



Engaging about Cholesterol Education

Participating in the conversation to help educate the public.

We are heading into the final months of 2020, a year that has certainly not gone as expected. The Covid-19 pandemic has emphasized the need for greater education surrounding public health issues and it's vital that we play an active role in that conversation. I wanted to share with you how Esperion plans to contribute to the public health conversation and would like to encourage you to take part as well.

September kicks off National Cholesterol Education Month, created to help educate the public about the dangers of high cholesterol and its connection with heart disease, the leading cause of death in the world. Esperion's efforts over the course of the month will be to join in the conversation surrounding the importance of screening, how high cholesterol can develop, and how lifestyle changes and medications can help patients lower their cholesterol to healthy levels.

Throughout September, Esperion will post educational information about the importance of cholesterol management and the need for LDL-C innovation to our social media channels. We will also be sharing and engaging with patient advocacy groups to help further their efforts to increase awareness surrounding cholesterol education as well. I invite you to share our posts within your own network to help further the conversation.

We all likely know someone who has struggled with managing their cholesterol and it's important for us to be united in our efforts to educate the public about this widespread health issue. We are excited to engage with our community on this topic near and dear to us and our loved ones.

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