To provide meaningful, lasting, and accessible CADASIL information the CADASIL Connection Webinars were developed and launched in August 2017.

The objective of the webinar series is to "educate and connect the audience of researchers, clinicians, and patients on current research and developments in CADASIL".

3 live webinars in Aug, Oct, Dec 2017
Due to the success of the first webinar, cureCADASIL applied for a Global Genes Impact Grant to achieve the following 3 goals:
- Ensure short-term success by ensuring we had the financial capability to continue webinar series throughout 2018 with anticipated growth in interest
- Expand on success by developing a new webinar ‘CADAIL Care’ focused on areas of interest to patients and families
- Ensure long-term success and accessibility by increasing the capability of our other IT platforms

Webinar platform includes unlimited number of webinars during subscription period, allowing us to build on success and create a second webinar series.

The webinar series was announced once we had 2 committed presentations.

“Handouts” and questions via the chat function available to attendees during the webinar to increase attendee interaction.

Post-webinar survey closed caption/muting.
Webinar reports and recording (for download, long-term storage)
Expand webinar platform capacity to allow for >100 attendees, if needed
Expand capacity of other technology platforms, including:
- Email capacity through Constant Contact
- Webmaster support to allow access to recordings from website
- Professional graphic support

Webinar software was critical to continue to expand our reach in the CADASIL community and to ensure sustainability of access to the recorded webinars in the future.

The webinar series was expanded to include CADASIL Care webinars for accessibility.

Other upgrades to support engagement of the CADASIL community included:
- Web hosting change and switch to Word Press website template (due to outdated and difficult to use previous website)
- Development of new web pages for both CADASIL Connection and CADASIL Care webinars for accessibility; New graphic for CADASIL care
- SSL security upgrade
- Making website responsive for ease of use on different devices
- Implementation of Google Analytics
- Website contact form for the community to share their CADASIL story
- Map of US providers with search function and patient submission form

INCREASE WEBSITE CAPABILITY AND INTERACTIVITY
Other upgrades to support engagement of the CADASIL community included:
- Web hosting change and switch to Word Press website template (due to outdated and difficult to use previous website)
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- Making website responsive for ease of use on different devices
- Implementation of Google Analytics
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- Map of US providers with search function and patient submission form

RESULTS / OUTCOMES
CADASIL Connection webinar led to:
- Community education via attending live webinars or via recordings
- Engagement via recordings exceeded attendance at live events, allowed for multiple viewings and long-term accessibility (Figure 3).

Opportunities for engagement with researchers/clinicians
- Increased contacts, including patients, families, researchers/clinicians, pharma (Figure 4)
Other outcomes:
- Increased engagement via Facebook with +122 followers
- 227 visitors to new webinar info and recordings page

LEARNINGS
Just Do It!
- Webinar series was announced once we had 2 committed presentations
- Upfront work and cold calls/emails to researchers
- “Snowball effect” - researchers/clinicians who joined each webinar became interested in presenting at future webinars
- Presenter sharing the webinar event with his/her colleagues was effective at increasing attendance
- Sharing webinar recording with registration link led to growth
- Follow through is key but be prepared to work!

Moved to pre-recorded webinars instead of live webinars in order to:
- Ease time burden on volunteers which ultimately will lead to more recorded events
- Expand to include international presenters from different time zones

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