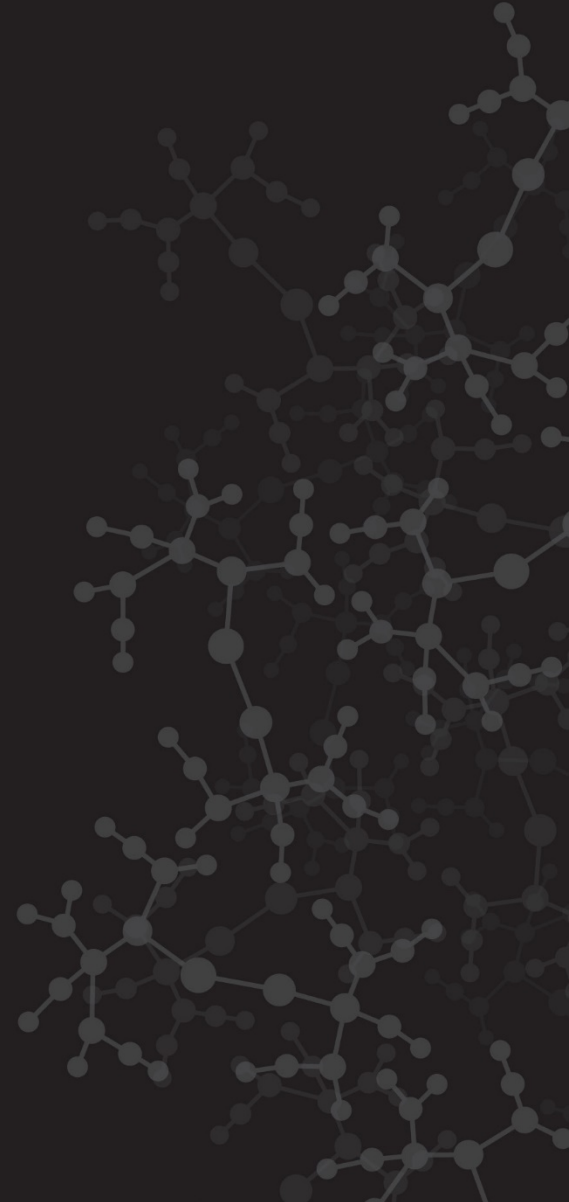# Website Accessibility & Healthcare

Why accessibility matters in healthcare

It's the right thing to do.

It's the right thing to do.

Mission

To advance the health of the communities and region we serve, through collaboration, prevention, innovation, and exceptional care.

Our Mission

To enhance, every day, the health of our patients, our families and our communities.

We Care About

Our Patients and their Families

Delivering quality health care and outstanding service is fundamental to everything we do.

Siteimprove

It's about real people who need healthcare.

It's about real people who need healthcare.

20%
Of the population has a disability
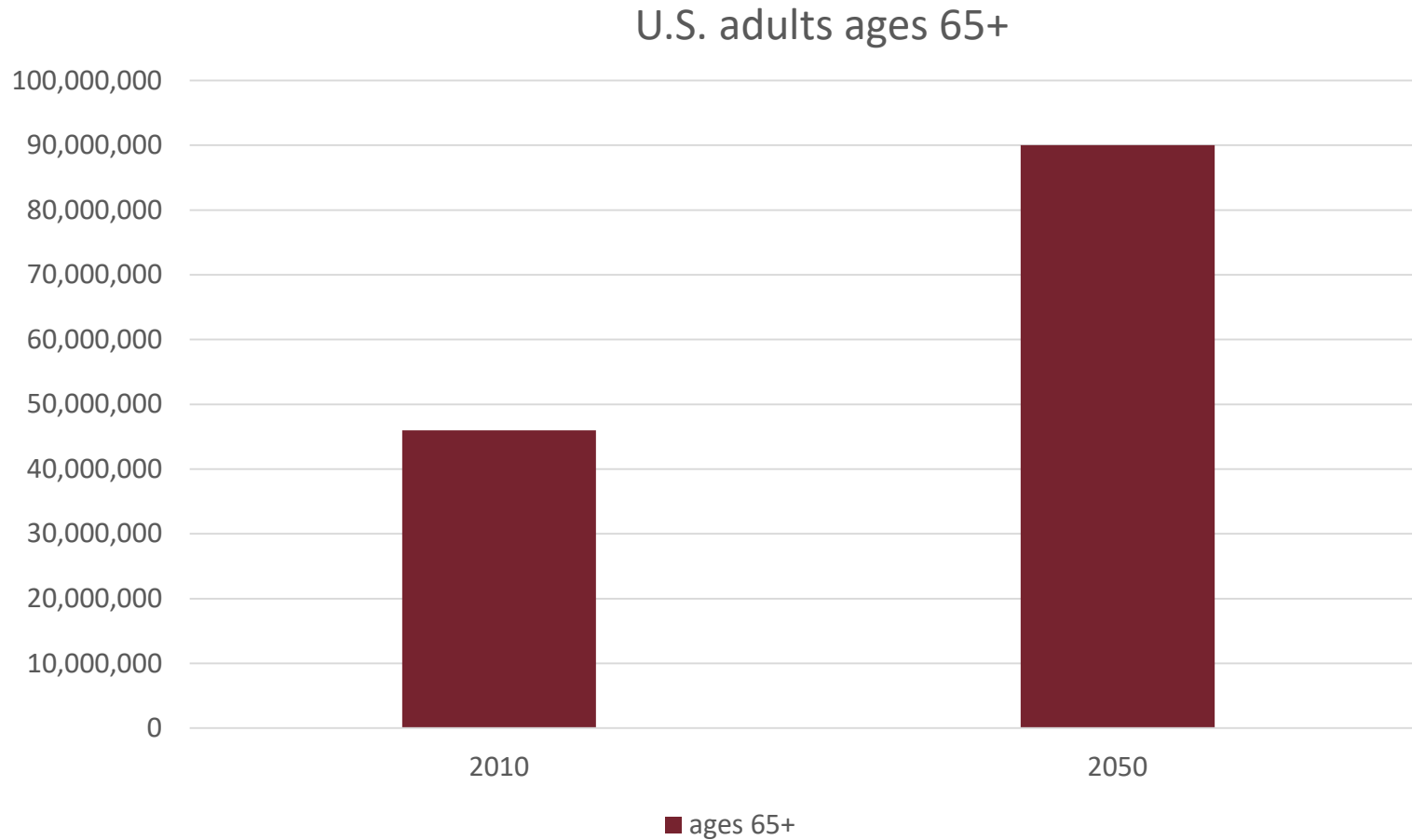
328,318,861
People in the United States

65,663,772
People in the U.S with a disability

US Census Bureau

It's about real people who need healthcare.

U.S. adults ages 65+

■ ages 65+

Rural Health Information Hub

It's about real people who need healthcare.

$397.8 billion

Disability-associated health care expenditures for adults residing in the U.S.

Center of Disease Control and Prevention - 2006

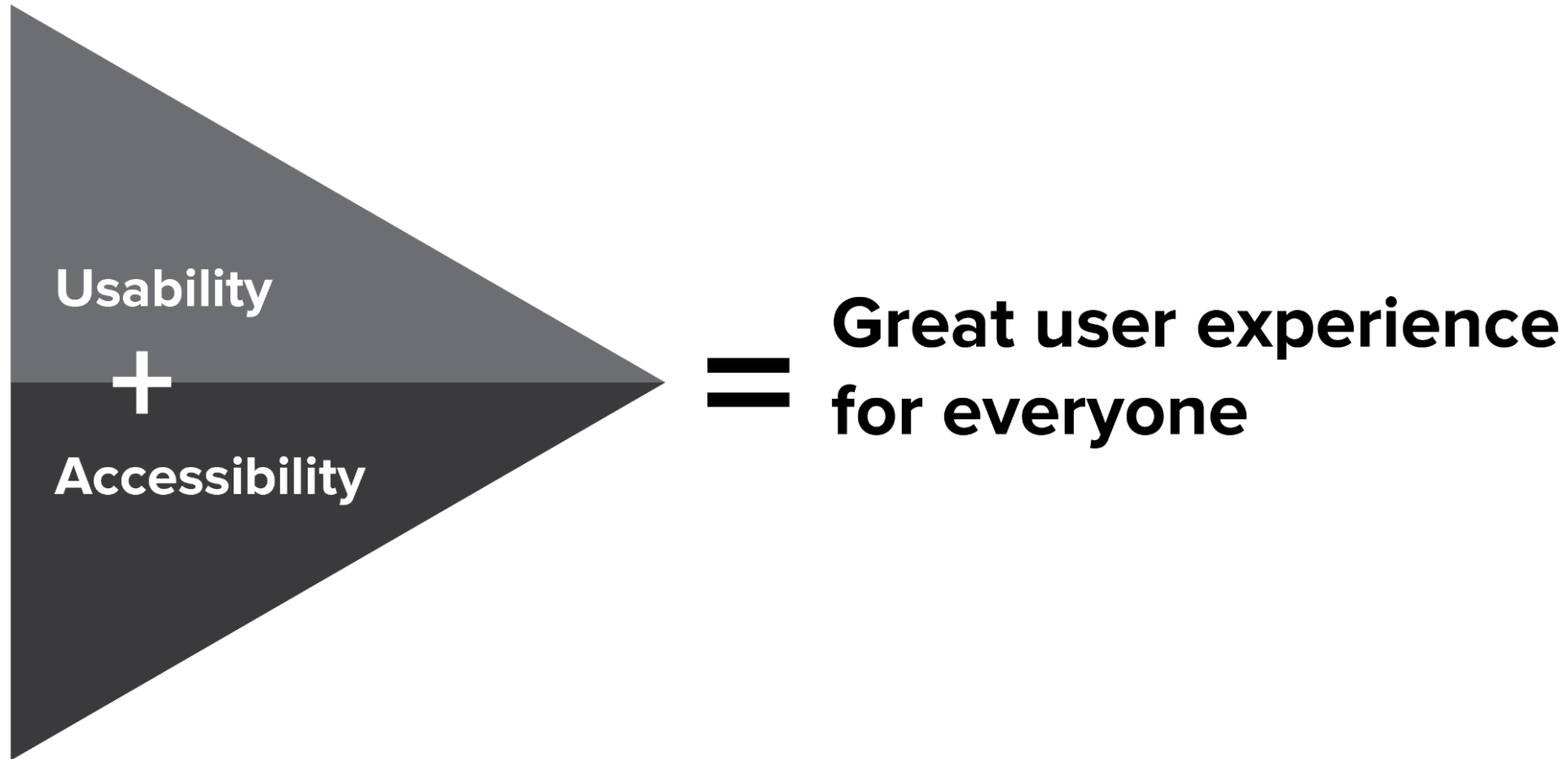It's about real people who need healthcare.

83%
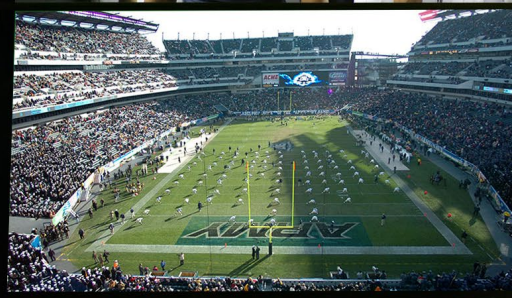of patients visit a hospital website before booking an appointment

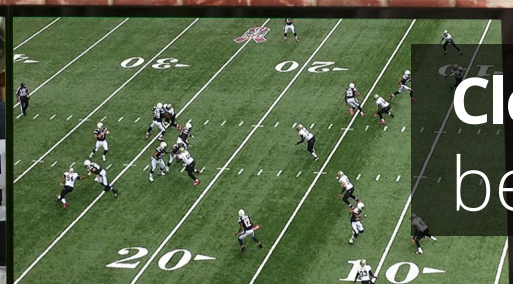# 61%
of patients visit at least two hospital sites before booking

Google/Compete Hospital Study

It's about usability.

Usability
+
Accessibility
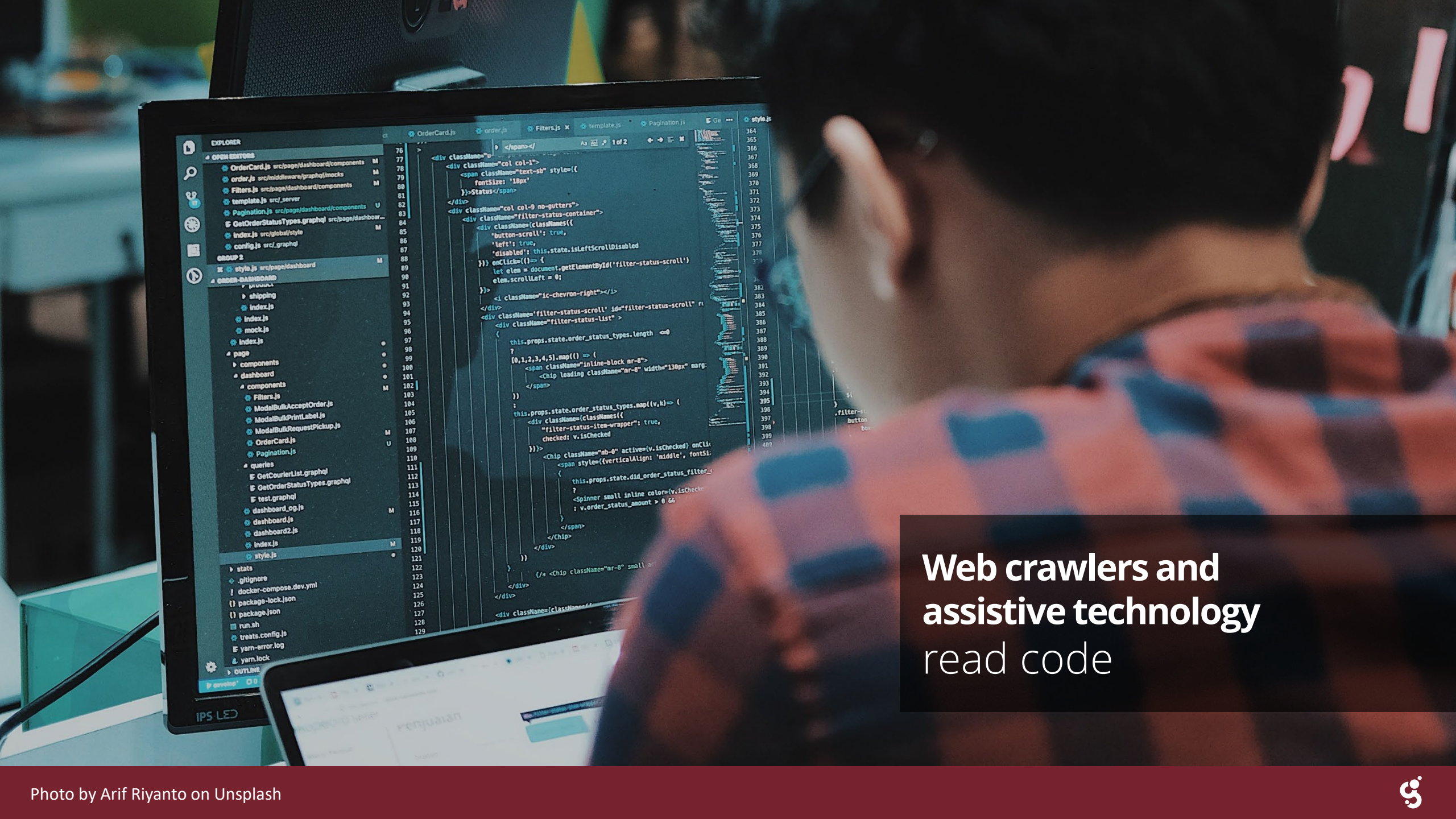
= Great user experience for everyone

Closed captioning
benefits everyone

Web crawlers and assistive technology read code

Siteimprove

It's the law.

It's the law.

- American's with Disabilities Act (ADA)
- Section 508
- Section 1557 of the Affordable Care Act

It's the law.

Over 2,250

Lawsuits were filed in the U.S. federal courts in 2018

Bureau of Internet Accessibility

It's the law.

siteimprove.com | geonetric.com

# Why should you invest in accessibility?

- It's the right thing to do.

- A significant portion of the population have a disability.

- People with disabilities often need additional healthcare.

- Creates a better user experience for everyone.

- Enhances search engine optimization efforts.

- It's the law.

Benefits of the Siteimprove tool

Creating more accessible, inclusive web content
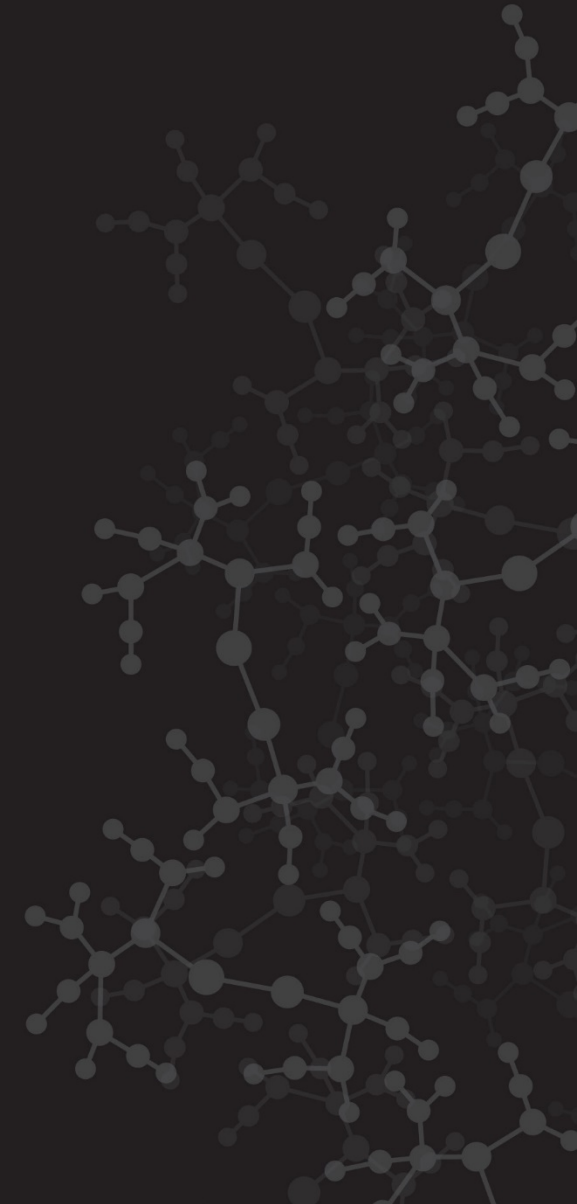
What would you say you do here?

- Automated accessibility checks
- Guidance and recommendations on how to fix issues
- Task categorization – where to start
- Highlight issues on page
- Progress monitoring
- Manual-testing services – for those hard to reach places

Siteimprove by the numbers

7200+
customers

29
countries

40+
nationalities

550+
employees

94% customer
satisfaction

49.6M
checked pages

69K
active users

Did you know?

88% of visitors are less likely to return to a website after a poor experience

60% of clicks go to the top three websites in search engine results

75% of people base their perception of a brand on the company's digital presence

91% of website visitors do not trust a website that contains errors or mistakes

20% of the population has some form of disability

37% increase in digital accessibility lawsuits in the U.S. in 2016, affecting nearly every industry

The Siteimprove Intelligence Platform

We build our products on top of the Siteimprove Core Platform, a necessity for every digital marketer in today's smart web era.

Fully automated website checks, performance metrics, and industry benchmarks let you understand the state of your website at a glance.
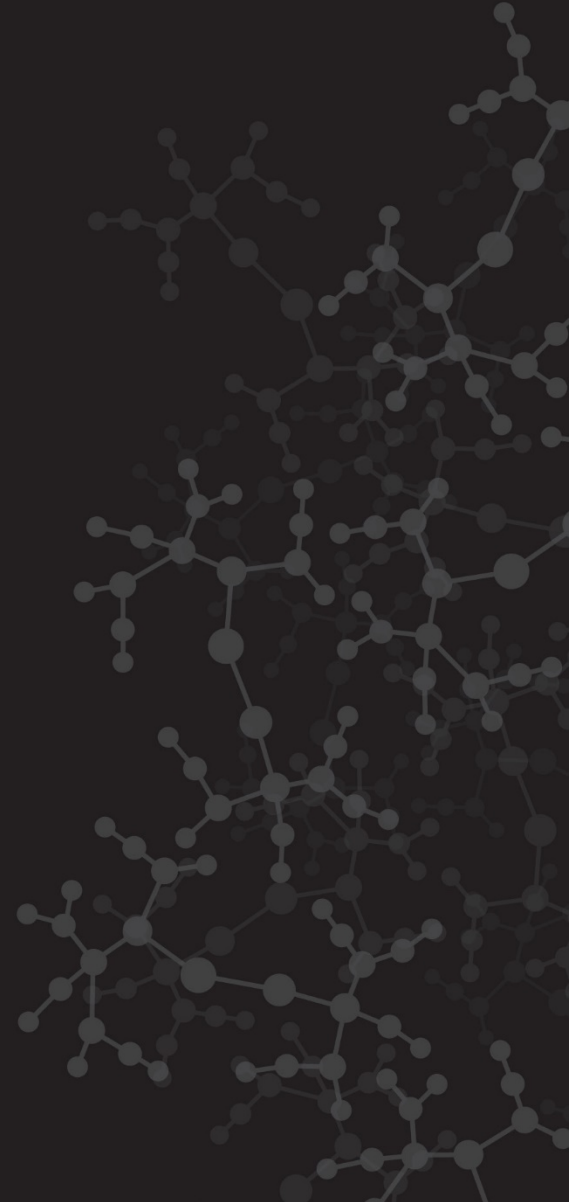
- Customizable Dashboards

- Digital Certainty Index™

- Policy Management

- Response Monitoring

- Siteimprove Integrations

- Automated Reporting and Exports

Who uses Siteimprove?

Microsoft

Allianz

Berkeley
UNIVERSITY OF CALIFORNIA

CITY of LONDON
POLICE

BAYER

Boston
Scientific

Ørsted

OXFORD
UNIVERSITY PRESS

What it means to be accessible

What it means to be accessible

Websites are inaccessible due to their owners being unaware and uneducated.

Let's change that.

Five myths about accessibility

1. Accessibility doesn't affect many people.

2. Only experts can implement fixes.

3. You don't have to worry about it until you get a request.

4. Accessible design interferes with general design and layout.

5. You are not required to fix because it's cost prohibitive.

What is Section 508?

Section 508 - an amendment to the United States Workforce Rehabilitation Act of 1973, is a federal law mandating that all electronic and information technology developed, procured, maintained, or used by the federal government be accessible to people with disabilities.

What is ADA?

ADA – Civil law making it illegal in this country for any government or business to provide goods and services to the public that are not also accessible to people who have disabilities.

What is WCAG?

Web Content Accessibility Guidelines (WCAG) - is developed through the W3C process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

WCAG guidelines

Level A & AA Compliance –
"Compliant"

- Level A – Affects the most people.
  – Tab use when mouse access is unavailable

- Level AA – More situational, still affecting many
  – Color contrast

Level AAA Compliance –
"Aspirational"

- Specific criteria – more situational
  – Media files with audio are required to have a sign language video

Siteimprove

Getting started with web accessibility
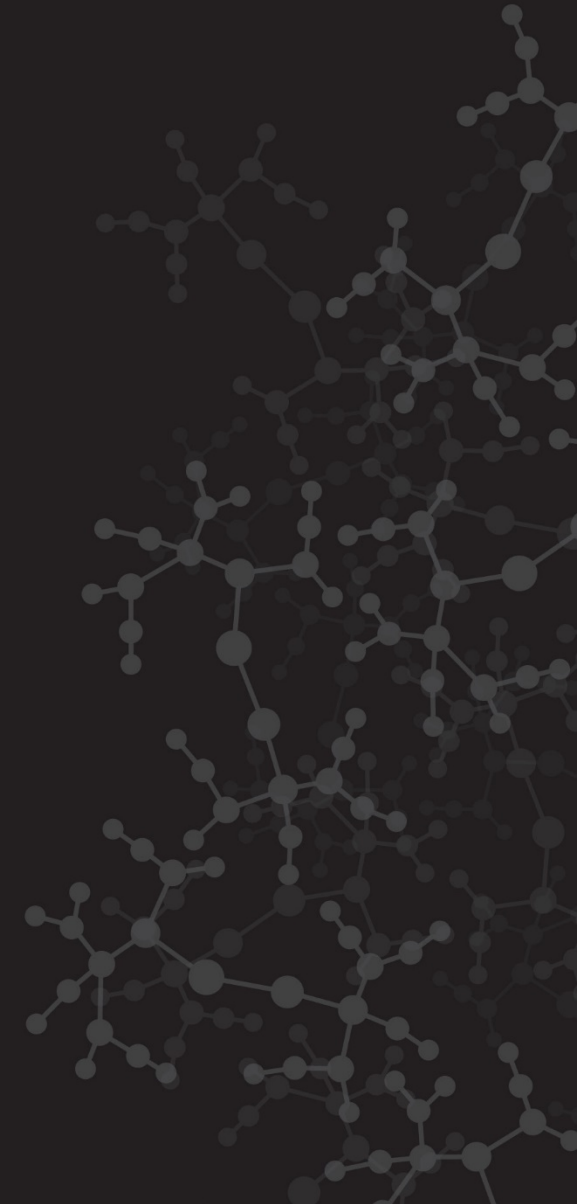
Getting started with web accessibility

👉 Accessibility is a <u>process</u> and not a <u>project</u> and it is relevant throughout the lifetime of a website.

Define your accessibility policy

- Identify the scope of the policy
- What to include
- What not to include

HCA Healthcare

Accessibility

Date: July 17, 2019

What Is Website Accessibilit

For the web, accessibility means that people with
with age-related impairments, can perceive, und
with websites and tools, and that they can contrib

Website Accessibility Statem

We are committed to improving the accessibility a
the greatest number of people possible. We are s
accessibility for people with disabilities and makir
ensure that all of our websites are accessible by
technologies such as automated tools, keyboard-
readers.

Currently, we are in the process of updating our v
portions of the Section 508 Web Accessibility Sta
States Access Board, as well as the World Wide
Content Accessibility Guidelines 2.0, as our web
accessibility of our websites will be programmatic
with assistive technology, including but not limited

VIDANT HEALTH

MENU

Updated December 14, 2018

y accessible for all users.

built in compliance with **W3C standards** for
e a rich online experience and display correctly
re actively working to increase both the
site by doing a yearly accessibility audit.

s and we invite you to help us make our site
ou experience difficulty accessing any of
during our office hours: 8am – 5pm (Monday –

SSIBILITY

ng your Internet experience.

ase or decrease text size by holding down the
d pressing the plus or minus key:

Essentia Health

Website Accessibility Notice

At Essentia Health, we're committed to making our website content
accessible for all our patients and users. We are always working to
meet level AA standards of the Web Content Accessibility Guidelines
(WCAG), including WCAG 2.0 and WCAG 2.1.

This website has been built using code compliant with W3C standards
for HTML and CSS. This means current and future browser versions
will display it correctly.

Areas We're Working On

We're working hard to achieve our goal of Level AA accessibility for
WCAG 2.0 and WCAG 2.1. But, we realize some areas still need
improvement:

- **1.2.5: Audio Description (Prerecorded) -** We're working
  toward adding audio descriptions for all website video content.
- **1.2.3: Audio Description or Media Alternative (Prerecorded)
  -** We're working toward adding video transcripts for all website
  video content.

Send Your Feedback

If you find an item that could use improvement for accessibility, let us
know. Fill out our online feedback form.

Understand how to start an accessibility program

- Identify (realistic) goals
- Identify existing resources
- Identify legal/regulatory issues
- Identify current compliance/risk levels

Identify realistic goals

- Timelines (marathon not a sprint)
- Action plans
- Define milestones
- Budgetary considerations

Staff training

- Awareness
- Technical training
- Role-based training

Identify current compliance/risk levels

- Internal policies
- Federal or provincial/state regulations
- Current issues on existing properties
- Timelines for compliance

Buy-in from stakeholders

- Management

- Human resources

- Marketing

- IT Office

- Compliance/Legal

- Purchasing

- Other community stakeholders

- External agencies

Management

- Regulatory/Compliance
- Institutional policies needed
- Policy must have "teeth"
- Risk management

Management

- Cost effective

- Accessible technology improves productivity

- It's less expensive to build it right the first time

- Less support resources needed if individuals can access information themselves

Build the program with these components

- A shared commitment
- Concrete plan and policy
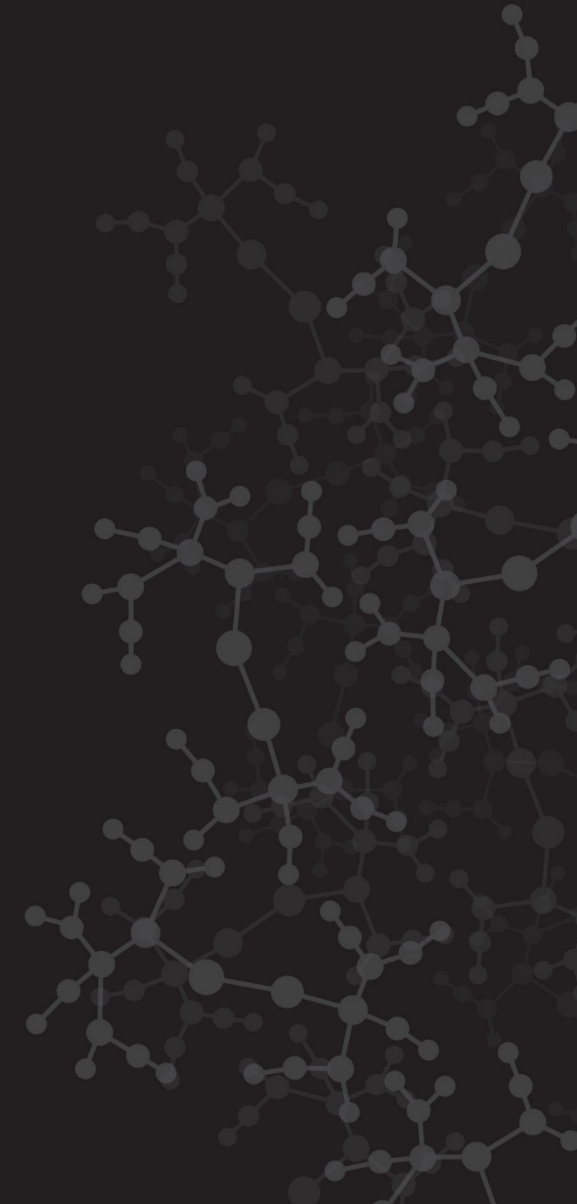- Sufficient support
- Ongoing evaluation

A shared commitment

- Buy-in
- Awareness education
- Organizational policies
- Budgetary considerations

How to get started on your website

Assess

Assess where you are today

- Use crawler tool

- Manual testing
  - Test your top user paths
  - Test at different breakpoints
  - Use multiple screen readers

WCAG guideline 1.1 text alternatives

- Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

```
<img src="/path-to-image.jpg" alt="Describes this image" />
```

Siteimprove

Should image be marked as decorative?

A 1.1.1 Non-text Content

This image has an empty alt text, which indicates that it only has a decorative function. If that is the case the page is in compliance with this criterion.

If the image is decorative you can use CSS to completely separate content from presentation.

If the image has a function the alt text must state this function.

Occurrences on this page	3

Empty ⌃

Text alternative
Empty

Image

Image URL

</> View code snippet in DevTools

Empty ⌄

Empty ⌄

How do I meet this criteria?

Locations

🏠 Who We Are ⌄   Patients ⌄   Physicians ⌄   Nurses ⌄   Investors ⌄   Careers

Actions speak louder than words.

WHO WE ARE

at a Glance

Data and the Affordable Care Act

Our History

Our Mission and Values

Inclusion, Compassion and Respect

How We Build Better Communities

Doing Business with

DevTools —

Elements | Audits | Console | Sources | Network | Performance | Memory | Application | Security | JavaScript Profiler | axe   ❌1 ⚠1 ⋮

```
▼<main role="main" style>
  ▶<div class="article-pre" style>…</div>
  ▼<article id="content-main-body" style>
      <h2 style>Actions speak louder than words.</h2>
      <img src="/util/images/mission-and-values.jpg" alt="" style="z-index: 2147483646; position:
      relative;">
```

Styles | Computed »

position | 0
margin | –
border | –
padding | –
616.662 × 321.175
10

html body div#page-wrap div#page div#content-wrap div.row section#content-main main article#content-main-body **img**

Siteimprove ×

Locations

Home | Who We Are ⌄ | Patients ⌄ | Physicians ⌄ | Nurses ⌄ | Investors ⌄ | Careers

Should image be marked as decorative?

A 1.1.1 Non-text Content

This image has an empty alt text, which indicates that it only has a decorative function. If that is the case the page is in compliance with this criterion.

If the image is decorative you can use CSS to completely separate content from presentation.

If the image has a function the alt text must state this function.

Occurrences on this page 2

Empty ⌃

Text alternative
Empty
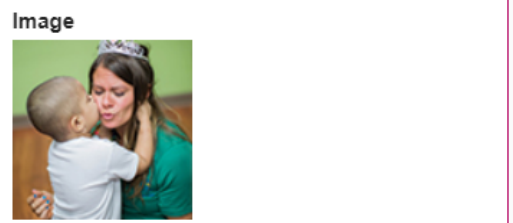
Image

Image URL

</> View code snippet in DevTools

Empty ⌄

How do I meet this criteria?

Use one of the following techniques from WCAG 2:

1. C9 Using CSS to include decorative

Actions speak louder than words.

WHO WE ARE

███████ at a Glance

███████ Data and the Affordable Care Act

Our History

Our Mission and Values

DevTools -

Elements | Audits | Console | Sources | Network | Performance | Memory | Application | Security | JavaScript Profiler | axe
⊗ 1

```
<div class="row" style>
    ::before
  <aside id="aside-a" role="complementary" style>…</aside>
  <section id="content-main" style>
    <main role="main" style>
      <div class="article-pre" style>…</div>
      <article id="content-main-body" style>
        <h2 style>Actions speak louder than words.</h2>
        <img src="/util/images/mission-and-values.jpg" alt="Girl" style>
        <br style>
        <br style>
        <p style>…</p>
        <p style>…</p>
        <div class="row row-flex" style>…</div>
        <div class="quotes-wrapper" style>…</div>
        ██ class="sub-heading" style>HCA Mission and Values</h3>
        <p style>Above all else, we are committed to the care and improvement of human life.</p>
        <p style>…</p>
        <ul class="checked-list list-unstyled" style>…</ul>
```

html.no-js | body.hospital-interior-aside-right.page-aside-right.about.unified.interior.theme-corp | div#page-wrap | div#page | ::before

Styles | Computed | »

position 0

margin -70
border –
padding –
0 × 70

Filter | ☐ Show all

▸ box-sizing
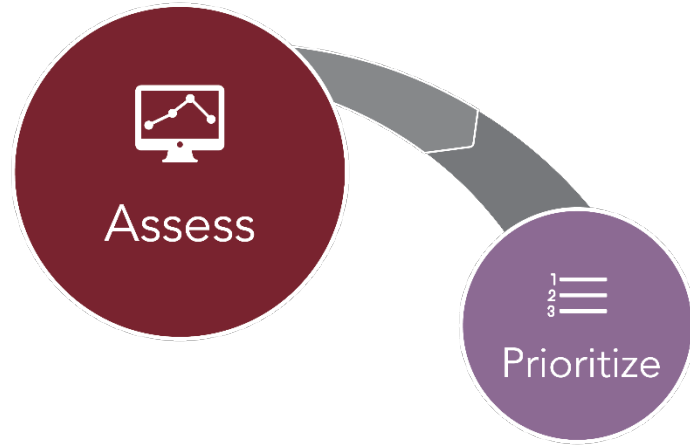 border-box
▸ content

Common issues

- Contrast ratios

- Missing alt text

- Empty links

- Missing labels

- Empty buttons

- Missing or inaccurate closed captioning, audio descriptions and transcripts on video/audio content

Hard decision:
fix or start fresh?

Prioritize

Prioritize what is important

- Rank items by severity

Prioritize

Severity One
The standards compliance defect is sufficient that someone with a disability will **be prevented** from accessing critical information or functionality.

Severity Two
The standards compliance defect is sufficient that someone with a disability will be prevented from accessing critical information or functionality but **there is a known work-around**.

Prioritize

Severity Three
The standards compliance defect does not impact access to critical functionality or information but **may prevent access to non-critical** information or functionality.

Severity Four
The standards compliance defect **only impacts the ease of use** of the product but not access to any information or functionality.

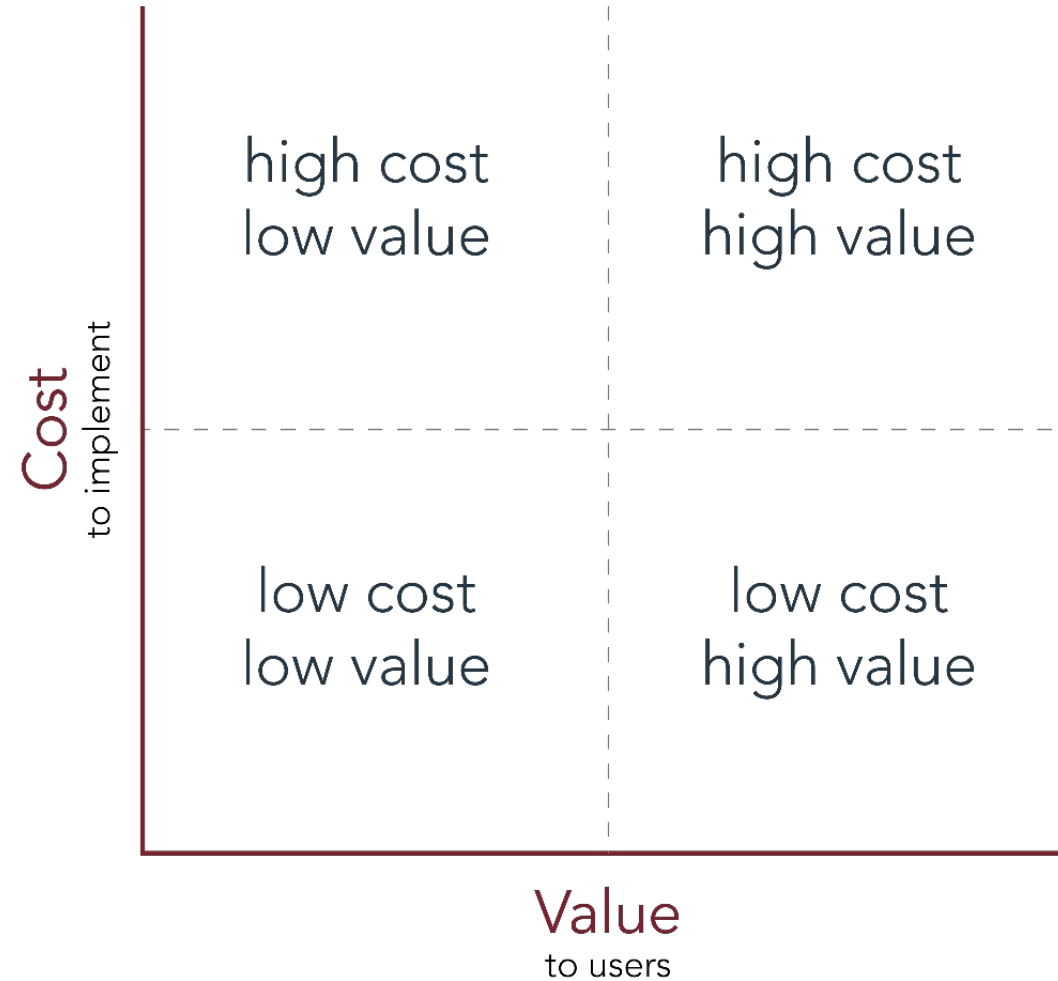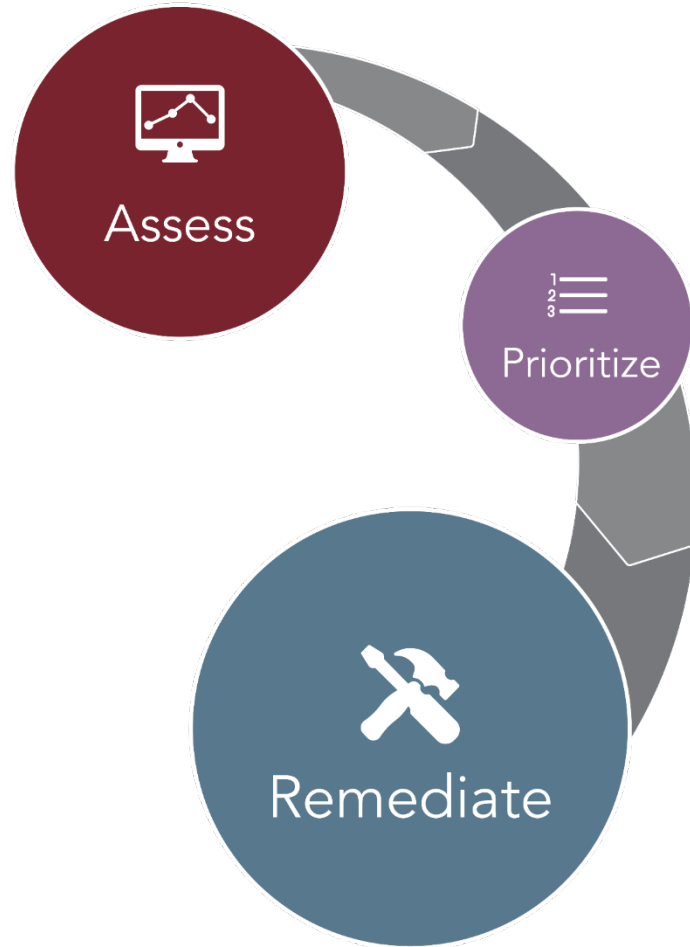# Prioritize

Assess
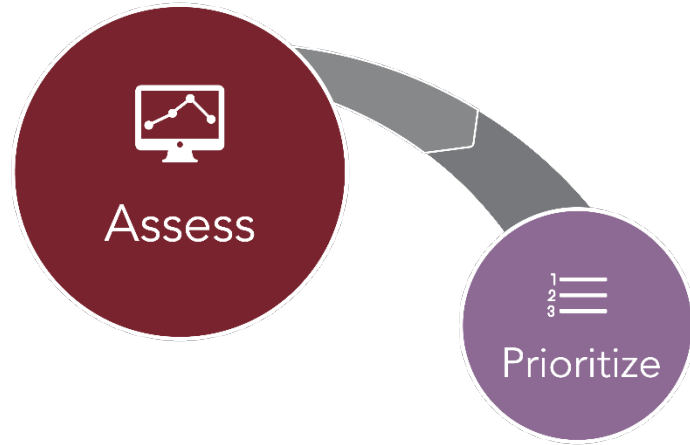
Prioritize

Prioritize what is important

- Rank items by severity

- Rank items by cost vs. user impact

Prioritize

Cost to implement (y-axis) vs. Value to users (x-axis) quadrant:

- high cost low value
- high cost high value
- low cost low value
- low cost high value

Remediate

Assess

Prioritize

Remediate

Remediate

- Fixing the issues
  - Closed captioning
  - Audio descriptions
  - Transcripts
  - Alt text
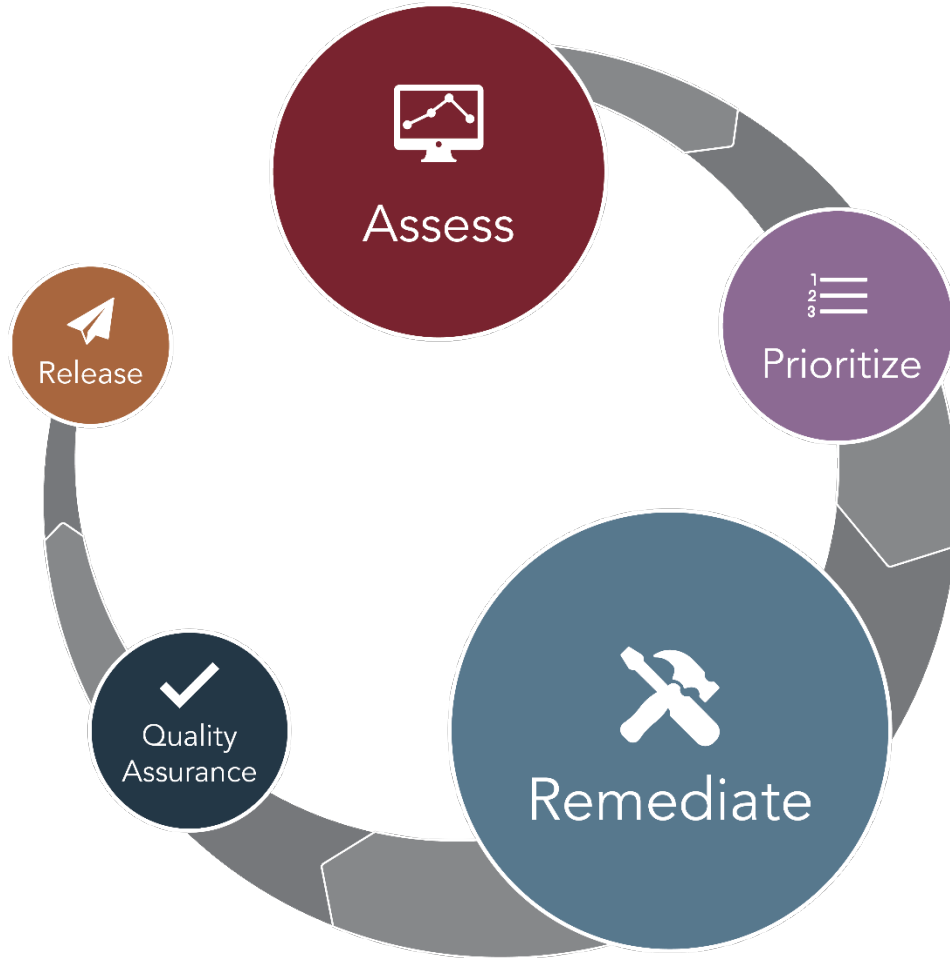 - Keyboard operable
  - Etc.

Quality assurance
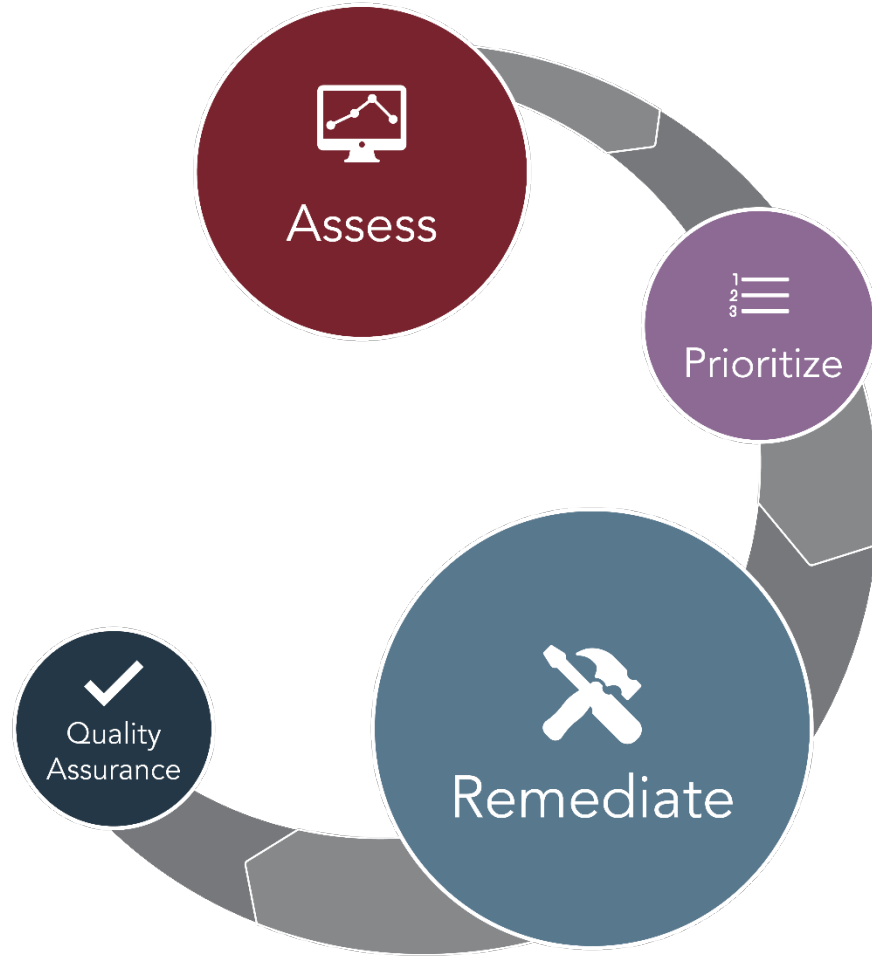
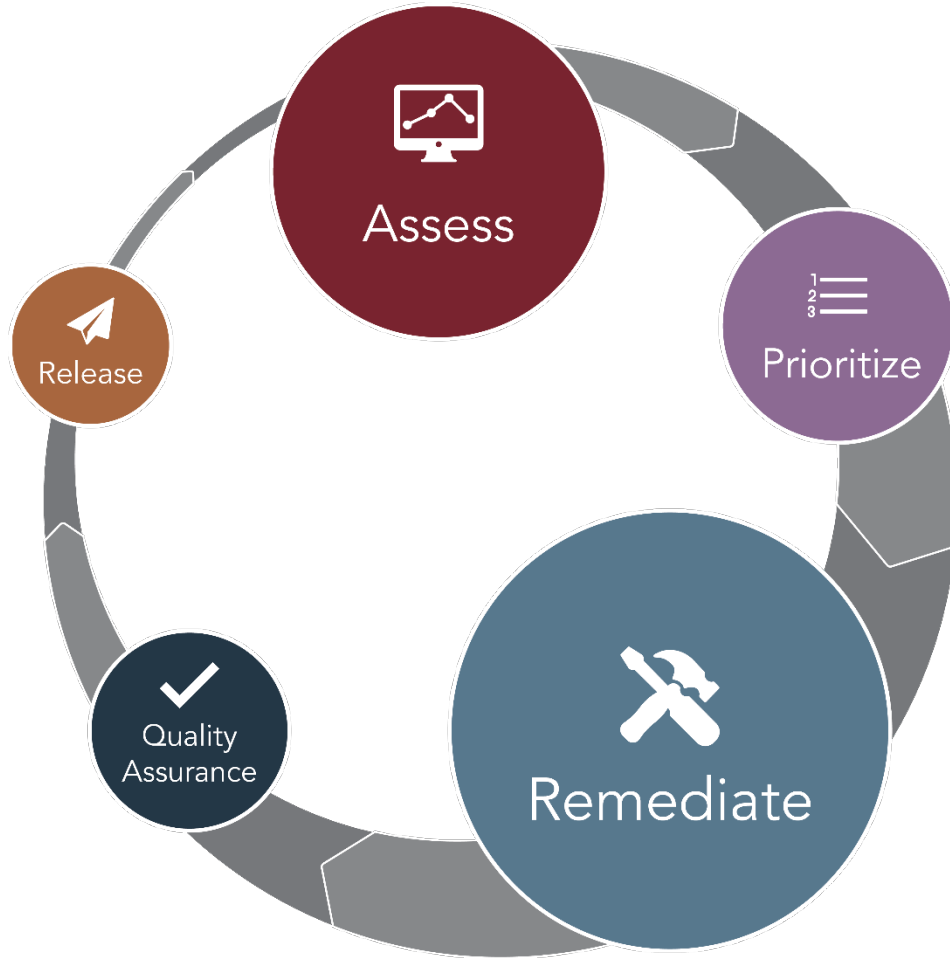## Quality Assurance

- Proof changes
- Test, test, and re-test

Release

Release

- Publish your changes/fixes

siteimprove.com | geonetric.com
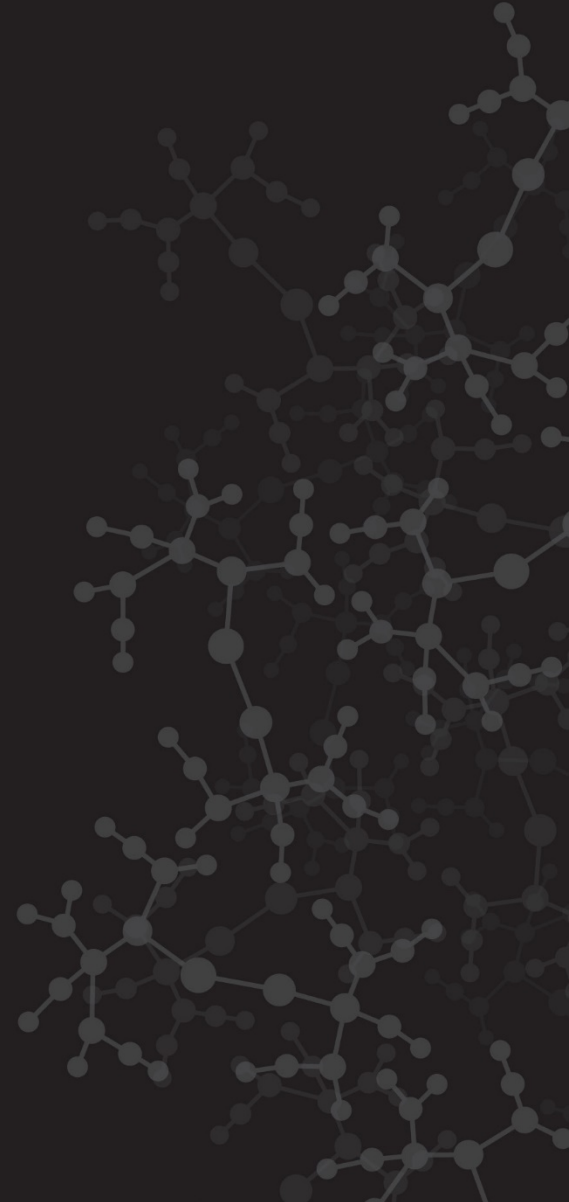
Repeat

Repeat

- Maintain your hard work
- Keep improving
- Push the boundaries

"Nothing worth having was ever achieved without effort."

— Theodore Roosevelt

Next steps

Quick wins

Culture

1. Identify champions

2. Establish accessibility
   committee

Website

1. Add alt text

2. Make videos accessible

3. Remove excessive
   movement/animations