Medical Nutrition Equity Act, bringing it into the 118th Congress to advocate for expanded coverage of medically necessary nutrition for individuals with rare diseases.
- Joined leading organizations and coalitions like NORD, Safe Rare Task Force, and Everylife Foundation to advance key policies such as Priority Review Vouchers.
- Spearheaded Rare Weekly Activation Meetings to introduce and facilitate critical data discussions to address critical problems, such as research and treatment pipelines that will result in FDA approval.

36%
INCREASE

IN COUNCIL
MEMBERSHIP
FROM 2023



FDA Rare Disease Innovation Hub, Washington, DC, USA



C-Path Global Impact Conference, Washington, DC, USA



#RAREWARE

#RAREWARE - RARE LIVER DISEASES MONTH

In 2024, Rare Liver Diseases Month focused on the critical *transitions in care* that shape the patient journey. This campaign focused on action: providing essential resources, sparking meaningful conversations, and driving change to create a healthcare system that truly supports individuals beyond diagnosis and with every change and shift that might occur.

2024 Campaign Highlights

Hosted the first empowerment day inspired by children for children, featuring a virtual storytelling workshop and a book reading of *Extraordinary! By Even Aiyk* and *Kara Aiyk*. Children between 6 and 14 shared their rare liver disease stories.

4 episodes of GLI LIVE focused on different topics related to the care journey such as: Transition from Pediatric to Adulthood, Forging a Path After Diagnosis, Navigating Liver Transplantation, and Caregiving through Transitions.

2 Provider interview pieces were produced and published, featuring

- Alin Gragossian, DO, a physician trained in both emergency medicine and critical care medicine at Equum Medical. Dr. Gragossian brings a unique perspective to her work, having undergone a heart transplant in 2019 at the age of 30.
- Nneka Ufere, MD, a transplant hepatologist at Massachusetts General Hospital and an Assistant Professor of Medicine at Harvard Medical School. Her research focuses on health services and patient-centered outcomes in the areas of hepatology, transplant, and palliative care.



Advocating for the Medical Nutrition Equity Act

25%
INCREASE

IN SOCIAL
MEDIA REACH



~33

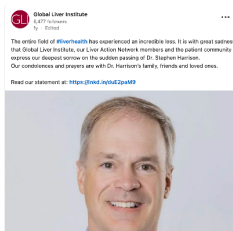
COUNTRIES REACHED

COMMUNICATIONS

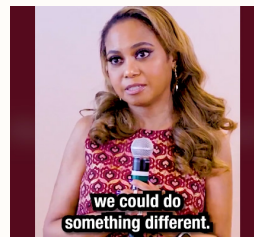
GLI teams collaborate internally and externally with our extensive network of partners, to conduct several topical health education and awareness campaigns throughout the year. Through media partnerships, attention-grabbing press releases, robust digital media efforts, webinars, live shows, and in-person 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.

TOP PERFORMING POSTS ON SOCIAL MEDIA

LinkedIn



11,626
IMPRESSIONS

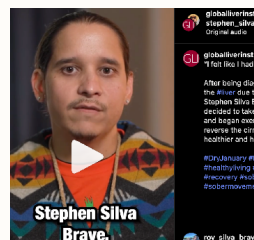


1,912
VIEWS
1,821
IMPRESSIONS

Instagram



5,206
REACH



2,641
VIEWS
1,575
REACH

Facebook



3,340
REACH



3,302
REACH

SELECTED MEDIA PLACEMENTS



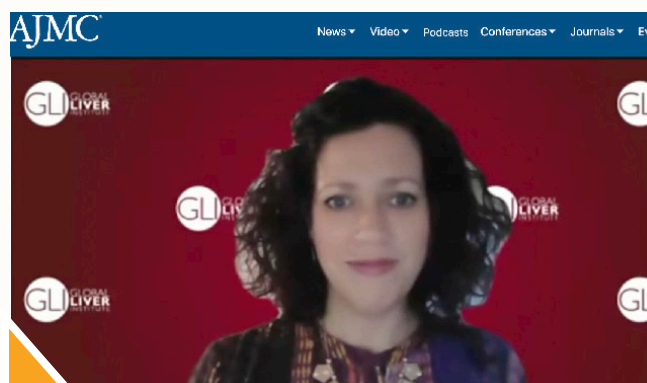
Jason Crutchley, A3 Alum, was featured on *ABC 8 News Richmond*



Karen Hoyt, A3 Alum, was featured on *Fox 23 News Tulsa*



Donna R. Cryer on *The Washington Post*



Sarah Manes on *AJMC*



GLI's Global Fatty Liver Day on *Liver Disease News*



Larry R. Holden on *Medical Economics*



Lily Benig poster presentation, Society for Health Communications 8th National Summit for Health Communication, *Virginia, USA*



Christine Maalouf and board member Laurie Mobley fireside chat about storytelling, Advanced Advocacy Academy, *Washington, DC, USA*



GLI booth branding, The Liver Meeting®, *California, USA*

GLI LIVE

Because liver disease affects hundreds of millions of people around the globe, it is a priority that we help patients and caregivers understand science, systems, and policies and how they affect liver health. On Wednesdays throughout the year, we sat down with experts – from policymakers and patient advocates to clinicians and research executives and more – to livestream high-level conversations about the people and global forces that affect patients with liver disease and their families on LinkedIn, Facebook, and YouTube.



12,290

TOTAL VIEWS



37

GUESTS



24

EPISODES



6

SERIES

Through engaging conversations throughout the year, our audience was able to:

- Unpack new guidelines for MASLD
- Discuss the importance of the first FDA-approved drug for MASH/NASH
- Hear insights from impactful authors who have written about the liver
- Learn about the ways liver cancer affects different communities
- Understand the challenging transitions throughout the life course of patients with rare liver diseases



GLI LIVE: Navigating the FDA Decision on Resmetirom: The Road Ahead



GLI LIVE: Advancing Health Equity through and within Nursing

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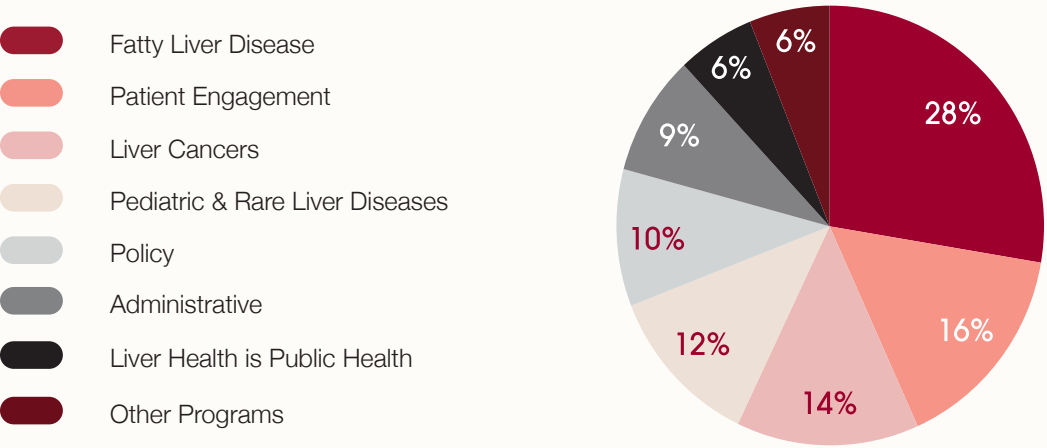
Sandra Ponce
Program Coordinator,
Liver Cancers Programs



Ethan Schneier
Coordinator,
Digital Media

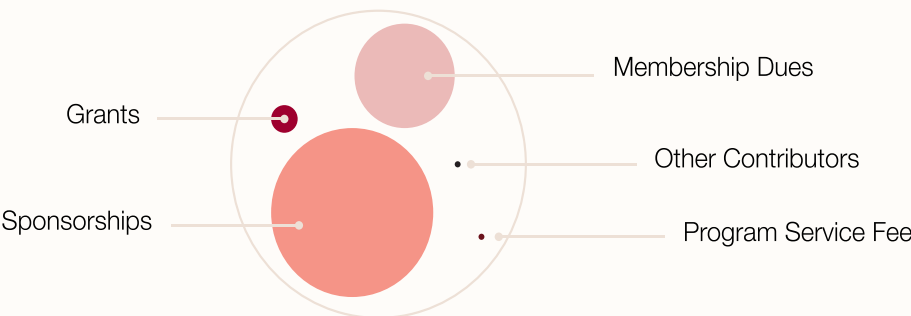
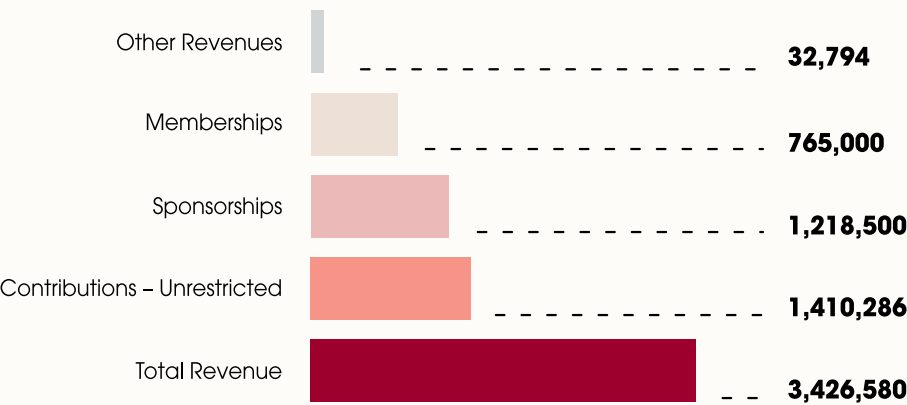
FINANCIAL STEWARDSHIP

EXPENSES BY THE PROGRAM



91% of all revenue is spent directly on programs serving our patients

REVENUE



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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

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IT ALL STARTS WITH A PATIENT.

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