

#RareAware 2024 at a Glance

Campaign Summary

Under the theme of **Transitions in Care**, the annual #RareAware campaign united patients, caregivers, healthcare professionals, and key stakeholders to raise awareness and elevate the patient voice surrounding the challenges and successes faced. Together we emphasized the need for improved dialogue and support across multiple stages of care, offering actionable steps for all stakeholders to improve transitions in care processes for rare liver disease patients globally.

Key numbers

 **3.7B**
Press Release Total Potential Reach

 **~500,000**
Social Media Impressions

 **~210,000**
Social Media Reach

 **15**
Rare Diseases Highlighted

 **33**
Countries reached

 **4**
GLI LIVE episodes, 6 diseases
(Wilson, PSC, AIH, ASMD, PBC, PLD)



First virtual empowerment day inspired children as young as 7 to share their rare liver disease experiences and become advocates for their healthcare needs

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Innovation for patient care

 **Takeda**

Contributors

 **ALEXION**  **CYMABUT**
THERAPEUTICS