

FOR IMMEDIATE RELEASE

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Caring Ambassadors Hepatitis C Program Launches Internet-Based Hep C Discussion Point™ to Assist People Living with Hepatitis C

Vancouver, WA – The Caring Ambassadors Hepatitis C Program (CAP Hepatitis C), a national nonprofit organization, announces the Internet release of its new interactive medical management tool, **Hep C Discussion Point™** at www.HepCChallenge.org. **Hep C Discussion Point™** takes the user through a guided series of questions about their hepatitis C experience. Custom-built software analyzes the user's responses and generates a report with information and topics specific to the user's inputs. The report is designed to be used as both a learning tool for the patient and as a guide to facilitate communication and enhance the health care partnership between people living with hepatitis C and their doctors.

Hep C Discussion Point™ was developed by CAP Hepatitis C in conjunction with leading experts in the field of hepatology to help facilitate, inform, and enhance the therapeutic decision-making process by providing discussion points on state-of-the-art hepatitis C management. **Hep C Discussion Point™** is a groundbreaking effort, and is the only tool of its kind designed exclusively for hepatitis C clients and their health care providers.

According to Lorren Sandt, the Hepatitis C Program Director, many of the calls CAP Hepatitis C receives are from patients who are confused by conflicting information they read or hear about regarding hepatitis C management. "When we designed **Hep C Discussion Point™**, we tried to address the most common and relevant questions we receive from those living with hepatitis C."

"We are excited about the launch of **Hep C Discussion Point™** and are very pleased to offer this tool to the hepatitis C community, which includes both patients and their health care providers," said Dr. Tina St. John, Executive Director and Medical Director of the Caring Ambassadors Program. "**Hep C Discussion Point™** represents a new and innovative approach to CAP Hepatitis C's commitment to ensuring that all persons living with hepatitis C have accurate and adequate information by which to make decisions that match their personal medical circumstances and health care goals."

Hepatitis C is the most common chronic, blood-borne viral infection in the United States. An estimated 5 million Americans are infected with the hepatitis C virus (HCV), the most common cause of chronic liver disease and adult liver transplantation in the U.S. No vaccine is available to prevent chronic hepatitis C but medications are available to clear the hepatitis C virus from the body in up to 50% of people treated.

About Caring Ambassadors Hepatitis C Program

The Caring Ambassadors Program is a 501(c)(3) nonprofit public charity dedicated to helping people with chronic and/or life-threatening diseases through information/education, awareness, public advocacy, and support. Founded in 2001, the organization is headquartered in Vancouver, Washington, U.S.A.

The Caring Ambassadors Hepatitis C Program (CAP Hepatitis C) is devoted exclusively to meeting the needs of the hepatitis C community. The CAP Hepatitis C mission is to improve the lives of people living with hepatitis C through information and awareness.

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For additional information about the Caring Ambassadors Hepatitis C Program and **Hep C Discussion Point™, contact Lorren Sandt at 360.816.4186 or Lorren@HepCChallenge.org.**