



2014 Annual Report

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Message from the Chair

Medical breakthroughs may have changed our world in 2013 and 2014, but the *mission* of the Hep C Connection continued to reach out to population groups most at risk for contracting the Hepatitis C virus—baby-boomers, incarcerated persons, and the homeless. Thankfully, our *message* took a decidedly upbeat turn in that after education and testing, we now can steer patients toward new treatment options that can result in a cure with far fewer side-effects.

Moving forward into 2015, the Hep C Connection's outreach is more critical than ever as we strive to bring testing and treatment information to the thousands of people in the Rocky Mountain Region still at risk or living with hepatitis C.

The general public may assume that new cures mean we can consider this disease "cured" and the problem "solved." Nothing could be further from the truth. The staff at the Hep C Connection has redoubled its outreach efforts over the past year and remained focused on its mission to educate the public, test possible carriers, and support the diagnosed patients—one person at a time where they live and work. I'm proud to say that we have exceeded our outreach and training goals in nearly every category—from prison population to at-risk youth. With the help of our friends on social media we are even extending our reach beyond our geographic borders.

It's been a privilege to help guide those efforts and to serve with the rest of the talented and generous members of the Board of Directors over the past year. We are always in need of passionate leaders, contributors, and volunteers. The staff at the Hep C Connection would love to answer the phone and hear you on the other end asking, "How can I help?"

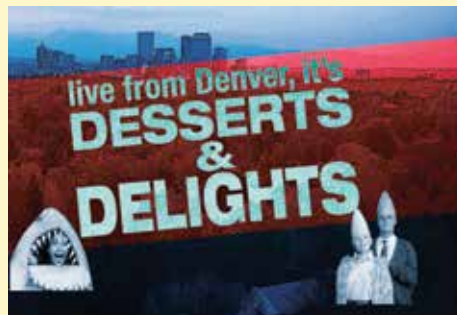
Jolene McKenna, 2014 Chair

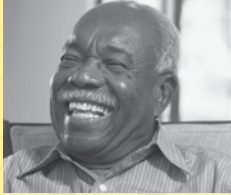
Desserts & Delights

"Live, from Denver, It's Desserts & Delights" was this year's theme for our annual fundraiser, celebrating vintage Saturday Night Live skits. We incorporated signed memorabilia from comedians from the show along with shark puppets and candygrams! The event was a great success. The live and silent auctions raised \$20,000 for our prevention and support programs.

Our sincere appreciation to all who attended, all who bid, and especially all of our sponsors:

- » Abbvie
- » CPR, Inc.
- » Avella Specialty Pharmacy
- » PhRMA
- » CVS/Caremark Care Plus
- » Porter Adventist Hospital Transplant Center
- » South Denver Gastroenterology, P.C.
- » University of Colorado Hospital
- » Transplant Center
- » Genentech





An estimated
70,000 Coloradans
carry the hep C
virus. The majority
don't know it.

Residents of Colorado will:

- » Have an informed de-stigmatized understanding of the hepatitis C virus (HCV)
- » Know how to avoid contracting HCV
- » Have access to education, resources, screening, and support in dealing with the disease
- » Have the knowledge to make intelligent personal decisions about HCV treatments

– Vision statement of the Hep C Connection

The Hep C Connection in 2014

Hepatitis C is widespread and often undiagnosed. Given that the infection is most likely to be carried by baby boomers (born between 1945 and 1965) as well as in people with risk factors, we were able to target our education and intervention efforts and provide a complete continuum of service: from creating awareness to testing to linking a patient with medical care.

We also worked to educate healthcare providers, case managers, counselors, detention center staff, and others in a position to share information about hepatitis C with targeted populations.

In 2014, the Hep C Connection... Took Action

The Hep C Connection staff and volunteers raised awareness about hep C at health fairs. We sought to de-stigmatize the disease—in some cases by literally going to the streets—for example, Ruckus Raising in downtown Denver on July 28 for World Hepatitis Day.

We continued to take our education, screening, and anti-body testing programs to diverse Denver-area events and health fairs including:

- » The 9Health Fair (8 locations)
- » The Amazing Aging Expo
- » Project Homeless Connect
- » PrideFest
- » The Annual Health Fair of the Center for African American Health
- » Denver Donor Dash
- » Derby Daze
- » Health Expo Summit of the New Hope Baptist Church

We provided more than 650 tests at these events and also recruited free testing centers throughout Colorado in conjunction with National Hepatitis Testing Day (May 19).

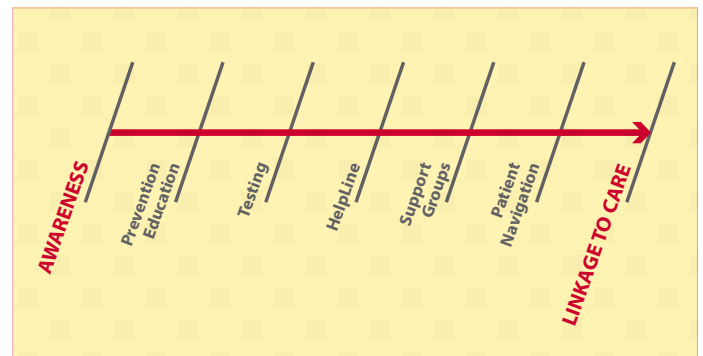
Made a Difference

We didn't stop with testing as we steered people to treatments and clinical trials and brought them into our sponsored support groups.

Through our online newsletter, we offered detailed suggestions about questions to ask a health care provider if a person is diagnosed with hepatitis C.

The Hep C Connection mobilized Colorado's public officials as well, promoting state legislation to encourage primary care testing for hep C (signed by Governor Hickenlooper) and a resolution touting Hepatitis Testing Day by the City and County of Denver.

Our HelpLine offered supportive and informative assistance to more than 835 callers in 2014 and our support groups provided hope and information to nearly 200 patients who lacked both.



continued on the next page

The Hep C Connection in 2014 *(continued)*

Shared Good News

Once again, our online newsletter pushed out a wealth of information about:

- » Testing opportunities
- » Clinical trials
- » New treatment options and guidelines
- » Medicare coverage developments
- » Co-pay assistance
- » Support networks

The Hep C Connection website provided up-to-date multi-lingual education material, patient resources, links to other helpful related websites, and so much more.

Over the course of the year, patients, advocates, public officials, and health care providers all expressed their appreciation for this timely information.

In 2014, the Hep C Connection provided training and education to at-risk individuals and staff in 122 jail settings reaching 1,360 people.

Looking Ahead

Medical researchers and health care companies have introduced some amazing HCV treatment options in the past 18 months. No one should declare victory in the hep C battle since there are millions of Americans with the virus who remain undiagnosed and untreated. However, these developments provide the Hep C Connection with the opportunity to re-examine and possibly expand its mission.

Highlights of 2014

World Hepatitis Day



Donor Dash



PrideFest



Health Fairs



Denver City Council Proclamation



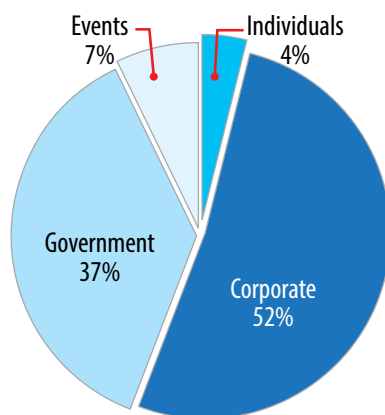
HHS Region VIII Viral Hepatitis Summit



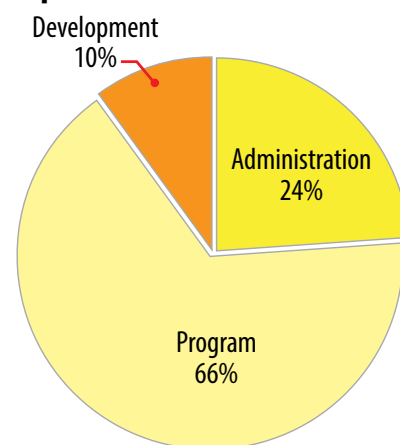
Financial Information

(Unaudited Numbers)

Revenue



Expenses



"I want to thank Hep C Connection for the amazing support I have received through the organization...This help you provide is truly saving lives. I know it is saving mine."

– "Carol" in Denver

Thank You to our Outgoing Board Member

With gratitude and appreciation, we said "goodbye" to **Herbert Merrill II**, whose term expired December 2014. *He will be missed!*

Welcome to New Board Members and Officers

Denise Leadon, PhD, Debbie Stolz, and Bradley Young were elected to the Board in the fall of 2014. **Charlie Hebel** was elected as Chair of the Board, **David Higginbotham** was elected as Treasurer and **Jolene McKenna** was elected as Secretary for 2015.

In 2014, the
Hep C Connection
provided 657
screening tests—
more than
doubling our goal
of 300 and setting
a new record.

Hep C Connection Funders

Our thanks go out to the following corporations, foundations, and government entities for supporting Hep C Connection at the \$1,000 or higher level:

AbbVie

Avella Specialty Pharmacy CPR, Inc.

CVS Caremark

Genentech

Janssen Pharmaceuticals

Merck

PhRMA

South Denver Gastroenterology

State of Colorado , Department of

Public Health and Environment

Transplant Center, Porter Adventist Hospital

University of Colorado Transplant Surgery

thank you!

Hep C Connection's Executive Director Recognized

In its Winter 2014 issue, *Hep* magazine recognized Hep C Connection's Executive Director Nancy Steinfurth as one of 10 people from across the U.S. considered "fierce HCV advocates who are raising awareness about the virus and making sure everyone has access to care and treatment." "I am fiercely passionate about eradicating this disease," says Nancy, "but I know my staff, board, and supporters feel the same way and we wouldn't achieve the impact we're having if not for our entire team!"

Desserts & Delights



Founder Ann Jesse, 2014 Chair Jolene McKenna, and Randy Rimer/Abbvie at Desserts & Delights



Avella Specialty Pharmacy staff and a photo bomber



Hep C Connection staff Sascha Larsen-Helbing, Melissa Hobkirk, Nancy Steinfurth



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www.hepc-connection.org

The mission of Hep C Connection is to educate the general public about hepatitis C and to provide resources and support for those affected by the virus.

Nancy Steinfurth	<i>Executive Director</i>	(720) 917-3965
Christopher Grano	<i>Director of Community Outreach</i>	(720) 917-3960
Sascha Larsen-Helbing	<i>HelpLine and Volunteer Coordinator</i>	(720) 917-3972
Melissa Hobkirk	<i>Special Populations Outreach Coordinator</i>	(720) 917-3970