

# It's never too late to start looking after your liver. Or too early.

## Hepatitis B: General Practitioners Have A Vital Role To Play

We would like to inform you of a disease education campaign encouraging people from a Chinese and Vietnamese background to talk to their GP and get tested for **hepatitis B**. This campaign, run by Bristol-Myers Squibb Australia is running for three months (May – August 2011) in New South Wales and Victoria, across newspapers, billboards, television, radio and internet in Chinese and Vietnamese.

An increased number of people from these communities may be coming and talking to you about **hepatitis B**. We have developed a number of key resources for you and your clinic to further educate your patients on this disease and promote greater awareness.

As you are aware, the primary care provider plays a key role in **hepatitis B** including:

**Testing** – Guidelines recommend that people who were born in Asian countries should be screened for **Hepatitis B**.<sup>1-2</sup> Vaccination should be considered for those people who test negative.

**Monitoring** – Guidelines and medical societies recommend that for those with diagnosed **hepatitis B**, it is important to emphasise there is no such thing as a 'healthy carrier' and all people are at risk of liver disease and should be closely monitored.<sup>1-3</sup> Australian guidelines advise that referral to a **hepatitis B** specialist should be considered for all HBsAg positive patients, particularly if HBV DNA > 2000 IU/mL, elevated alanine aminotransferase (ALT) levels or features of significant liver damage.<sup>1</sup>

**Hepatitis B** can lead to liver cancer, liver injury and death.<sup>1-3</sup> There have been developments in the **hepatitis B** field over the last 10 years. If detected in time, **hepatitis B** can be managed and treated.<sup>1</sup>

## Useful resources – for your clinic

We have developed a number of useful resources in Chinese and Vietnamese for you and your clinic to help educate these communities and promote greater awareness of **hepatitis B**. These include:

- A3 posters
- Information leaflets
- A short video advertisement
- A short audio advertisement

If you would like copies of the resources above for your GP clinic waiting room, please fill in the order below and fax through to 03 9701 1526 or send an email through to [medical.enquiries@bms.com](mailto:medical.enquiries@bms.com).

These in-language resources have been designed for use with Chinese or Vietnamese communities. However, these resources are also available in English for these community groups.

For more information about **hepatitis B**, please visit [www.livercheck.org](http://www.livercheck.org)

## Hepatitis B – Australia

Chronic hepatitis B is a serious liver disease that affects around 160,000 Australians including many born in Asian countries where the **hepatitis B** virus is common.<sup>1-2</sup> **Hepatitis B** is often called a "silent disease" because a person can look and feel healthy while the virus is damaging the liver.<sup>1</sup> Approximately 1/3 of chronically infected people in Australia are unaware they are infected.<sup>2</sup> Bristol-Myers Squibb is committed to helping address unmet medical needs through research and development, medicines and community support.



**Hepatitis B. It's time to get tested.**

**It's never too late to start looking after your liver. Or too early.**



**Hepatitis B. It's time to get tested.**

To order resources, please fill in the details below and fax through to 03 9701 1526 or send an email to [medical.enquiries@bms.com](mailto:medical.enquiries@bms.com).

**GP Name:**

**Clinic Address:**

**Clinic Phone:**

**Clinic Fax:**

Item	Language	Quantity Requested
<b>A3 posters</b>	Chinese	
	Vietnamese	
	English	
<b>Information leaflets</b>	Chinese	
	Vietnamese	
	English	
<b>Video advertisement (CD)</b>	Cantonese	
	Mandarin	
	Vietnamese	
	English	
<b>Audio (radio) advertisement (CD)</b>	Cantonese	
	Mandarin	
	Vietnamese	

Bristol-Myers Squibb is also committed to ongoing GP education in hepatitis B, with GP clinical educators and educational meetings to further educate GPs in the field of **hepatitis B**. Would you like to learn more about hepatitis B management/ educational meeting series from a hepatitis B clinical educator?

Yes  No

Thank-you for your interest and we will be in contact with you soon.

**References**

1. B Positive. All you wanted to know about hepatitis B – a guide for primary care providers. Cancer Council NSW and ASHM, 2008.
2. Australian Government Department of Health and Ageing. National Hepatitis B Strategy. 2010 – 2013. [http://www.health.gov.au/internet/main/publishing.nsf/Content/ohp-national-strategies-2010-hepb/\\$File/hepb.pdf](http://www.health.gov.au/internet/main/publishing.nsf/Content/ohp-national-strategies-2010-hepb/$File/hepb.pdf), Accessed June 15th, 2011
3. Australasian Society of HIV Medicine; Chronic Hepatitis B – is there such a thing as a 'healthy carrier', [http://alliance.hepatitis.org.au/uploads/HBV\\_Alliance/HepB\\_healthycarrier.pdf](http://alliance.hepatitis.org.au/uploads/HBV_Alliance/HepB_healthycarrier.pdf), Accessed June 20th 2011.

Bristol-Myers Squibb Australia Pty Ltd ABN 33 004 333 322.  
556 Princes Highway, Noble Park, Victoria 3174.  
[www.livercheck.org](http://www.livercheck.org)

