

# Treated? Treatable?

Hepatitis C is a viral liver disease that causes acute and chronic infection and affects 130-150 million people worldwide.<sup>1</sup>



Antiviral treatment is successful in 50-90% of people treated and has been shown to reduce the development of liver cancer and cirrhosis. However, treatment rates are low.<sup>3</sup>



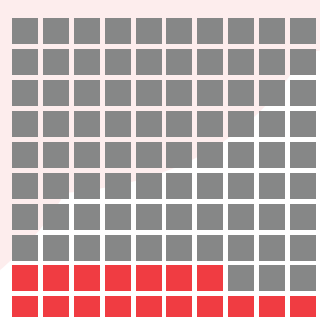
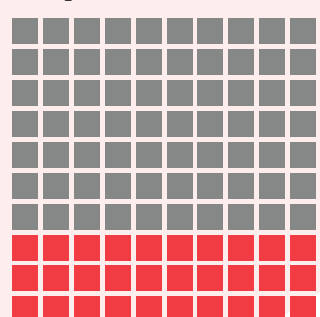
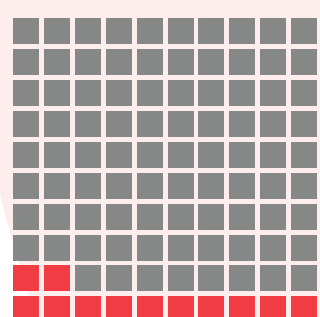
Many people diagnosed with hepatitis C are unaware of the status of their condition.

## Treatment rates of diagnosed hepatitis C

US: 12%

Japan: 30%

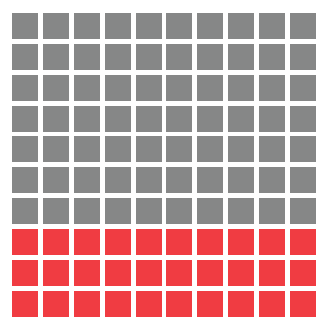
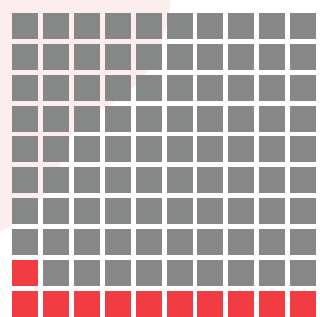
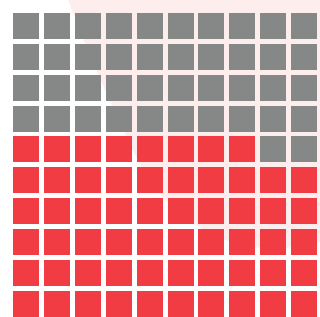
5EU: 17%



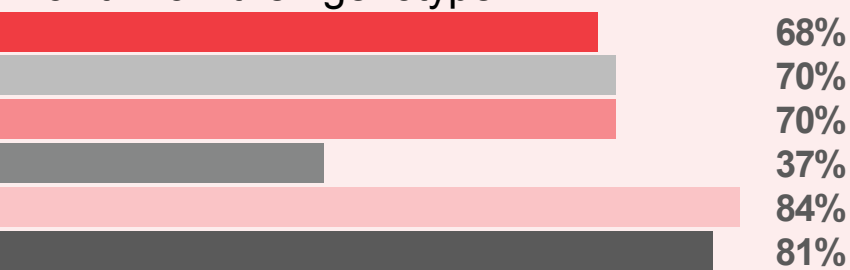
China: 58%

Brazil: 11%

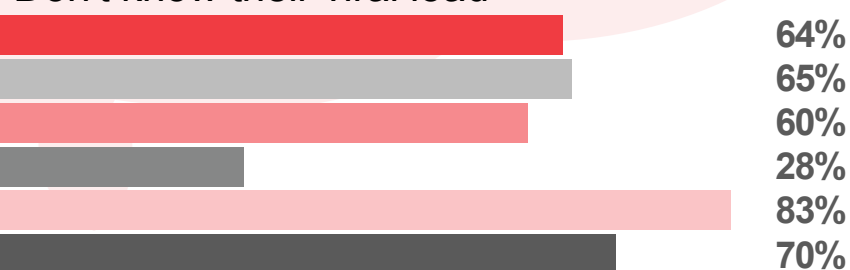
Russia: 30%



## Don't know their genotype



## Don't know their viral load



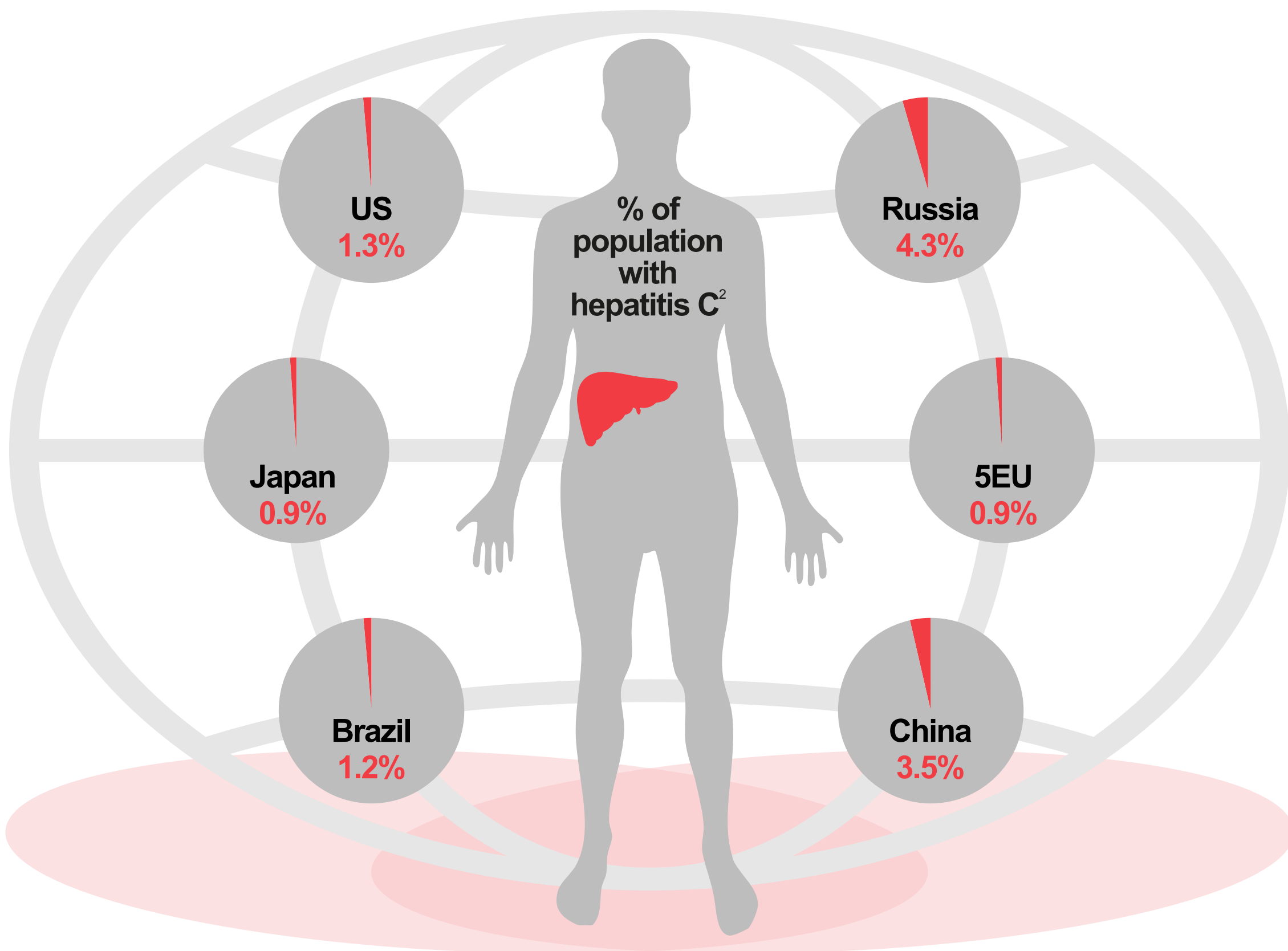
## Don't know their hemoglobin level\*



0% 20% 40% 60% 80% 100%

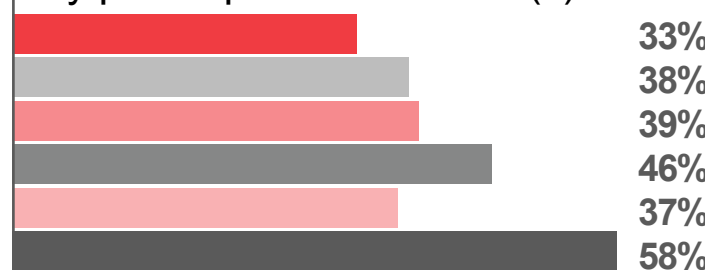
■ US ■ Japan ■ 5EU  
■ China ■ Brazil ■ Russia

\*Data not available for Brazil.

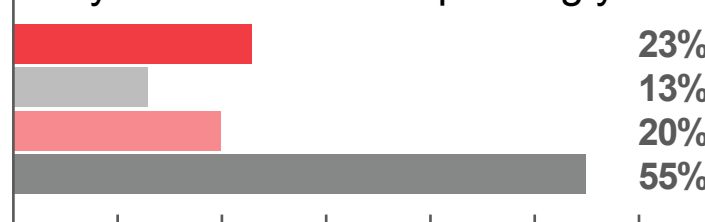


Among those who are treated for hepatitis C, few take their medications, which can have significant side effects, exactly as directed.

I am not willing to tolerate side effects from my prescription medication(s)



When you feel like your condition is under control, do you sometimes stop taking your medicine?\*



\*Data not available for Brazil and Russia.

0% 10% 20% 30% 40% 50% 60%

Viral hepatitis can be treated. Everybody deserves the chance.

**Hepatitis:**  
**Think Again.**

Sources:  
1. World Health Organization. Hepatitis C Fact Sheet No. 164. Accessed 26 Jun 2014.  
2. Epi Database®. Kantar Health. Available from www.epidb.com. Accessed 14 Jul 2014.  
3. Kantar Health. National Health and Wellness Survey, 2013 (EU, US, Japan, China, Russia), 2012 (Brazil). Princeton, NJ.  
4. China and Russia data are based on urban populations only.  
5. 5EU countries are France, Germany, Italy, Spain and the UK.