

10 YEARS OF GAME CHANGER HEP C CURES

Timeline to

EQUAL TREATMENT ACCESS

SUCCESS!

On 1 March 2016, Australians living with hep C gained equal access to all oral, interferon-free **direct-acting antiviral (DAA)** treatments, achieving cure rates exceeding 95%.

This followed the announcement by Health Minister Sussan Ley on 20 December 2015 that these medications would be listed on the **Pharmaceutical Benefits Scheme (PBS)** and subsidised by the Australian Government.

Hepatitis NSW led advocacy efforts for **Equal Treatment Access (ETA)**, ensuring all individuals could access these breakthrough therapies without restrictions based on treatment history or liver disease stage.

We acknowledge the significant contributions of our **“C me”** Community Advocates and the many affected individuals who supported this campaign through petitions, submissions, parliamentary engagement, media appearances, and public testimony.

We also recognise the Hon Sussan Ley MP for her commitment to improving outcomes for people living with hep C. The following timeline outlines key advocacy milestones that shaped this historic achievement.

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December 2013
FDA Approval of Sofosbuvir

Sofosbuvir is approved by the FDA, giving U.S. patients first access. Public concern arises over its cost—\$84,000 for a 12-week course. American insurers and U.S. state governments respond by restricting access to patients with advanced liver disease.



May 2014
Hepatitis NSW Calls for Public Submissions to PBAC

Hepatitis NSW urges public submissions to the Pharmaceutical Benefits Advisory Committee (PBAC) supporting sofosbuvir and simeprevir. The PBAC receives an unprecedented level of interest.

2013



2014



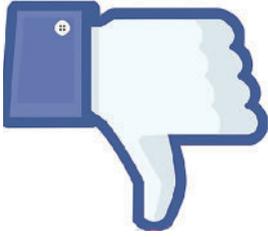
October 2014
Australia Lags Behind

Over 110,000 people have been cured in the U.S. and Europe, prompting Australians to question delays in access.

**EQUAL
TREATMENT
ACCESS**

November–December 2014
Equal Treatment Access Petition Gains Momentum

Hepatitis NSW launches an online petition, quickly gaining 1,300 signatures from supporters worldwide. By December, Simeprevir is listed on the PBS, benefiting a limited number of patients still requiring Interferon.



July 2014

PBAC Decision: Simeprevir Recommended, Sofosbuvir Rejected

PBAC rejects sofosbuvir for PBS listing due to high and underestimated cost-effectiveness and budget impact, while recommending simeprevir.



August 2014

Equal Treatment Access (ETA) Campaign Launch

A short advocacy video released by Hepatitis NSW, featuring five people living with hep C, highlights the need for **equal access to treatment**, leveraging social media for impact.



2014

2015



January–March 2015 Advocacy Intensifies

- New Health Minister Sussan Ley appointed; petition reaches 3,600 signatures.
- Parliamentary inquiry into hepatitis C begins, with community submissions and hearings.
- PBAC considers multiple new treatments, including sofosbuvir combinations
- Hundreds of submissions underscore the urgency for the affected community.



10 March 2015 Addressing the PBAC

Hepatitis NSW CEO Stuart Loveday, and community member and C me advocate Bill Lenane (above), have the rare opportunity to directly address Committee members, and explain just why these drugs are so important to more than 80,000 people living with hep C in NSW alone.



April–May 2015 Positive PBAC Recommendations with Signs of Government Support

PBAC recommends listing sofosbuvir-based treatments, pending price negotiations. Health Minister Sussan Ley tells her local paper that she “will support recommendations for several new hepatitis C treatments to be listed on the (PBS)”.



June–August 2015 Further PBAC Progress Amid Community Frustration

PBAC recommends Viekira Pak, adding to four Interferon-free options. Advocacy campaigns call for immediate government action as delays persist. Meanwhile, individuals explore generic options from overseas due to the continuing high cost of local purchase.

2015



2016

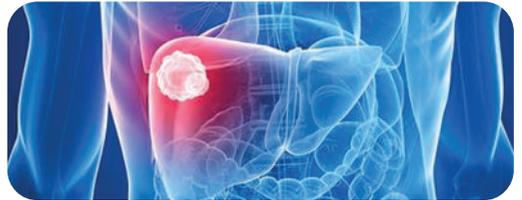


October–December 2015 Escalating Pressure and a Breakthrough Announcement

- Hepatitis organisations deliver petitions and launch social media campaigns urging PBS listing.
- On 20 December, the government commits \$1 billion over five years to fund new hep C treatments for all Australians, effective 1 March 2016.

March 2016 PBS Listing of New Treatments

Interferon-free, all-oral hepatitis C treatments become available on the PBS, marking a transformative moment in care access. Advocacy continues for additional options and future innovations.



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Hepatitis NSW is proud to acknowledge Aboriginal people as the traditional owners and custodians of our lands and waters.