

Press Release

BARC Global Central Laboratory to Support the First International NASH Day to Increase Awareness around NAFLD and NASH.

Ghent (Belgium), New York (United States), June 12, 2018

BARC Global Central Lab, a division of Cerba HealthCare, is proud to announce its support to the First International NASH Information Day on June 12, 2018. This day is launched by the NASH Education Program™ to raise awareness around NAFLD and NASH and address unmet needs associated with this pathology.



NAFLD is affecting 25% of the global adult population and is the most common chronic liver disease worldwide. NASH, being the active form of NAFLD, has become the 2nd leading cause of end-stage liver disease and hepatocellular carcinoma (HCC) in the USA. However, being a ‘silent’ liver disease, the pathology remains poorly known and under-diagnosed. As such, there is an obvious need to increase awareness around both NAFLD and NASH, as there is a growing number of patients developing NASH-related end-stage liver disease and no registered treatment yet for NASH.

The **NASH Education Program™** is launching the first International NASH Information Day on June 12, 2018. This first-of-its-kind initiative is inaugurated to increase awareness around NASH and intended to reach the general public, more specifically individuals at risk, patients and their families, on a global scale. The event is organized with the support of a coalition of more than 20 organizations joining forces at a global scale. Moreover, 150 KOLs in the field, have signed a call-to-action.

“NAFLD is a serious modern epidemic that can be mitigated when diagnosed early. We are proud to support the NASH awareness and to participate in one of the biggest global clinical programs to find a cure to this disease”, commented **Mario PAPILLON**, Chief Executive Officer, BARC, on the initiative.

Pieter BOGAERT, Chief Scientific Officer of BARC added *“These are exciting times to be at the forefront of NASH drug development; current advancements in simplifying the diagnosis and unraveling the mechanisms underlying the progression of NAFLD to NASH have made clear that clinical studies should be supported by multidisciplinary laboratory analyses.”*



We would like to invite all to join us in attending the live broadcast and view the more than 100 minutes of interviews with the most prominent international experts in the field, as well as specific dedicated reports about NASH from around the world via the event website at <http://www.international-nash-day.com>. The extra purpose of this event is to bring all of us together across more than twenty cities around the world for a day of action against NASH.

*"We are proud and excited to count more than 20 international organizations on board of this 1st International NASH Day, including patient associations, learned societies and industrial stakeholders. This event really is a pivotal milestone for the whole NASH field. Many world leading experts in hepatic and metabolic diseases have joined forces to support the initiative, not only in the USA and in Europe, but also in countries like Mexico, Chile or Turkey. High quality events will take place in more than 25 cities across the globe, and a rich educational content will be published online on June 12 in order to address many of patients' unmet needs," said **Pascaline CLERC**, PhD, U.S. Campaign Manager for The NASH Education Program™ "The information produced and disseminated will also be useful for the medical community. From the early feedback we have received so far, we are convinced this first edition will be a success. And we're really already looking forward to the next edition because many supporters not able to participate this year have already committed to contribute in 2019!"*

About the NASH Education Program™

The non-profit NASH Education Program™ is an endowment fund created end of 2016, in order to define and drive initiatives to develop disease awareness around NASH, and as such address unmet information needs across a large set of stakeholders in the disease. For the 1st International NASH Day, the NASH Education Program™ has managed to build a coalition of stakeholders committed to assist in fighting the disease and broadening the impact of the awareness campaign, including patient advocacy groups and associations, learned societies and several key players involved in research and development.

Contact: The NASH Education Program™ | contact@nash-education-program.com

More information: www.the-nash-education-program.com

Also spread the word on social media, using official hashtags #NASHDay and #MacLiver



About BARC

For 35 years, BARC Global Central Lab has provided the pharmaceutical and biotech industry with central lab services both in routine and specialized testing. BARC Global Central Lab continues to impact development of biomarkers and speed up arrival of novel treatments to market through the successful management and provision of scientific assays to measure specific biomarkers in global trials in the areas of NAFLD and NASH, proven by our participation in the largest phase III trial for NASH. From routine to esoteric test platforms, BARC can deploy all means necessary to achieve this.

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