

SELECT CUSTOMERS

SSB has enabled leading healthcare organizations to reach their accessibility goals, including:

- U.S. Department of Health & Human Services
- National Cancer Institute
- Veterans Administration
- National Institute of Health
- National Institute of Mental Health
- Food & Drug Administration
- Social Security Administration

SSB EXPERTISE

SSB's country-specific standards expertise can ensure your organization's compliance with:

- Section 508 of the Rehabilitation Act (USA)
- Disability Discrimination Act (United Kingdom)
- W3C Web Content Accessibility Guidelines (International)
- Section 504 of the Rehabilitation Act (USA)
- Americans with Disabilities Act (USA)
- Disability Discrimination Act (Australia)
- eEurope Initiatives (European Union)
- Common Look and Feel Standards (Canada)



SSB Technologies, Inc.
(415) 975-8000
sales@ssbtechnologies.com

ACCESSIBILITY FOR HEALTHCARE ORGANIZATIONS

Accessibility is an important requirement for the healthcare industry including hospitals, insurance companies, and research organizations. Because healthcare is seen as a basic necessity, government regulators, people with disabilities, and advocacy groups are closely monitoring the accessibility of Information Technology (IT) systems used by these organizations, including Web sites, Web applications, software, and hardware, to ensure compliance with ADA and Section 508 requirements.

SSB Technologies has extensive experience helping healthcare organizations create and maintain accessible IT systems. Through working with leading healthcare providers, SSB has developed unique solutions for addressing industry-specific problems, such as integrating accessibility into other important requirements such as the Health Insurance Portability and Accountability Act (HIPAA), making large records systems accessible, and retrofitting legacy systems. SSB is the proven partner for helping healthcare organizations create and maintain accessible IT systems.

ACCESSIBILITY REQUIREMENTS

Laws and policies affecting the healthcare industry include:

- **Americans with Disabilities Act (ADA)** - the equal access requirement of the ADA requires accessibility. Just as physical office locations must provide equal access for people with disabilities, similar accessibility enhancements are required for IT systems.
- **Section 508 of the Rehabilitation Act** – Section 508 requires that all IT systems used, developed, procured, and maintained by the Federal government be accessible to people with disabilities. Section 508 compliance can be required for healthcare organizations receiving Federal funds.
- **International** – Healthcare organizations operating internationally must comply with accessibility requirements in countries including the United Kingdom, European Union, Canada, Japan, and Australia.

RELEVANT IT SYSTEMS

Accessibility is relevant to all IT systems created and used by healthcare organizations. The following IT systems commonly deployed by healthcare organizations face the strongest accessibility requirements:

- **Online Services** – Services that are offered online—such as patient information, benefit enrollment forms, and research results—must be accessible to provide equal access for people with disabilities.
- **IT Systems at Healthcare Facilities** – IT systems used by patients at healthcare facilities—such as automated information kiosks and computer terminals—face strong accessibility requirements.
- **Internal IT Systems** – IT systems used internally by healthcare organizations to perform essential job responsibilities, such as Intranets, software applications, and hardware, must be accessible in order to avoid legal action by employees with disabilities.

CASE STUDY

SSB worked with a leading healthcare research institution seeking to publish research results on the Web in an accessible manner. The organization had numerous geographically distributed research facilities, many scientists who published content, and an existing Content Management System with significant amounts of data. SSB provided:

- InFocus Suite software to find and fix online accessibility violations in a centralized office.
- Services to establish testing processes for validating new and existing content.
- Content Management System configuration to incorporate accessibility into current document publication processes.

As a result of working with SSB, the organization was able to achieve and maintain the accessibility of large amounts of data, reduce the burden on research scientists, and serve patients and researchers better by providing accessible information.

WHY USE SSB?

SSB Technologies is the proven accessibility partner. We offer the best:

Experience - SSB has worked with over 400 customers and successfully completed more than 600 consulting projects, many with leading healthcare organizations.

Methodology - Our Assess, Address, Assure solution integrates the business and technical requirements necessary for creating and maintaining accessible IT systems.

Expertise - Founded by people with disabilities, SSB maintains a proprietary knowledge-base developed through years of experience, participation in Section 508 and World Wide Web Consortium standards development processes, and collaboration with disability advocacy groups.

Technology - SSB developed the first commercial accessibility testing software after years of research. The InFocus Suite still leads the field, offering the highest levels of automation and most complete set of accessibility tests. SSB software can save up to 90% of the cost and time required to become compliant.

THE SSB ACCESSIBILITY SOLUTION FOR HEALTHCARE ORGANIZATIONS

SSB offers targeted products and services that enable healthcare organizations to create and maintain accessible IT systems. SSB products and services are most effective when incorporated into our unique Assess, Address, Assure™ accessibility solution which integrates the business and technical requirements necessary for achieving and maintaining accessibility.

Assess products and services clarify current accessibility status and prepare your organization to implement accessibility enhancements. They include:

- **Business Assessment** - analysis of business operations to identify and prioritize organization-wide accessibility risks, determining the IT systems that present the greatest accessibility risks and opportunities where accessibility can become a competitive advantage.
- **Technical Assessments** - review of relevant IT systems such as online services and IT systems at healthcare facilities to identify all accessibility violations and determine the most effective ways to achieve the required level of accessibility.

Address products and services enable healthcare organizations to save time and money implementing accessibility enhancements. They include:

- **InFocus software** - powerful automation enabling developers to find and fix accessibility violations in online content.
- **Training** - targeted courses teach technical departments to effectively incorporate accessibility into IT systems. Courses are customized to provide solutions for known problems in your organization's IT systems and modified to the experience levels of participants.
- **Implementation Services** - provide on-demand solutions customized to your organization's implementation needs. Services include Project Plan Development, Outsourced Accessibility Support, and Documentation Development.

SSB ACCESSIBILITY SOLUTION (CONT.)

Assure products and services ensure that accessibility is maintained over time. As products are updated, legislation and standards are revised, and new assistive technologies are released, SSB ensures that your organization stays on top of changes that may affect your accessibility status. They include:

- **Audit** - validates that accessibility enhancements were correctly implemented during the Address phase and that accessibility is maintained over time. Audits ensure that new releases of IT systems remain accessible.
- **Accessibility Management Program** - provides access to SSB Accessibility Experts to answer all accessibility questions, from legal to technical. The Accessibility Management Program helps healthcare organizations effectively manage all aspects of an accessibility initiative.
- **Accessibility Certification** - certifies that relevant IT systems are usable by people with disabilities. Accessibility Certification from the National Federation of the Blind is a powerful competitive differentiator enabling healthcare organizations to serve clients better, decrease legal liabilities, and enhance brand image.

ABOUT SSB TECHNOLOGIES

SSB Technologies provides solutions that resolve the revenue loss, punitive damages, and compliance risks created by inaccessible Information Technology (IT) systems, including Web sites, Web applications, software, and hardware. SSB's proven Assess, Address, Assure™ solution integrates the business and technical requirements necessary to transform accessibility from a liability into a competitive advantage. With over 400 public and private sector customers, 600 successfully completed projects, and award-winning software, SSB has the experience and expertise to ensure that your organization reaches its accessibility goals.

MOVING FORWARD WITH SSB

Please contact us at (415) 975-8000 to speak with an Accessibility Expert about SSB's solutions for healthcare organizations.

www.ssbtechnologies.com

©2004 - SSB Technologies, Inc. - ALL RIGHTS RESERVED