



# San Francisco Hep B Free

*First city in the U.S. to test and vaccinate all Asian and Pacific Islanders for hepatitis B*

---

## **San Francisco Hep B Free Announces New Partnership with SavantMD.com** *Online Videos Educate Asian Americans About Hepatitis B*

**SAN FRANCISCO (May 24, 2010)** – The San Francisco Hep B Free Campaign is proud to announce a new partnership with SavantMD.com, a health and wellness website that features a multicultural team of local medical professionals offering timely health and wellness advice through videos, podcasts, and blogs.

In conjunction with May being “Hepatitis Awareness Month”, SavantMD.com will feature doctor and patient videos about hepatitis B, a potentially deadly virus which causes 80% of all liver cancer and is especially prevalent among Asian and Pacific Islanders (APIs). 1 in 10 APIs is chronically infected with hepatitis B versus 1 in 1,000 in the general population, and yet there are no symptoms until it’s almost too late.

The videos highlight the need to get tested and vaccinated as well as the treatment options available for those who test positive. In addition to the special section featured on SavantMD.com, the videos will also run on the SFHepBfree.org and AsianWeek.com websites throughout May. The AsianWeek Foundation serves the Asian/Pacific Islander American community and is one of the founding members of SF Hep B Free.

“At least half of our medical professionals are Asian and Pacific Islanders, making this partnership a perfect match,” stated Brian Colbert, CEO and cofounder of SavantMD.com. “Because we are based in the San Francisco Bay Area, home to one of the largest API communities in the U.S., SavantMD.com is able to provide local viewers with the knowledge, experience, and Internet savvy to help overcome this disease.”

“Health issues like hepatitis B are of immediate concern to Asian communities,” said Angela Pang, Community Editor for AsianWeek. “SavantMD addresses these and other health issues in a straightforward and helpful way. “

### **About San Francisco Hep B Free Campaign**

[SFHepBfree.org](http://SFHepBfree.org)

San Francisco Hep B Free (SFHBF) is a first-of-its-kind collaboration between city government, healthcare organizations, community groups, and businesses to make San Francisco the first city in the nation to be free of hepatitis B. The largest, most intensive healthcare campaign for Asian and Pacific Islanders in the U.S., SFHBF has become a model for the nation. The Steering Committee is comprised of the San Francisco Department of Public Health, AsianWeek Foundation, and the Asian Liver Center at Stanford University.

### **About SavantMD.com**

[SavantMD.com](http://SavantMD.com)

SavantMD.com is a health and wellness company whose Internet site features a multicultural team of local medical professionals offering timely health and wellness advice through videos, podcasts, and blogs. Dr. Mark Savant is cofounder of SavantMD.com, a popular (five-stars on Yelp and accolades from his medical peers) internist with a practice in San Francisco, where he is head of a local Asian physicians’ network. Cofounder and CEO of SavantMD.com is Brian Colbert, a seasoned social media entrepreneur.

#####