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**Program Description:** The American Society of Gene and Cell Therapy ([ASGCT](https://www.asgct.org/)) is the leading professional membership organization for scientists, physicians, advocates, and other professionals in the field of gene and cell therapy. The goal of the patient education program is to provide accessible, accurate, and responsible information and resources about gene and cell therapy to patients and caregivers. ASGCT collaborates with patient advocacy groups to make sure the resources are clear and useful to the target audience, and the members of the ASGCT [Patient Outreach Committee](https://imis.asgct.org/ASGCTIMIS/ASGCTMember/Committee.aspx?type=COMMITTEE/PT_OUTREACH)share their expertise in the field to provide scientific accuracy. All resources are available for sharing, so we welcome you to help spread the word!

**Link to Patient Education Website**: <https://patienteducation.asgct.org/>

**Link to Wilson disease webpage:** <https://patienteducation.asgct.org/disease-treatments/wilson-disease>

**Credit:** Cite American Society of Gene and Cell Therapy on all your pages and link back to the patient education website when possible. Tag @ASGCTherapy on social media.

**Contact:** Reach out to Ali Kujawski, Patient Outreach Manager, with any questions (akujawski@asgct.org).

**How to embed a video on your website or social media post:**

1. Go to our [ASGCT Education playlist on YouTube](https://www.youtube.com/playlist?list=PLh8WAy5tVJ43m1ewKPyUWDRsS9wtBpC1b) and view the video you wish to embed on your site. Example: Wilson Disease video
2. Click **Share** in the bottom right corner of the video.
3. Click the **Embed** Icon.
4. Click **Copy** at the bottom right of the pop-up screen.
5. **Paste** the embed code onto your site wherever you wish the video to be located. Your web designer will be able to implement this.

**Social media post examples:**

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| **Example post** | **Suggested image to use**  |
| #GeneTherapy aims to be a one-time treatment that may stop or slow the progression of #WilsonDisease. Learn more from the @ASGCTherapy educational resources. https://bit.ly/3hk1geX |  |
| #WilsonDisease is a rare, progressive genetic disorder that causes excess copper to be stored in the body. Watch our video to learn how #genetherapy may be able to help. https://bit.ly/3hizbEZ | Diagram  Description automatically generated |
| Learn how #genetherapy aims to target the cause of #WilsonDisease by delivering a working *ATP7B* gene into cells. #ClinicalTrials are now open for this investigational therapy. https://bit.ly/3hk1geX |  |
| The ASGCT Patient Education program provides accurate, reliable, and accessible information about #genetherapy and #celltherapy treatments. Learn more: https://bit.ly/2USvrT8 |  |
| Most #GeneTherapy is in #ClinicalTrials, a required step in the research process to ensure a treatment is safe and effective. Learn more about clinical trials. https://bit.ly/3rr5rtn |  |
| Explore the ASGCT Clinical Trials Finder to search open #ClinicalTrials for #genetherapy and #celltherapy treatments. Consider using the diagnosis filter to search by disease. https://bit.ly/3mtzk9q |  |

**Web Banners-** Right click tosave anduse these images on your web pages or on social media to increase awareness, be sure to link these images to <https://patienteducation.asgct.org/>

  