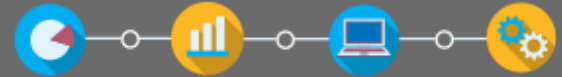


ADA Compliance

Greystone Engage Survey



PURPOSE

Building, managing and maintaining your digital footprint is complex to say the least. And many organizations employ significant resources to ensure that their websites are functional, designed beautifully, and help their web visitors get to the content or functionality they seek. But many organizations also fail to ensure that this development is fully compliant with federal laws for compliance. According to the Americans with Disabilities Act (ADA), web content and functionality should be accessible to the blind, deaf, and those who must navigate by voice, screen readers or other assistive technologies. Failure to create an ADA-compliant website could open a hospital or healthcare system to lawsuits, financial liabilities and damage to brand reputation.

This survey was developed to evaluate the current state of ADA compliance in hospitals and healthcare systems and to understand more about the awareness, importance, and tactical steps related to these activities.

METHODOLOGY

In partnership with MERGE, Greystone.Net conducted a Web Accessibility and Compliance Survey as a part of the Engage Survey series. It was designed and launched in 3Q19 to focus on how healthcare organizations, such as hospitals, health systems and academic medical centers, are handling their website's accessibility and compliance needs. An email invitation for the survey went out to a pool of participants, and there were 77 total respondents. Data was collected from 6/12/19-8/20/19.

SUMMARY OF FINDINGS

Accessibility of a website means ensuring that individuals who are visually- or hearing-impaired or those who must navigate by voice are still able to meaningfully engage with the content and functionality on a website.

Nearly 80% of organizations say they have acted in some capacity to meet ADA compliance guidelines and W3C recommendations. But only 1 in 5 have a documented ADA accessibility plan and 1 in 3 of respondents say their understanding of ADA compliance and W3C recommendations is "basic."

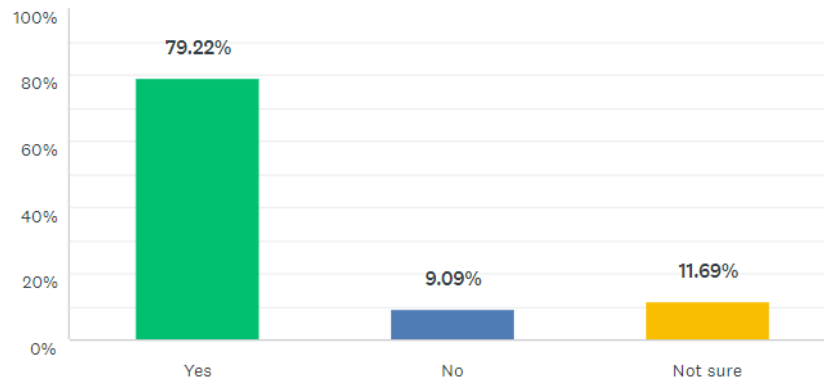
Meanwhile, 1 in 5 organizations have been the target of an ADA compliance complaint or litigation in the past year. Respondents are most compliant with areas such as alt tags or mobile development but are least likely to be compliant with audio, PDFs, and digital campaigns. And, in many cases, respondents did not know if they are compliant – especially with respect to mobile apps and other non-website digital properties.

Many organizations are lacking time, resources, and a plan to be ADA compliant, yet respondents in most organizations say it is important and even find that stakeholders include the C-suite. When it comes to spending, many organizations who have been the target of an ADA complaint or litigation indicate they are spending in the \$20,000+ range to address compliance issues. But many other organizations have no idea what to budget for ADA compliance.



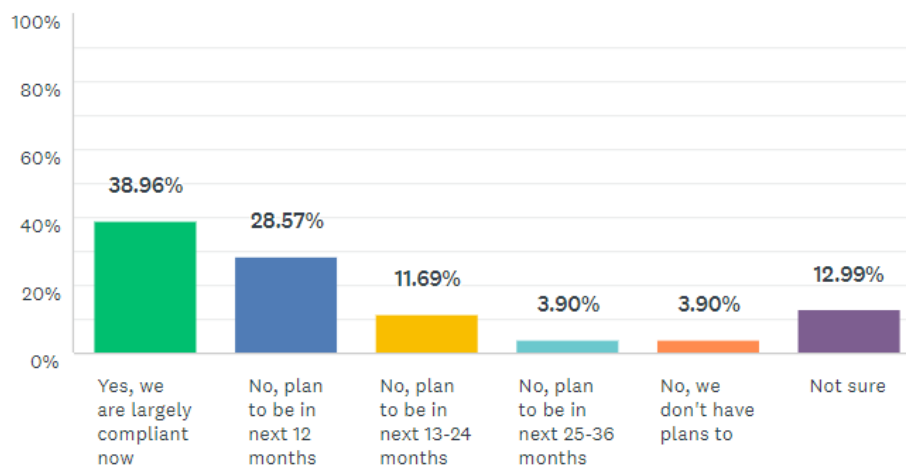
ANALYSIS

Q1. “Has your organization implemented *any* ADA Compliance guidelines in accordance with W3C recommendations?”



- Nearly 80% of hospitals and healthcare systems have implemented some ADA Compliance guidelines.
- Crosstab data shows that over 90% of larger health systems (Mega-sized and Large) and AMCs have implemented some ADA Compliance guidelines, while 66% or less of smaller health systems (Medium and Small) have done so.

Q2. “Does your organization dedicate time and resources to be in compliance with ADA?”

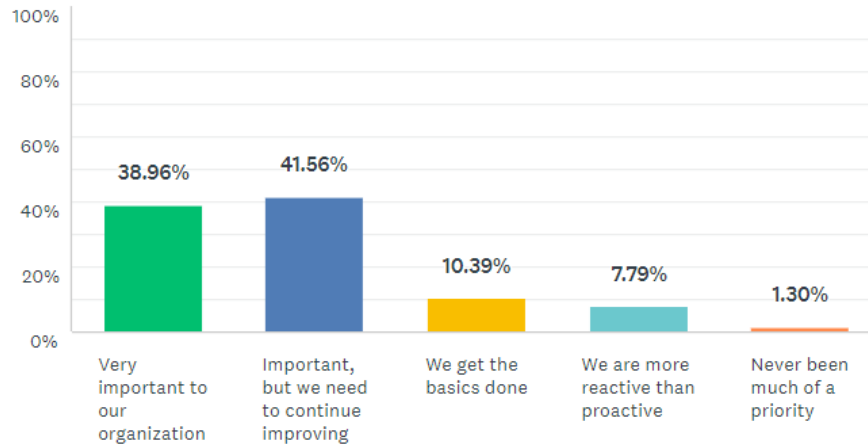


- When asked about *web accessibility compliance*, 39% said they are “largely compliant now” and another 29% indicated they “plan to be in the next 12 months.” Nearly 80% of those who have been the target of an ADA complaint or litigation in the past year either are compliant now or



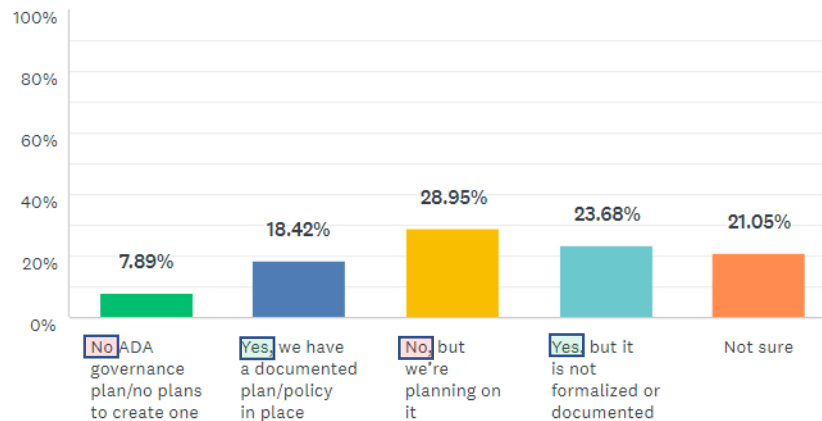
will be in the next 12 months. Of note, almost 20% of respondents say their organization will not be compliant in the next year.

Q3. “How important is web accessibility to your organization?”



- When asked to choose the statement best fitting the organization’s *web accessibility importance mindset*, survey respondents primarily chose “Very important” or “Important but need to continue improving.”
- Not surprisingly, large organizations and AMCs are more likely to say web accessibility is important to their organization, while smaller organizations are more likely to indicate a lower priority or say they are more reactive than proactive.

Q4. Does your organization have an over-arching ADA Accessibility governance plan or policy?





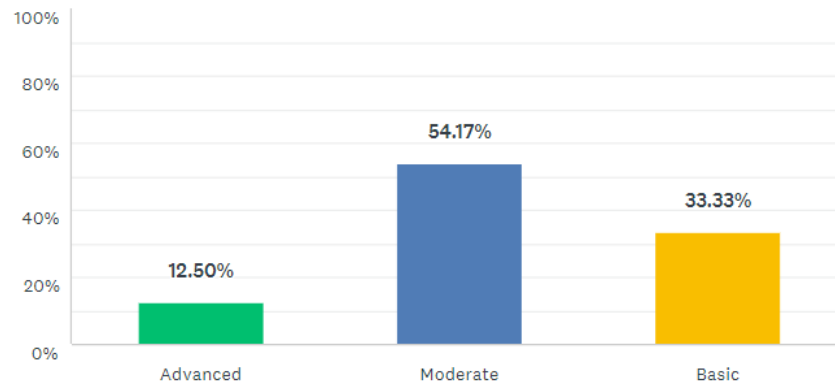
Less than 1 in 5 organizations say they have a documented ADA Accessibility Plan. Nearly 1 in 4 say they have one, but it is not formalized or documented. **Over half** of respondents either **do not have a plan** at all or are “not sure.”

Q5. Which leaders in your organization are most concerned with meeting ADA Compliance standards?

<i>Title/Role</i>	<i>n</i>	<i>Percent</i>
Digital Team (Digital Exec, Web Director, Web Team Members, etc.)	60	81.08%
Director, Marketing & Communications	34	45.95%
CMO/VP of Marketing	28	37.84%
Compliance Officer	27	36.49%
IT (CTO, CIO, CISO, IT Director, etc.)	17	22.97%
Chief Executive Officer	8	10.81%
Chief Operating Officer	7	9.46%
Chief Medical Officer	4	5.41%
Legal Team	3	4.05%
Not sure	4	5.41%
Other	8	10.81%
Patient Education		
Board (2)		
Community Affairs/Advocacy		
Chief Nursing Officer		
HR		
Patient Experience Group		
ADA Director for the Health System		

Clearly, the Digital Team is the group that survey respondents say are most concerned about ADA compliance. However, there is quite an array of other internal individuals who are also cited as being concerned (and thereby holding a stake) with compliance standards including all levels of Marketing, Compliance and Legal, IT, and the C-suite.

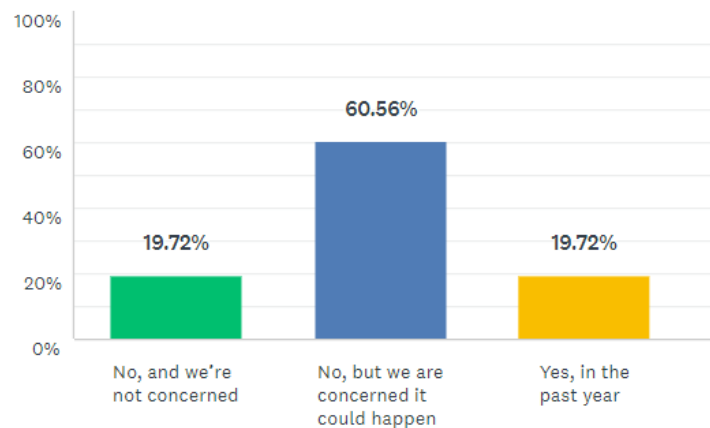
Q6. How would you describe the maturity level of your organization’s understanding of ADA Compliance and W3C recommendations?



A full third of organizations in our survey only feel like they have a “Basic” level of understanding of ADA Compliance and W3C recommendations, and only 12.5% feel that their understanding is “Advanced.”

Interestingly, there is no real correlation between level of understanding and size or type of organization.

Q7. Has your organization been the target of any ADA compliance complaint or litigation?



1 in 5 organizations have been targeted with an ADA compliance complaint or litigation in the past year and over 60% are concerned it could happen. Findings show that larger organizations (over 1,000 beds) and Academic Medical Centers had a higher incidence of being targeted in the past year compared to others.



Q8. How ADA compliant is your organization's *website* for the following initiatives?

	Level of Compliance			
	Completely	Somewhat	Not	NOT SURE
HTML structure	20.59% 14	55.88% 38	7.35% 5	16.18% 11
Design and color contrast	22.06% 15	51.47% 35	16.18% 11	10.29% 7
Digital campaigns	4.41% 3	60.29% 41	7.35% 5	27.94% 19
PDFs	4.41% 3	52.94% 36	19.12% 13	23.53% 16
Mobile development	26.47% 18	54.41% 37	4.41% 3	14.71% 10
Alt tags	17.65% 12	72.06% 49	1.47% 1	8.82% 6
Video closed captions	19.12% 13	44.12% 30	17.65% 12	19.12% 13
Audio	5.88% 4	44.12% 30	19.12% 13	30.88% 21
Assistive technology	8.82% 6	47.06% 32	14.71% 10	29.41% 20

Organizations are clearly varied in terms of their level of compliance with different aspects of their **website**.

Organizations believe they are most compliant in the following areas:

- Alt Tags 90%
 - Mobile Development 81%
 - HTML Structure 77%
- (percent saying either Completely or Somewhat compliant)*

And least compliant in these areas:

- Audio 50%
 - Assistive Technology 56%
 - PDFs 57%
- (percent saying either Completely or Somewhat compliant)*

And are more likely to be unsure whether they are compliant or not in these areas:

- Audio 31%
 - Assistive Technology 29%
 - Digital Campaigns 28%
- (percent saying Not Sure about compliance)*

Q9. How ADA Compliant is your organization's *mobile app and other properties beyond the website* for the following initiatives?



	Level of Compliance			
	Completely	Somewhat	Not	NOT SURE
HTML structure	10.61% 7	34.85% 23	6.06% 4	48.48% 32
Design and color contrast	18.18% 12	31.82% 21	3.03% 2	46.97% 31
Digital campaigns	4.55% 3	40.91% 27	6.06% 4	48.48% 32
PDFs	3.03% 2	30.30% 20	10.61% 7	56.06% 37
Mobile development	9.09% 6	37.88% 25	1.52% 1	51.52% 34
Alt tags	7.58% 5	42.42% 28	3.03% 2	46.97% 31
Video closed captions	9.09% 6	33.33% 22	4.55% 3	53.03% 35
Audio	4.55% 3	34.85% 23	7.58% 5	53.03% 35
Assistive technology	4.55% 3	25.76% 17	10.61% 7	59.09% 39

Primarily, less than half of organizations in our survey are ADA compliant with any aspects of their **digital footprint outside of their website.**

Respondents said they are most compliant in the following areas:

- Alt Tags 50%
 - Design and Color Contrast 50%
 - Mobile Development 47%
- (percent saying either Completely or Somewhat compliant)*

Organizations feel they are least compliant in these areas:

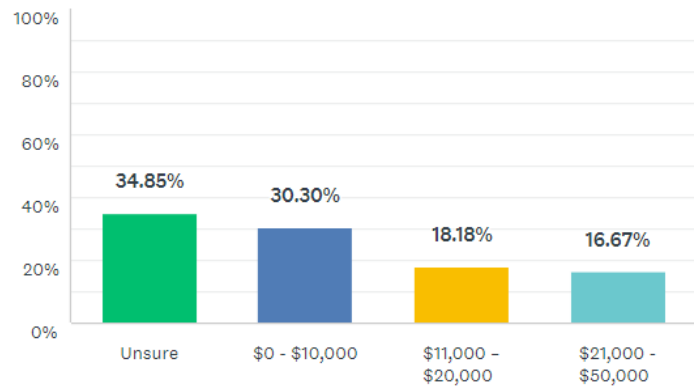
- Assistive Technology 30%
 - PDFs 33%
 - Audio 39%
- (percent saying either Completely or Somewhat compliant)*

And they are highly unsure whether they are compliant or not with most aspects of non-website digital. These were the areas they indicated as most unsure:

- Assistive Technology 59%
 - PDFs 56%
 - Video Closed Caption 53%
 - Audio 53%
- (percent saying Not Sure about compliance)*



Q10. What do you currently spend (or would be willing to budget) annually to address ADA compliance issues?



When respondents ponder the budget for ADA compliance, many are really unsure about what to budget (35%). Of the remaining answers, 30% say they spend (or expect to spend) less than \$10,000.

Looking at the larger spending category (\$21,000-\$50,000), almost 50% of those who have been the target of an ADA complaint or litigation indicate they are spending in this range. Also, larger organizations and AMCs are more likely to be spending in this range.

CONCLUSIONS AND NEXT STEPS

This research shows that hospitals and healthcare organizations see ADA compliance as a priority – they see it as important and senior leaders are identified as stakeholders. However, many of them lack a real plan or the resources to tackle this issue. Many organizations indicate that they are not sure if they are compliant or not with various aspects of their digital footprint and a third say they only have a basic understanding about ADA compliance. In a world where 20% of hospitals and healthcare systems have experienced an ADA compliance complaint or litigation in the past year, it seems incumbent that organizations identify next steps to secure their compliance.