

Commitment to people living with HIV and best health outcomes: Gilead

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Last week NAPWA [raised concerns](#) [1] related to a recent advertising campaign initiated by Gilead Australia, running in print and radio media. Through discussion Gilead have agreed to consult more widely on future patient based initiatives, and end the current advertising campaign earlier than planned.

NAPWA welcomes this decision and acknowledges that the company has negotiated quickly and in good faith, respecting the views of the peak body representing people living with HIV in Australia.

Both Gilead and NAPWA agree that treatment decisions are best made in the light of [clinical](#) [2] Pertaining to or founded on observation and treatment of participants, as distinguished from theoretical or basic science. evidence and the needs of individual patients. They are also aligned in their commitment to the important role of patient education, in consultation with the affected community, and consistent with contemporary HIV health promotion approaches and treatment guidelines which recommend treatment simplification as one possible option for some patients.

NAPWA and Gilead agree that supporting people living with HIV to talk regularly with their doctors about the best HIV treatment options in an informed way is an important part of optimal clinical management being maintained, and will help improve health outcomes and quality of life.

NAPWA and Gilead agree to work together to help ensure that patient focused education supports effective and appropriate treatment decisions by clinicians and patients and which is realistic about the benefits and challenges of HIV treatment across all of the HIV positive population.

Gilead has a long history of collaborating with HIV community groups and clinicians involved in the care of people living with HIV, and NAPWA acknowledges their commitment as a key partner in the Australian HIV response.

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- [Understanding HIV treatments](#)
- [Accessing HIV care and treatment](#)

Links:

[1] <http://www.napwa.org.au/media/2010/08/04/live-a-little-simpler-ads-a-little-too-simplistic>

[2] <http://www.napwa.org.au/glossary/term/475>

[3] <http://www.napwa.org.au/people/paul-kidd>