



# ASGCT Patient Education

GENE THERAPY 101 & DISEASE TREATMENTS

## what is this?

The American Society of Gene & Cell Therapy (ASGCT) is proud to announce the first release of the Society's Patient Education program, a new initiative for 2019. The new patient-centered portal is designed by ASGCT committee volunteers in coordination with patient advocacy groups to educate and inform patients, families, and the general public on the status and promise of gene and cell therapies.

## releasing jan. 17

A collection of three high-level gene and cell therapy explainers, is now live on ASGCT.org.

**Gene Therapy Basics • Different Approaches • Developing a Treatment**

## coming february

Five disease-specific topics will release in February and provide the public with video, text, and graphic resources.

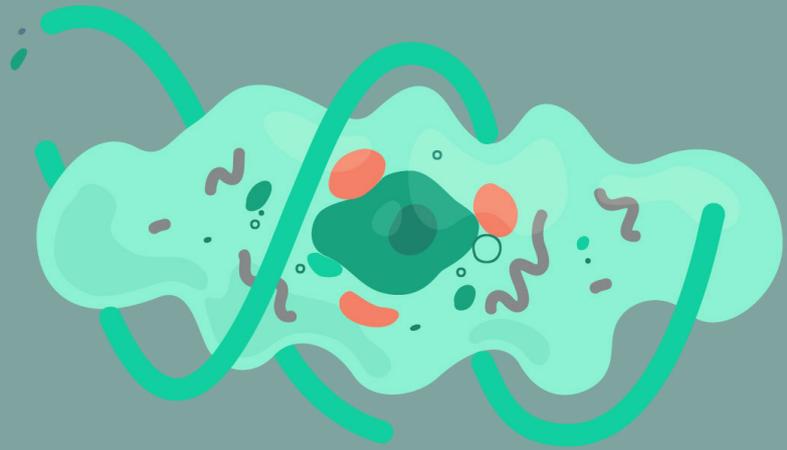
**SMA • MTM • Leukodystrophy • Blood Disorders • Inherited Retinal Disorders**

# share the story



**@ASGCTherapy**

**fb.com/ASGCTherapy**



# sample messages

#GeneTherapy can be complicated and intimidating, but the Gene Therapy 101 videos from @ASGCTherapy are great at breaking things down!

How do clinical trials work? Developing a Treatment from @ASGCTherapy follows #GeneTherapy from a conceptual idea to the doctor's office.

Curious about #CRISPR? What's up with #GeneTherapy? Learn the differences with new videos from @ASGCTherapy.



# sharing guide

## Videos

Embed the Patient Education videos on your site from the ASGCT YouTube channel [youtube.com/asgct](https://youtube.com/asgct)

## Infographics

Print, distribute, and embed any of ASGCT's infographics with your patient networks

## Credit

Cite American Society of Gene & Cell Therapy on all pages and link back where possible

