American Liver Foundation and Lincoln Financial Group to Raise Hep C Awareness

Their new campaign focuses on the importance of HCV testing for baby boomers and the increasing availability of treatment.

January 30, 2019 By Casey Halter

Today, three out of four Americans living with hepatitis C virus (HCV) do not know they have the virus. To help raise awareness, the American Liver Foundation (ALF) and Lincoln Financial Group have launched a new campaign targeting baby boomers to get more people tested and on treatment, a recent press release reports.

According to the Centers for Disease Control and Prevention (CDC), approximately 2.4 million Americans are living with chronic hepatitis C. Currently, testing is recommended for everyone born between 1945 and 1965 (baby boomers are nearly five times more likely to have hepatitis C than other adults)—but many have yet to be tested.

Lincoln Financial, one of the nation's top life insurance providers, is providing hepatitis C testing to all baby boomers applying for a Lincoln life insurance policy and has incorporated the newest clinical information about HCV treatments in its underwriting approach, which means lower life insurance costs for those who have been successfully treated. Lincoln has also expanded its coverage eligibility for some untreated individuals. However, the organization wanted to do something bigger to help raise awareness—and that's where ALF came in.

ALF is the nation's largest patient advocacy organization for people living with liver disease. The organization reaches more than 2 million people each year with health information, education and support services.

ALF and Lincoln Financial have launched a public awareness campaign in the form of a total wellness guide focusing on hep C to educate and encourage testing and treatment.

"With continued improvements in detection and treatment, understanding your risk can save your life," said Tom Nealon, president and CEO of the American Liver Foundation about the new corporate-advocacy partnership. "The possibility of a cure is well within reach for most people diagnosed with the virus."

© 2026 Smart + Strong All Rights Reserved.
http://beta.docker.hepmag.com/article/american-liver-foundation-lincoln-financial-group-raise-hep-c-awareness