

# THREE WAYS TO SUPPORT THE PATIENT EDUCATION PROGRAM

The **ASGCT Patient Education** program provides accurate, reliable, and accessible information about gene and cell therapies to patients and the public. Watch this [video](#) to learn more!

## 1 Microsite Logo Exposure

Sponsors receive logo recognition on the [Support Page](#) of the microsite. Recognition on the support page starts in January or July for 12 months. We accept and encourage multiyear support, up to 3 years.

### January Cycle:

*If secured between July - December:*

Your logo will be added to the Support page starting in January through the following January = \$5,000.  
\$450 per month for additional months leading up to the January cycle.

### July Cycle:

*If secured between January - June:*

Your logo will be added to the Support page starting in July through the following July = \$5,000.  
\$450 per month for additional months leading up to the July cycle.

## 2 Disease Specific Videos

Sponsor patient-focused short videos and content to receive logo recognition at the end of a specific video. ASGCT is solely responsible for the content. 2021 video topics:

Gaucher Disease	GM1/GM2
Gene Editing	Wilson Disease

## 3 General Support

We also accept additional contributions to the Patient Education program, if your budget allows beyond the opportunities above. Thank you again for your interest and support.

## Impact and Growth

# 200,000+

### VIEWS

Since launching in January 2018, ASGCT's educational videos have been viewed more than 200,000 times.

# 20

### EXPERT SOURCES

The Society's scientific volunteer members ensure accurate information.

# 4 mins

### OF INTERACTION

The average time on a Patient Education web page is over 4 minutes!

*From October 1 - December 31, 2020 there were:*

# 23,000+

### VISITS

To the Patient Education website, which is almost 25 percent of total ASGCT website traffic!

# 44%

### OF VISITS

Are for [Gene Therapy 101](#).

# 26%

### OF VISITS

Are for [Disease Treatments](#).

## Want to learn more?

 [patienteducation.asgct.org](http://patienteducation.asgct.org)

 [@ASGCTherapy](https://twitter.com/ASGCTherapy)

## Share our Resources!

All program content is FREE to share, embed, or link to! Credit the American Society of Gene and Cell Therapy as the creator and tag us on social media @ASGCTherapy.

*We use your Gene Therapy Basics video. It's absolutely fantastic—very user-friendly and very easy to understand.*  
—Patient Advocate

*We were able to utilize your resources as factually informative around gene therapy and because it is just exceptionally good.*  
—Patient Advocate