# "Disability+ Care" Webpage: Expanding Resource Accessibility

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RUSH UNIVERSITY

References

RUSH UNIVERSITY COLLEGE of NURSING

## Problem Statement

**Websites are an effective tool for communicating information about patient services, but RUSH's disability care resources are difficult to locate, do not meet accessibility standards, and have yet to be validated by the disability community.**

People with disabilities face barriers and disproportionately experience negative health outcomes (Iezzoni et al., 2021)

Physicians with confidence in working with the disability community provide better care (Lagu et al., 2022)

People with disabilities experience positive outcomes when involved in their own care (Gréaux et al., 2023)

Web users should be able to understand and interact with a website without any barriers (Alajarmeh, 2022)

## Background

### Patient Population

- Clients with physical, sensory, intellectual, and developmental disabilities and their support people

### Microsystem

- **Members:** RUSH web content and digital strategy team members, marketing, and human resources
- **Goal:** Improve the online healthcare experience of individuals with physical, sensory, intellectual, and developmental disabilities

### Background

- Current webpage focuses on accessibility information for visitors (i.e., parking) and lacks disability-specific clinical resources (i.e., finding a provider)
- Lack of ownership of current site means incorrect information is not deleted/updated

**Acknowledgements**

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## Implementation

### Implementation Strategy

**Utilize existing content and resources**

**Gather advice at Advocate Advisory Committee (AAC) meetings**

**Rely on microsystem expertise and connections**

### Implementation Process

Aligned on RUSH Disability Resources to Highlight on New Webpage → Vetted Strategy at Community Meeting #1 → Drafted Webpage Content → Vetted Content at Community Meeting #2 → Incorporated Feedback in Updated Webpage Copy → Secured Providers to Feature on the Webpage

### Community Feedback

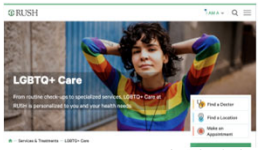
Promote **curbside wheelchair service**; confirm accessible exam equipment

Providers on site should come from **diverse backgrounds and specialties**

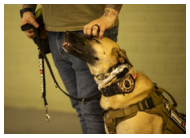
**Patient intake form** could help triage needs; **patient navigator HUB** for care coordination is desired

## Disability+ Care Webpage Images

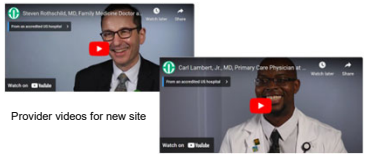
New "Disability+ Care" homepage image




Exemplar design template – RUSH "LGBTQ+ Care"
All other images credit: RUSH photo team



New "service animals" image for RUSH Accessibilities Resources & Services webpage



Provider videos for new site

## Evaluation

**OBJECTIVE:** New "Disability+ Care" webpage is accessible to those with disabilities

**METHOD OF EVALUATION:** Conducted comparative "before/after" analysis of existing webpage accessibility, accuracy, and comprehensiveness of disability-specific resources and services

**OBJECTIVE:** Webpage deemed culturally appropriate by disability community

**METHOD OF EVALUATION:** Gathered data from two community member meetings about new webpage strategy and content; organized advice / feedback (qualitative data) into categories (quantitative data); reflected feedback in final content

**OBJECTIVE:** Webpage features initial list of RUSH providers with confidence treating people with disabilities

**METHOD OF EVALUATION:** Secured approval from RUSH providers to be featured on the new webpage

**Summary of Project Outcomes and Evaluation**

| | Before | After | Rationale |
|---|---|---|---|
| Accuracy | ◕ | ● | Removed/replaced old programs & images |
| Comprehensiveness | ◑ | ◕ | Added clinical resources/provider information; expansion opportunity |
| Accessibility | ○ | ◑ | Included simple copy, videos/scripts for impaired; improved searchability; opportunity for more features |
| Vetting of Content | ○ | ● | Shared all webpage content with AAC members |
| Feedback Shared | ○ | ● | Community feedback important for sustainability, relevancy and accuracy |
| Feedback Reflected | ○ | ◕ | Key community feedback incorporated into content; more added in the future |
| Providers Featured | ---- | 👥 | Featured initial list of providers with experience and comfort; expand list further |
| Care Coordination | ◑ | ◕ | Added new patient intake form for triaging; consider patient navigators in future |

## Conclusions

**The disability community supports RUSH's plan to launch a new disability care-specific online resource; crucial to vet content with community members at each development stage**

- Future efforts should focus on integrating care coordination resources (i.e., patient navigator hub)
- Time constraints, budget and group consensus were largest barriers; microsystem passion, commitment, and buy-in are biggest facilitators
- Expand "Find a Doctor" section with more providers who specialize in adult patient care; systemize criteria/feedback mechanisms
- Launch internal/external promotions of pages to reach more members of the disability community; deploy web analytics to measure success of promotion campaigns