



Society for Health Care  
Strategy & Market  
Development<sup>SM</sup>

# SHSMD Member Meet-Up Accessibility Amplified: Driving Engagement Through Proven UX & WCAG Strategies

## Facilitated by:

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# Hi, we're ASCP and Sandstorm.



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Chief Information Officer



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VP, UX & Creative



**Amanda Heberg**

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**The American Society for Clinical Pathology (ASCP)** is the world's largest professional membership organization for pathologists and laboratory professionals.

The mission of ASCP is to **provide excellence in education, certification, and advocacy on behalf of patients, pathologists and laboratory professionals.**

# Sandstorm®

## Accessibility-certified, digital experience agency for purpose-driven brands

- + **25+ yr** old digital experience design agency
- + **15+ yrs** building sites + web apps
- + **4,600+ hrs** of usability & UX research
- + **CPACC (Accessibility)** certified
- + **WBENC** certified (women-owned)
- + **Yes, And...** philosophy

# Today's Agenda

- Rules of the Road
- Terminology
- Poll
- **Common accessibility issues and insights (ADA/WCAG, UX, PX)**
- **Breakout discussions (World Cafe)**
- **Pay Off:** Come away with new strategies, tactics and tools for more accessible and inclusive digital experiences that drive engagement, conversion and brand loyalty.

# Rules of the Road

- This is a safe place
- Everyone's opinion and experience is unique and appreciated
- Engagement is critical to a successful session for you and your colleagues

**We are here to learn from you!**

# Terminology

## What is User Experience (UX)? Usability?

User experience encompasses **all aspects of the end-user's interaction** with the company, its services, and its products. **Usability** is how easy user interfaces are to use.

## What is ADA and WCAG?

**ADA:** [Americans with Disabilities Act](#). Governance of accessibility across **physical + digital spaces**.

**WCAG:** [Web Content Accessibility Guidelines](#). Specific guidelines and standards for creating **inclusive web + digital experiences** across various platforms and devices.

# Let's Get to Know Each Other

Where are you on your accessibility journey?  
Let's take a poll to find out.



# Poll 1

**How familiar are you with the Web Content Accessibility Guidelines (WCAG) 2.2?**

1. Very familiar
2. Somewhat familiar
3. Not very familiar
4. Not familiar at all

# Poll 2

## What is your biggest challenge to accessibility?

1. Lack of knowledge or expertise
2. Technical difficulties
3. Budget constraints
4. Time constraints
5. Lack of management support
6. Turnover and no time to train new staff

# Poll 3

**Which strategies have you implemented or plan to implement to improve web accessibility?**

1. Training staff on accessibility principles
2. Conducting regular accessibility audits
3. Hiring or consulting with accessibility experts
4. Implementing accessibility tools and software

## FUN FACT

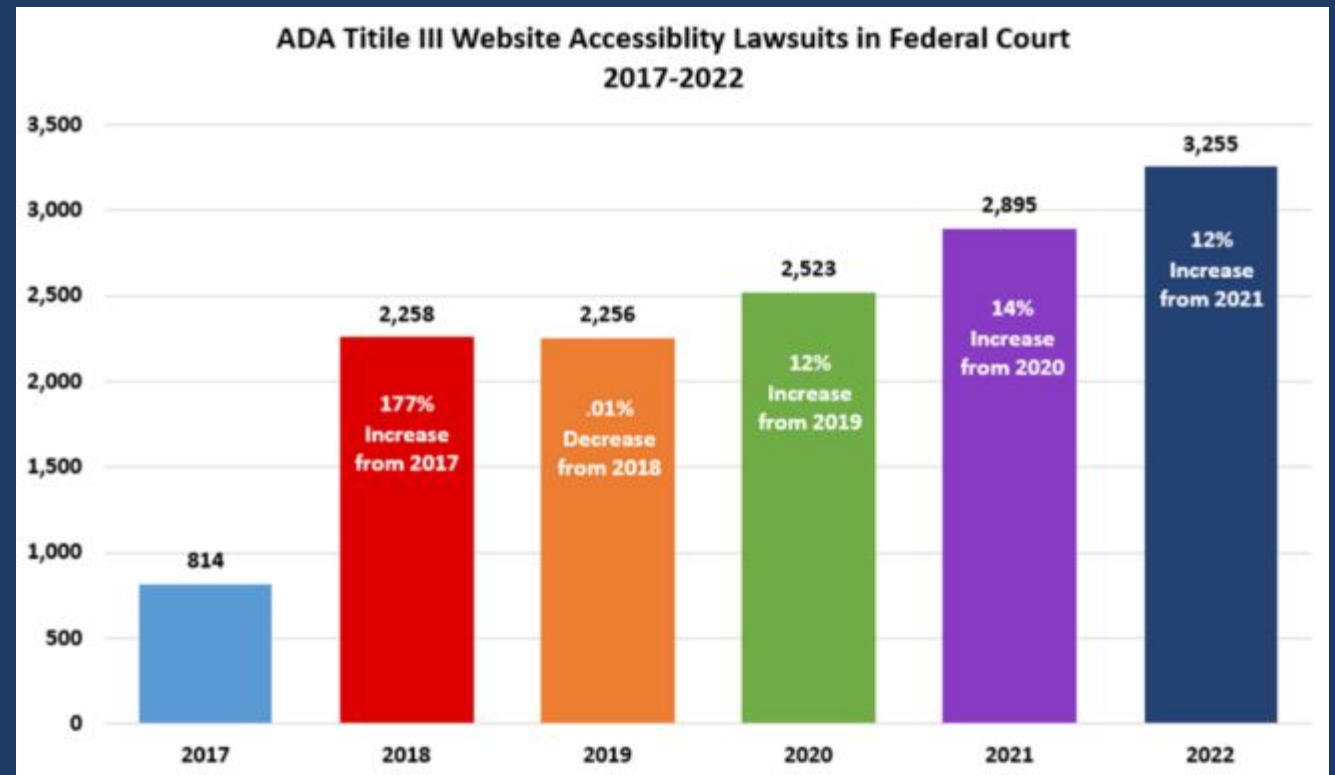
1 in 4 US adults, or  
**27% of the US population,**  
have a disability.

## FUN FACT

In the US alone, disabled people have an estimated **\$200 billion in spending power.**

## NOT-SO FUN FACT

ADA website lawsuits have **increased significantly** since 2017.



<https://www.adatitleiii.com/2023/01/plaintiffs-set-a-new-record-for-website-accessibility-lawsuit-filings-in-2022/>

[https://www.thedoctors.com/articles/ada-accessibility-for-healthcare-websites-how-practices-can-avoid-suits-and-attract-patients/#:~:text=Major%20accessibility%20issues%20were%20found,operate%20a%20mouse%20or%20touchpad\).](https://www.thedoctors.com/articles/ada-accessibility-for-healthcare-websites-how-practices-can-avoid-suits-and-attract-patients/#:~:text=Major%20accessibility%20issues%20were%20found,operate%20a%20mouse%20or%20touchpad).)

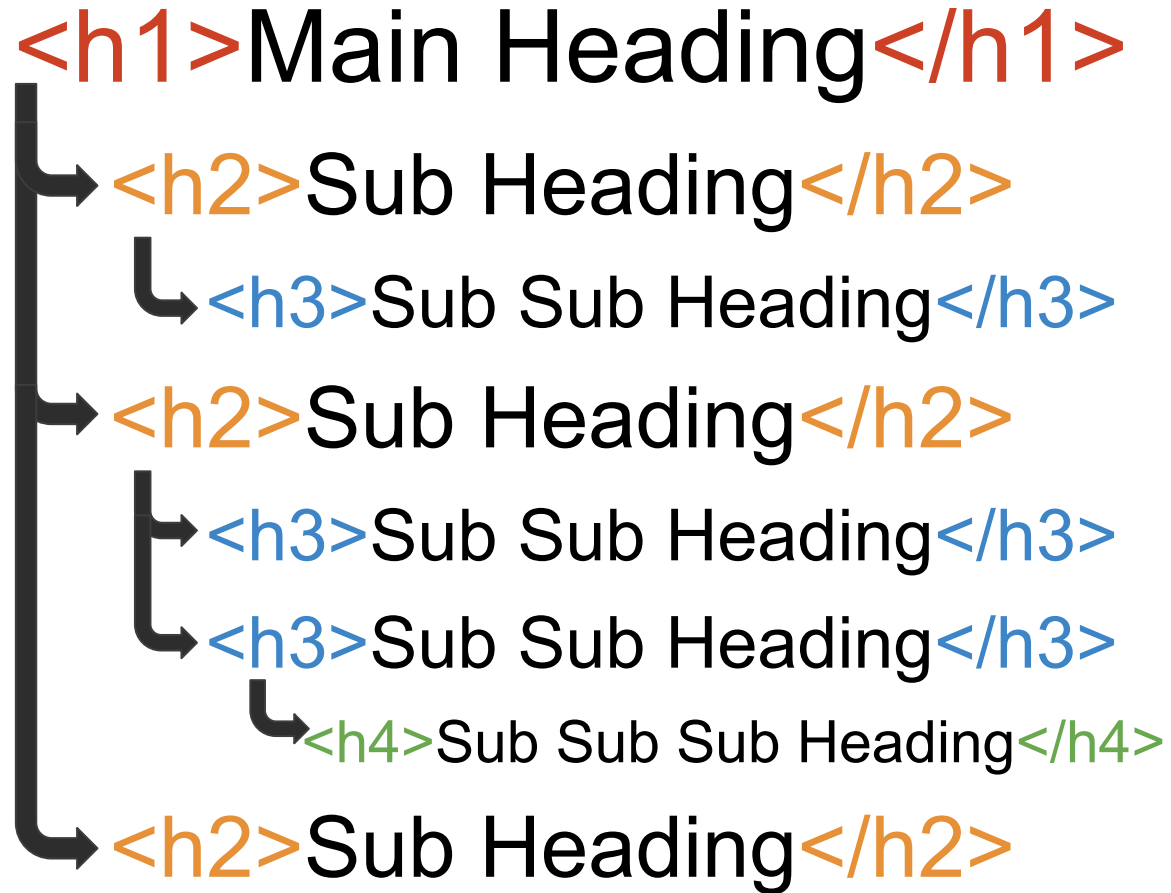
The most common **accessibility violations** to include in your governance & accessibility training.

# Increase Scannability and Readability

- ✓ **Bullets, numbered lists and tables**
- ✓ If you list a series in a paragraph, **make it a bulleted or numbered list instead.**
- ✓ **Bolding keywords** within each bullet (often at the beginning of the bullet) can make them even **more scannable.**
- ✓ **Remove jargon**, use language that is familiar to readers
- ✓ **Organize content** so it makes sense for users



# Content Needs Consistent Structure



This is the page title - your developer does the <h1>

Content admins are responsible for <h2>, <h3> and onward

# Include Alt Text on All Images

## Standard Alt Text

- **Less than 250 characters**
- Conveys the purpose of an image (e.g. “Search” vs “Magnifying Glass”)

## Short Description

- **Over 250 characters**
- Conveys the purpose of an image
- Image is more complex
- Might involve a person or a group of people

## Long Description

- **As long as you need**
- Used for complicated images (e.g. infographics) or charts
- Need HTML equivalent
- Also requires alt text

# Check All Colors for Contrast

## Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

### Foreground Color

#757575

Lightness



### Background Color

#FFFFFF

Lightness



Contrast Ratio

**4.6:1**

[permalink](#)

### Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

### Graphical Objects and User Interface Components

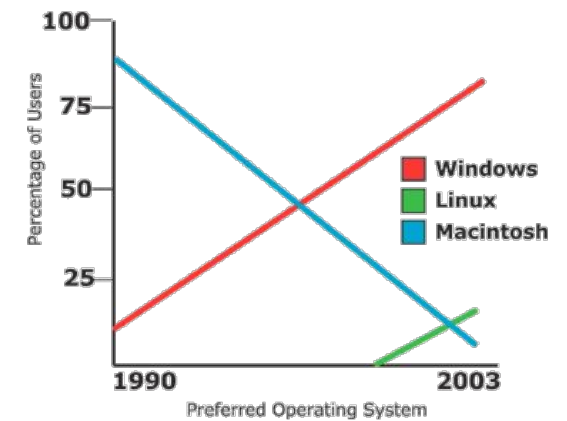
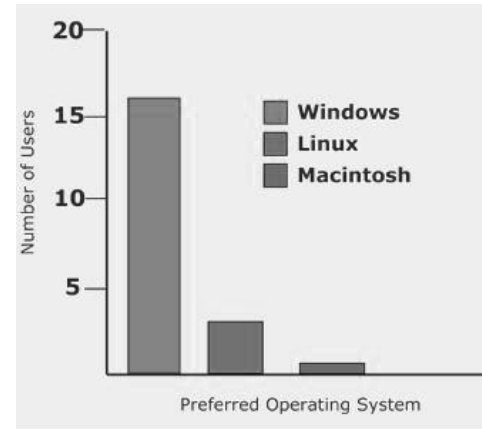
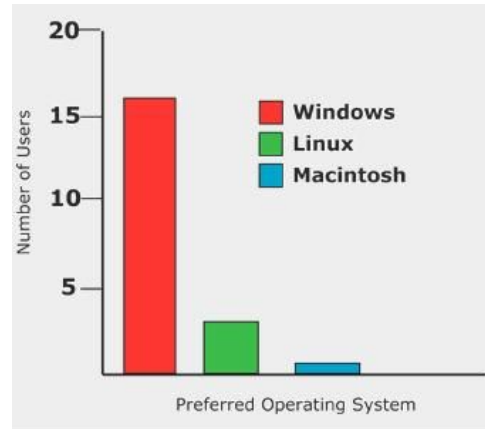
WCAG AA: **Pass**

Text Input ✓

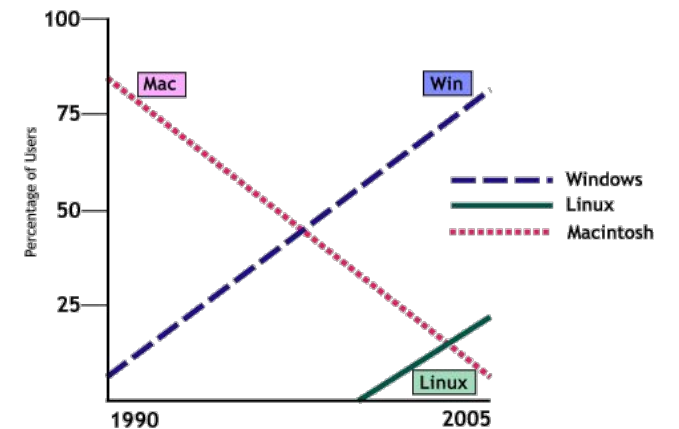
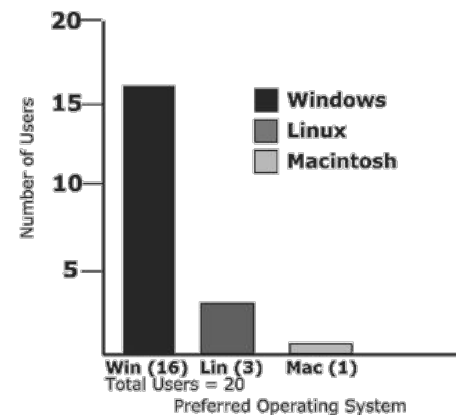
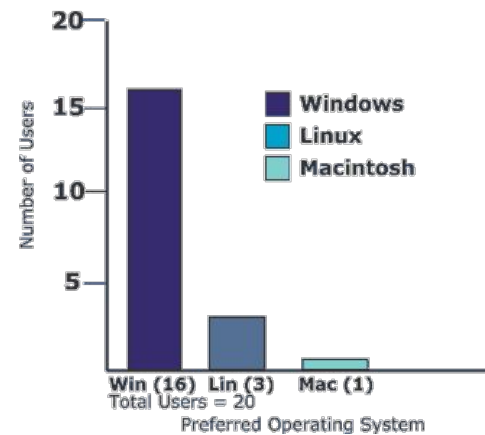
**FREE TOOL:** <https://webaim.org/resources/contrastchecker/>

# Do Not Rely Only on Color

**X Inaccessible**



**✓ Accessible**



# Include the Needs of the Aging Population

- ✓ Make designs simple with high contrast colors
- ✓ Clearly identify links and buttons (avoid “click here”)
- ✓ Make sure buttons and links have **large clickable areas**
- ✓ Make it **easy to distinguish content from ads**
- ✓ **No auto-rotators**
- ✓ Videos should **not automatically play**
- ✓ Watch out using **yellow with green** and **blue with purple**

World Cafe Method:  
**discuss a topic at several small  
groups** or tables like those in a café.

# World Cafe Breakouts

1. Divided into smaller groups with one facilitator
2. 5 minutes to discuss the question posed to the group
3. Introduce yourselves – Name, title, organization
4. Decide who will present your thoughts to the larger group
5. Come back to the larger group to share any insights, thoughts or questions

# World Cafe Breakout 1

## How are prioritizing WCAG/ADA accessibility across your organization?

**DID YOU KNOW:**

**Only 2% of all websites  
meet accessibility  
standards.**

<https://www.adweek.com/media/only-2-of-sites-meet-accessibility-standards-lets-change-that/#:~:text=By%20Martin%20McKay,Common%20issues>



## World Cafe Breakout 2

**What accessibility strategies have you implemented or plan to implement?**

### **DID YOU KNOW:**

In a 2023 Retail Times survey, **55% of users had abandoned a purchase due to accessibility issue**

<https://retailtimes.co.uk/retailers-failing-to-prioritise-accessibility-risk-losing-billions-beyond-the-purple-pound/>

# World Cafe Breakout 3

How are you using personalization while keeping accessibility in mind?

**DID YOU KNOW:**

**78%** consumers are more than **likely to buy** if the content is personalized

<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>



# GOOD ACCESSIBILITY IS GOOD UX



# Sandstorm Accessibility Resources



## Axe-con (Deque) Conference

How Short-term Gains Helped a **Leading Cloud Provider to Prioritize Accessibility:**

[https://www.youtube.com/watch?v=sboOhsL\\_Vt0](https://www.youtube.com/watch?v=sboOhsL_Vt0)



## DrupalCon 2023

**10 Design Principles** for Better UX and Accessibility:  
<https://youtu.be/f7GoQ5tLwSU>



## American Marketing Association

**10 Quick Wins** to Make Your Website More Accessible

Hands on workshop, reviewing AMA website LIVE for accessibility issues and recommendations.



## ASAE MMC+Tech Good Accessibility is Good SEO: Big Wins for Both

[Top 10 Tips for Improving Accessibility + SEO Presentation](#)



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# Thank you!

**Be on the lookout for any upcoming  
Member Meet Ups on our webpage!**

