



# ACCESSIBLE HEALTHCARE FOR EVERYONE!

KiwiQA helps clients improve their healthcare systems by making them more accessible and reducing the risk of litigation.

## The **KiwiQA** approach

Through our effective countermeasures, we were able to assist our client in gaining momentum in their business while also improving accessibility for end users in the healthcare industry. We provided education to professionals on the importance of accessibility beyond just physical infrastructure, including its impact on web traffic and ethical considerations.

## Initial **Brief**

There is a common misconception that accessibility caters only to the disabled section of our society. Every disability is not visible to the naked eye, and neither does a disability put a limit on one's intellectual abilities. We could instead say-"differently abled instead of disabled." It has always been about propagating web adaptations that include the end user's physical and mental impediments and, at large, accommodate us all. Neither compliance with the accessibility standards alone is digital inclusion, it is only the peripheral layer, and one needs to understand the **WHY** before implementing the **HOW**.

# TAKING A STEP-BY-STEP APPROACH TO ADDRESSING ISSUES

## Problem to be resolved

A healthcare company faced a problem with high bounce rates and was at risk of legal issues due to their inaccessible healthcare services.

- The healthcare application included features that allowed users to search for healthcare practitioners and services based on location and area of expertise.



- The company was experiencing high bounce rates, despite users spending a decent amount of time on the application.

- The challenge was to understand and address the cause of the high bounce rates.



# ACCOMPLISHING THE INTENDED RESULTS

Our team came up with the following recommendations:

- Keeping a structured, concise, and interactive layout
- Providing seamless navigation by using large buttons and headings as well as titles
- Ensuring Screen Reader Compatibility by using alt text and link text
- Using an accessible palette of colours
- Using sans serif font and supporting font enlargement



- Easiness to call for assistance at any point on the app
- Checking for availability of wheelchairs and an accessible room via app in case of an uncalled emergency
- Accessibility-acquainted tech support at the disposal of a help button
- Creation of a captcha alternative using voice recognition
- PDF and form remediation by integrating accessibility

- Ensuring visual flow for keyboard navigation
- Adding an SOS button visible on all screens throughout the app (not hover)
- Using subtitles and captions for audio files
- Alert users when they make errors while filling out a form or details
- Quick and systematic access to user's medical records
- Minimize the use of jargon and hyperlink any unusual words to the glossary



# WHAT WE ACHIEVED

We were able to deliver below features to client without any miss and within given time:

- The company worked with a healthcare client to address current challenges and educate professionals about the importance of accessibility.
- The company believes that accessibility is about more than just following a checklist, but rather requires a change in mindset.



- The company provided top-quality services to create an inclusive digital platform for the client, which improved their website and app in compliance with WCAG standards.
- The partnership has been mutually beneficial, leading to the client's success and increased competitiveness in the market.