



To:

From:

Subject:

[Click here](#) if your email program has problems displaying this email.

HEP C HOPE.COM

CALL 844-4HepcHope

RETHINK HEP C

CONSIDERING TREATMENT



Welcome [First Name],

We are so glad you've joined Hep C Hope. We understand that, at times, your chronic hepatitis C (Hep C) may not be your first priority. Maybe you pushed it aside because you haven't had any symptoms. Or perhaps your doctor has said your Hep C isn't that bad or you don't need treatment now.

YOU HAVE NOT BEEN FORGOTTEN. That's why we're here. Hep C Hope is designed to provide you with information and resources to help you rethink your Hep C so that, when you're ready, you can have a better conversation with a Hep C specialist.

THIS IS AN EXCITING TIME. Many people like you are rethinking their Hep C. In fact, there are treatment options that may help cure your Hep C. Cure means the Hep C virus is not detected in the blood when measured 3 months after treatment is completed.

We are looking forward to helping you learn more about Hep C and your treatment options.

Sincerely,

The Hep C Hope Team

We're here to give you information and support to help you move forward.

**IN THE COMING WEEKS,
YOU CAN EXPECT TO:**

- Receive more information and resources
- Get tips on how to have a better conversation with a Hep C specialist
- Learn about different treatment options

Learn more about Hep C and your **treatment options**.

Call a Hep C Educator at

**844-4HepcHope
(844-443-7246)**

to get live support.

YOU'RE NOT ALONE.

Approximately
3.2 million people in the US are
infected with chronic Hep C.

[Hep C Hope](#) | [Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#) | [Unsubscribe](#)

 GILEAD

HEP C HOPE, GILEAD, and the GILEAD logo are trademarks of Gilead Sciences, Inc., or its related companies.

©2015 Gilead Sciences, Inc. All rights reserved. UNBC2039 08/15

Gilead Sciences, Inc. | 333 Lakeside Drive | Foster City, CA 94404

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.



To:

From: Hep C Hope

Subject: What would a cure mean to you?

[Click here](#) if your email program has problems displaying this email.

HEP C HOPE.COM

CALL 844-4HepcHope

RETHINK HEP C

CONSIDERING TREATMENT

IMAGINE YOUR LIFE
WITHOUT HEP C

FORGET ME NOT

"My Hep C may be silent, but I can't forget it's always there."

Dear [First Name],

Maybe it's time to rethink what it means to have hepatitis C (Hep C). Despite being a serious disease, chronic Hep C may not be obvious to others or easy for you to talk about. But you haven't been forgotten. You are not alone: Hep C affects millions of people from all walks of life.

Today, you are in good company as one of the many people rethinking their Hep C. In fact, there are treatment options that may help cure your Hep C. Cure means the Hep C virus is not detected in the blood when measured 3 months after treatment is completed. Take a moment to consider what curing your Hep C could mean to you.

- What would your life be like without Hep C?
- How would curing your Hep C affect your personal goals?

Talk to someone you can count on about how you are feeling about your Hep C and your goals — you may find the added support is just what you need. And at your next appointment, discuss your ideas with your Hep C specialist, so you can work together on a plan to get you closer to your goals.

Learn more about Hep C and your treatment options at [HepcHope.com](#), or get live support by calling a Hep C Educator at **844-4HepcHope**.

Sincerely,

The Hep C Hope Team



Find your Hep C specialist today.

HEP C BY THE NUMBERS

- Over **3 million** people in the US are infected with chronic, long-term Hep C
- **60–70%** of people with Hep C will develop chronic liver disease
- Each year, approximately **17,000** Americans become infected with Hep C

Get the facts ►►

Call a Hep C Educator at

**844-4HepcHope
(844-443-7246)**

to get live support.

DID YOU KNOW?

The number of Americans dying from Hep C-related conditions is increasing.

[Hep C Hope](#) | [Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#) | [Unsubscribe](#)

 GILEAD

HEP C HOPE, GILEAD, and the GILEAD logo are trademarks of Gilead Sciences, Inc., or its related companies.

©2015 Gilead Sciences, Inc. All rights reserved. UNBC2046 08/15

Gilead Sciences, Inc. | 333 Lakeside Drive | Foster City, CA 94404

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.



Send

Chat

Attach

Address

Fonts

Colors

Save As Draft

To: From: Subject: [Click here](#) if your email program has problems displaying this email.

HEP C HOPE.COM

CALL 844-4HepcHope

RETHINK HEP C

CONSIDERING TREATMENT

**LEARN MORE
ABOUT HEP C**



FORGET ME NOT

"I have a family. So I don't want to forget about my Hep C until later."

Dear [First Name],

As you learn more about your hepatitis C (Hep C), you may be realizing that you can do something about it and possibly one day live Hep C free.

If you haven't experienced symptoms, you may think everything is fine and you can put off talking to a [Hep C specialist](#) about treatment. Or maybe a doctor told you that your liver is in relatively good shape and not to worry.

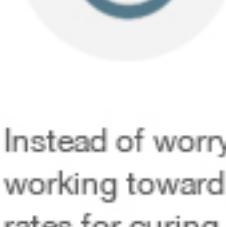
Are you experiencing any symptoms of Hep C?

A few common ones include:

- Fatigue
- Depression
- Body aches
- Abdominal discomfort
- Flu-like symptoms

If you experience symptoms, contact your Hep C specialist for assistance.

[Learn more about Hep C symptoms and progression ►►](#)



Keep in mind that Hep C is a serious disease that can progress for years without symptoms. Over time, Hep C can cause damage to your liver, potentially resulting in cirrhosis (scarring of the liver), liver failure, and even liver cancer.

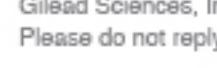
Instead of worrying about disease progression, try focusing on working toward your hope of becoming free of Hep C. Success rates for curing chronic Hep C have improved in the last few years. A cure means the Hep C virus is not detected in the blood when measured 3 months after treatment is completed.

If you have questions, contact your Hep C specialist or call a Hep C Educator at **844-4HepcHope** to get live support.

Sincerely,

The Hep C Hope Team

[Hep C Hope](#) | [Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#) | [Unsubscribe](#)



Hep C Hope, GILEAD, and the GILEAD logo are trademarks of Gilead Sciences, Inc., or its related companies.

©2015 Gilead Sciences, Inc. All rights reserved. UNBC2040 07/15

Gilead Sciences, Inc. | 333 Lakeside Drive | Foster City, CA 94404

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.

TAKE A QUICK POLL

What is most concerning to you about having Hep C?

- Fear of future health problems
- Stress of dealing with symptoms
- I am not that concerned about it

Call a Hep C Educator at

**844-4HepcHope
(844-443-7246)**

to get live support.



The **right team** and
tools may **help** you
plan for the **journey**

Dear [First Name],

As you or a loved one starts learning more about hepatitis C (Hep C) and what options might be available to you, now is a good time to identify the tools that can help you along the way.

If you have recently found a Hep C specialist, his or her care team can support you with information and resources to better understand Hep C.

To assist you with planning your journey and creating goals that will motivate you along the way, we've enclosed a brochure for you to write down your thoughts, feelings, and any questions you might have. Hopefully you find this resource useful.

If you have any questions or aren't sure what to expect, reach out to your Hep C specialist. And if you'd like help finding a Hep C specialist, or have more questions about Hep C, call a Hep C Educator at **844-4HepcHope**.

We're here for you throughout your Hep C journey.

Sincerely,

The Hep C Hope Team

Call a Hep C Educator at
844-4HepcHope (844-443-7246) to get live support.



To:

From:

Subject: Take the next step: talk to a specialist.

[Click here](#) if your email program has problems displaying this email.

HEP C HOPE.COM

CALL 844-4HepcHope

RETHINK HEP C

CONSIDERING TREATMENT

CHOOSE A HEP C
SPECIALIST –
AND START WORKING
TOWARD YOUR GOALS

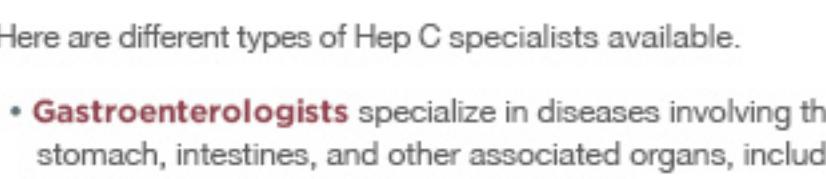


FORGET ME NOT

Dear [First name],

Whether you have had hepatitis C (Hep C) for a long time or have just recently been diagnosed, it is important to understand who you may be working with as you move forward.

A [Hep C specialist](#) — an expert in treating chronic hepatitis C — may be equipped to help you understand treatment options that might suit your individual needs. Hep C specialists commonly manage cases of Hep C, so they are among the most up to date on the latest advances in science regarding Hep C. With his or her help, you can decide on a treatment plan that works best for you.



Here are different types of Hep C specialists available.

- **Gastroenterologists** specialize in diseases involving the stomach, intestines, and other associated organs, including the liver. As Hep C can cause liver damage, gastroenterologists often treat people with Hep C.
- **Hepatologists** specialize in diagnosing and treating diseases of the liver.
- **Infectious disease specialists** are experts in the diagnosis and treatment of conditions that are transmitted by people, organisms, or through the environment involving viruses, bacteria, fungi, and parasites.
- **Nurse practitioners** are registered nurses who usually work under a physician's supervision. Their high level of training allows them to prescribe medicines, order lab tests, and perform procedures.
- **Physician assistants**, also known as PAs, practice under the supervision of physicians, but are highly trained and may write prescriptions, order lab tests, and perform other medical duties often done by physicians.

If you aren't currently seeing a Hep C specialist, you may want to ask your healthcare provider for a referral. Work to find one you feel comfortable communicating with, because it may help you work toward a plan to reach your goals.

[Find a specialist near you](#), or call a Hep C Educator at **844-4HepcHope** to assist you.

Sincerely,

The Hep C Hope Team

[Hep C Hope](#) | [Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#) | [Unsubscribe](#)



HEP C HOPE, GILEAD, and the GILEAD logo are trademarks of Gilead Sciences, Inc., or its related companies.

©2015 Gilead Sciences, Inc. All rights reserved. UNBC2041 08/15

Gilead Sciences, Inc. | 333 Lakeside Drive | Foster City, CA 94404

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.



To:

From:

Subject: Start moving toward your goals today.

[Click here](#) if your email program has problems displaying this email.

HEP C HOPE.COM

CALL **844-4HepcHope**

RETHINK HEP C

CONSIDERING TREATMENT

MOVING FORWARD,
A FEW SMALL STEPS
AT A TIME

FORGET ME NOT

"I want to understand the full impact Hep C has on my health and my life."

Dear [First Name],

Even while you are just learning about hepatitis C (Hep C), there are a few important steps you can take to start moving toward a healthier you. When you have Hep C, you're at risk for liver damage. Healthy lifestyle changes, however, can help reduce that risk.

As you may know, when a liver is inflamed and/or damaged by Hep C, it has a harder time doing its jobs. Some of the liver's important jobs include removing waste and breaking down alcohol and drugs, as well as storing nutrients from the food you eat and releasing them into the bloodstream.

Who's on your team?

It's important to find a Hep C specialist with whom you can be open and honest.



Find your Hep C specialist today.

Consider these healthy changes.

- **Eating a well-balanced diet** can make it easier for the liver to do its jobs and can help repair liver damage.
- **Stop drinking alcohol.** Consuming alcohol can accelerate liver damage.
- **Being active.** Regular physical activities like yoga, walking, Pilates, swimming, gardening, and dancing may help you feel better.
- **Getting a good night's sleep** and resting when tired can help with fatigue associated with Hep C.
- **Reaching out for support.** Start talking about your Hep C with loved ones or in an online forum, so you know where to find support when you need it.

[See more ways you can prepare for treatment >>>](#)

Call a Hep C Educator at

**844-4HepcHope
(844-443-7246)**

to get live support.

Learn more about other small steps you can take to become a healthier you at [HepcHope.com](#).

Sincerely,

The Hep C Hope Team

[Hep C Hope](#) | [Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#) | [Unsubscribe](#)



Hep C Hope, GILEAD, and the GILEAD logo are trademarks of Gilead Sciences, Inc., or its related companies.

©2015 Gilead Sciences, Inc. All rights reserved. UNBC2042 07/15

Gilead Sciences, Inc. | 333 Lakeside Drive | Foster City, CA 94404

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.



To:

From:

Subject:

[Click here](#) if your email program has problems displaying this email.

HEP C HOPE.COM

CALL **844-4HepcHope**

RETHINK HEP C

CONSIDERING TREATMENT

CREATE A PLAN

FORGET ME NOT

"Having the skills, resources, and support I need makes me feel confident to ask about my treatment options."

Dear [First Name],

As you know, hepatitis C (Hep C) is a progressive disease which, if left untreated, can lead to liver damage and potentially liver cancer.

As you discuss treatment options that may cure Hep C and work toward a plan with your [Hep C specialist](#), you may learn more about ways to prepare for treatment and build skills to help you overcome potential bumps in the road.



Together, you and your Hep C specialist can work to create a plan that works for you.

Take the next step and learn about treatment options and discuss them with your Hep C specialist; he or she can continue to help you prepare, so be open and honest about any questions or concerns you may have.

Sincerely,

The Hep C Hope Team

TAKE A QUICK POLL

Where are you in your Hep C treatment journey?

- I am just beginning and learning about treatment options
- I want to talk to a Hep C specialist about treatment options
- I feel ready to start treatment for Hep C

CURE

Cure means the Hep C virus is not detected in the blood when measured 3 months after treatment is completed.

Call a Hep C Educator at
844-4HepcHope
(844-443-7246)

to get live support.

Hep C Hope | Privacy Policy | Terms of Use | Contact Us | Unsubscribe



Hep C Hope, GILEAD, and the GILEAD logo are trademarks of Gilead Sciences, Inc., or its related companies.

©2015 Gilead Sciences, Inc. All rights reserved. UNBC2043 07/15

Gilead Sciences, Inc. | 333 Lakeside Drive | Foster City, CA 94404

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.



To: **UserName**

From: **Hep C Hope**

Subject: **Make healthy choices a habit.**

[Click here](#) if your email program has problems displaying this email.

HEP C HOPE.COM

CALL 844-4HepcHope

RETHINK HEP C

CONSIDERING TREATMENT

WORK TOWARD A HEALTHIER YOU



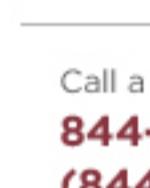
FORGET ME NOT

"Knowing I can talk openly to my Hep C specialist helps me feel more comfortable about making choices for my health."

Dear [First Name],

You have taken great steps to learn more about your hepatitis C (Hep C). As you continue to work toward your goal of moving past Hep C, it is important to foster an open, honest relationship with your Hep C specialist.

Sometimes fear of the unknown can be the biggest hurdle in making a decision. By taking steps toward a treatment decision together, you and your Hep C specialist can work to set your expectations. That way, you will feel confident that you have the resources to keep going when you are ready.



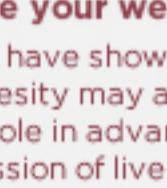
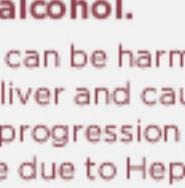
Find your Hep C specialist today.

Call a Hep C Educator at

**844-4HepcHope
(844-443-7246)**

to get live support.

Try these small changes to help you get a start on better managing your Hep C.

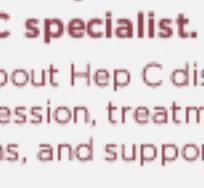
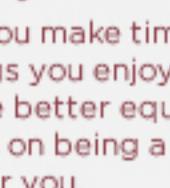


Avoid alcohol.

Alcohol can be harmful to your liver and cause further progression of liver damage due to Hep C.

Manage your weight.

Studies have shown that obesity may also play a role in advancing progression of liver damage.



Reduce your stress.

When you make time to do things you enjoy, you'll be better equipped to focus on being a healthier you.

Talk with your Hep C specialist.

Ask about Hep C disease progression, treatment options, and support.

Remember that it's not about making huge changes all at once, but rather incorporating small ones into your daily routine to support a healthier you. Think about why you would like to treat your Hep C and work with your Hep C specialist to create a plan to help you get there.

Sincerely,

The Hep C Hope Team

[Hep C Hope](#) | [Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#) | [Unsubscribe](#)

 **GILEAD**

Hep C Hope, GILEAD, and the GILEAD logo are trademarks of Gilead Sciences, Inc., or its related companies.

©2015 Gilead Sciences, Inc. All rights reserved. UNBC2047 07/15

Gilead Sciences, Inc. | 333 Lakeside Drive | Foster City, CA 94404

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.

Dear [First Name],

As you may know, chronic hepatitis C (Hep C) is a slow moving disease with symptoms that may not appear for years or even decades. Yet Hep C is a serious disease—if left untreated, it can lead to liver damage and even liver cancer.

Here's what you may not know: there are steps you or a loved one living with Hep C can take today to help reduce the damaging effects of Hep C.

If you've found a Hep C specialist, you may already be working with his or her care team to make the kind of healthy lifestyle changes that could help reduce your risk of liver damage. Yet, as with any lifestyle change, it can take a while to make these healthy choices a regular part of life.

The enclosed booklet offers simple steps you can take to make healthy choices as part of a normal routine. With this booklet, you can:

- **Learn diet and nutrition tips** that may help reduce liver damage.
- **Make simple changes** that can help improve your well-being, like getting enough rest and keeping physically active.
- **Access discussion tools** that can facilitate productive conversations with your Hep C specialist.

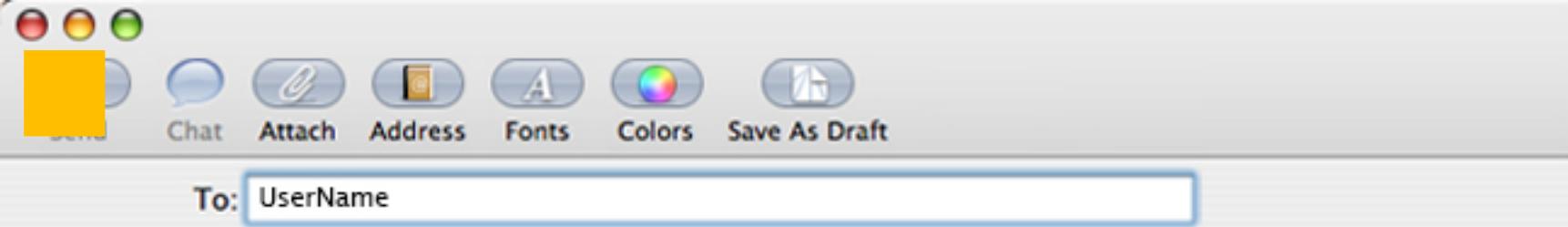
If you have questions about healthy living with Hep C or are looking for live support, call a Hep C Educator today at **844-4HepcHope**.

You're on an exciting journey toward the possibility of life without Hep C, and we're here to help.

Sincerely,

The Hep C Hope Team

Call a Hep C Educator at
844-4HepcHope (844-443-7246) to get live support.



To:

From:

Subject:

[Click here](#) if your email program has problems displaying this email.

HEP C HOPE.COM

CALL 844-4HepcHope

RETHINK HEP C

CONSIDERING TREATMENT



STAY FOCUSED,
WITH SUPPORT
AT EVERY STEP

FORGET ME NOT

Dear [First Name],

As you keep moving toward your goals and considering treatment for hepatitis C (Hep C), it's normal to experience challenges along the way. Your Hep C care team can help you through the process of learning about your options. If you and your Hep C specialist decide to start a treatment plan, it may take time to get that treatment in place.

The good news is you'll have the support of your Hep C specialist, his or her entire care team, and all of us at Hep C Hope.

A few tips to stay on track:

- **Keep in touch with your Hep C care team** and reach out to them any time you have questions.
- **Remind yourself** of what made you start rethinking your Hep C and the personal goals you've set.
- **Remember, you are your own best advocate** when it comes to your health.
- **Share your experience** with family members and friends with whom you feel comfortable.

[Learn about preparing for treatment >>](#)

TAKE A QUICK POLL

Where are you in your Hep C treatment journey?

- I am just beginning and learning about treatment options
- I want to talk to a Hep C specialist about treatment options
- I feel ready to start treatment for Hep C

Call a Hep C Educator at
**844-4HepcHope
(844-443-7246)**

to get live support.

If you need live support, call a Hep C Educator at **844-4HepcHope** for answers to your questions about Hep C. They can also help you locate a Hep C specialist if you haven't found one yet.

You're on an exciting journey. All of us at Hep C Hope are behind you as you continue to move forward.

Sincerely,

The Hep C Hope Team

[Hep C Hope](#) | [Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#) | [Unsubscribe](#)



Hep C Hope, GILEAD, and the GILEAD logo are trademarks of Gilead Sciences, Inc., or its related companies.

©2015 Gilead Sciences, Inc. All rights reserved. UNBC2077 08/15

Gilead Sciences, Inc. | 333 Lakeside Drive | Foster City, CA 94404

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.