

Our vision
Liver health for all

Our Purpose
Prevent and reduce the impact of liver disease, including viral hepatitis, and combat stigma

Our Role
Champion liver health Support people’s liver journey Partner for impact

Our Pillars



Champion the consumer journey

By understanding how people engage with their health and the health system
Through collaborating with Aboriginal, Torres Strait Islander and multicultural communities
To advise the health system on how to improve the consumer journey
To enable consumers to navigate the system



Engage and mobilise the community

To embrace liver health
To assist people in how to effectively identify, treat and manage their liver conditions
To promote behaviours that avoid contracting viral hepatitis or reduce the chance of developing a liver condition
To adopt a collaborative approach to liver conditions



Engage and mobilise the health system

To provide a positive consumer journey by simplifying and connecting services
To actively connect with people to identify, treat and manage viral hepatitis and liver conditions
To support preventative activities and early detection of viral hepatitis and liver conditions
To adopt a collaborative approach to viral hepatitis and liver conditions



Amplify the voice of the community

To bring the voice of communities into policy, research and funding discussions
To bring communities, researchers, and clinicians together on priorities and needs for improving outcomes
To actively work with others to deliver healthier societal systems and structures



Create an inspiring workplace

Where people want to be, and make an impact on hepatitis and liver health
That is known for engaging, mobilising and empowering communities, researchers, and clinicians
Where people are recognised by the community for achieving, and are sought for their understanding of the lived experience

Our Values

Respect

We respect all people affected by liver disease, promoting dignity and challenging stigma and discrimination

Inclusion

We seek to understand and value the diverse circumstances and cultures of the people and communities with whom we work

Collaboration

We work in partnership with those affected by liver disease, and with others who share our values and aims

Impact

We strive for maximum impact, building on evidence, being innovative, and driving change to achieve better liver health

Strategic Plan 2023-2030 Roadmap

2025 Goals

2027 Goals

2030 Goals

Liver Health

Viral Hepatitis

LiverWELL is established with full support as a **national consumer body for liver health**

Together with others we have grown Government and community **awareness and understanding** of the **liver health crisis**

Their **thinking is shifting** from Hepatitis to overall Liver Health, and there is **initial funding** to begin addressing the need

We have led and shaped with others a **National Liver Health Plan and Roadmap**

We promote interest and build support for collaborating on the development of a **National Liver Health Plan and Roadmap** including **elimination of hepatitis B and hepatitis C by 2030**

With others we build an **economic model** for investment in liver health

We **represent the voice of the consumer on liver health**, and partner to improve health system policy and patient services and support

Together with clinicians, researchers, and community we are executing the **National Liver Health Plan and Roadmap**

As progress is made and stigma is reduced, together we increase our **focus on harder to engage cohorts**

Government, community and clinicians **increase their efforts to eliminate viral hepatitis**

We are the **consumer voice for liver health**

The health system has a **focus on liver health** and refers people to **LiverWELL for consumer support**

There is **measurable progress** on people's liver health journey outcomes

LiverWELL supports people with **ongoing liver management and treatment**

Hepatitis B and hepatitis C are eliminated

Increasing impact for people through active partnership and collaboration

Strategic Plan 2023-2030 Horizons and Priorities

2025

2027

2030

Champion the consumer journey



We are experts in the consumer lived experience journey for viral hepatitis and liver disease

- our decisions are guided by the consumer journey
- we understand and confidently represent the journey
- we are sought as an expert in the consumer journey
- this is key to the elimination of viral hepatitis in Australia, and addressing the increase of liver disease and cancer

Our understanding of the consumer lived experience for all liver conditions, adds value

- ensuring we are a safe connection point for people
- for consumers or family as their first point of contact
- consumers connect with us throughout their journey
- for how to connect with supports
- assists others to connect with consumers
- helps hard-to-reach consumers access supports
- for how to prevent and manage liver conditions,
- informing research and clinical solution design

Our understanding of the consumer journey grows funding and support for liver health

We are:

- the trusted and preferred point of contact for the community on viral hepatitis and liver health
- who clinicians, researchers and people in the community connect people with liver conditions to
- sought after by researchers, clinicians, government and others to improve liver health outcomes
- focused on a 'shared care' model
- funded from sources other than the govt BBV area
- funded by national and state governments

Engage and mobilise the community



We inform, support and empower the community

- at all points throughout their health journey
- information for people with hepatitis or liver issues
- connect those with hepatitis or liver issues to supports
- engage with health professionals
- participate in the National Hepatitis Plan

The community values our support

The community:

- want to engage with us and the health system
- know they can get support from us and actively work to promote hepatitis prevention, identification and treatment; and promote liver health to their community

The community actively supports and advocates for us, because we make a difference

The community:

- feels comfortable sharing their history with hepatitis
- supports people who acquired hepatitis in the past, new immigrants or people who've recently acquired it
- engages us as Australia's peak liver organisation
- connects with us for trusted liver health information

Engage and mobilise the health system



We are engaged with the health system, at all levels for hepatitis and liver health

Through this they:

- refer to our hepatitis and liver information
- value and participate in our 'consumer voice' clinician training
- actively seek our involvement in planning
- understand how to support people with hepatitis
- understand their role in eliminating viral hepatitis with us, the community and researchers

The health system understands the value we add

The health system:

- views hepatitis as a condition that will be eliminated
 - see the patient, not the virus and how they contracted it
 - refers those newly diagnosed to us
- The health system understands:
- The consumer voice is central to improved outcomes
 - liver disease risks and linkages to other conditions
 - how to support people with or at risk of liver disease
 - their role in managing liver disease

The health system effectively addresses hepatitis and liver health

The health system:

- is clear on how to quickly identify and manage new cases of hepatitis, regardless of how it was contracted
- promotes healthy living to prevent liver disease
- is clear on how to identify and manage early indicators/risk factors of liver disease
- refers the community to LiverWELL for information and support with their long-term liver health

Amplify the voice of the community



We have a voice at the table for hepatitis

- we are the community informed voice for viral hepatitis
- research, clinical and community bodies consult us
- government involves us to improve health outcomes both operationally and financially

We have a voice at the table for liver health

- we are the community informed voice for liver health
- we positively contribute to the discussion
- we work with researchers, clinicians and community for better hepatitis and liver health outcomes
- Our understanding of hard-to-reach communities is valued and improves outcomes

We are the consumer voice for liver health

In relation to liver health, LiverWELL is/has:

- shaped hepatitis to be a liver health discussion
- continues to support understanding of new cases of hepatitis and how we can minimise them
- part owner of the National Liver Health Plan
- who the media contacts first for comment
- consulted by the government in relation to policy
- Australia's representative for international discussions