

#RareAware 2022 at a Glance

Campaign Summary

Global Liver Institute (GLI), the premier patient-driven nonprofit organization founded in the belief that liver health must take its place on the global public health agenda, led the third annual Rare Liver Diseases Month in February 2023. The annual #RareAware campaign aims to raise awareness and education about rare liver diseases. Under the theme of **Pregnancy and Parenthood**, this month-long, multifaceted, interactive campaign included robust digital communication, roundtables, educational resources and more. The campaign focused on improving the patient experience, removing barriers to access and care, and expanding on the need for more patient engagement in research protocols.

KEY NUMBERS



3.5 B

Press Release



421,871

Impressions



181,394

Reach



7,103

Engagements



3

Roundtables

KEY PROGRAM ACTIVITIES

- Digital Campaign
- Patient Highlights
- Patient and Caregiver Education and Resources
- Advocacy and Patient Engagement
- GLI LIVE episodes
- #RareAware roundtables

