



# ACCESSIBILITY OPS FOR ALL

Suz Bednarz, Sr. Manager, DesignOps  
& Hilary Sunderland, DesignOps Advisor



## Meet Mike (and Tom)



- Legally Blind
- **Residence:** New York
- **Position:** Accessibility Technologist
- **Start date:** February 2020
- Avid dog lover and Guide Dog Handler since 2007



## Mike was frustrated and alone - yet not



**Visual**



**Auditory or  
Speech**



**Physical or  
Motor**



**Cognitive or  
neurological**



**Temporary or  
Age-related**



# What do they have in common?



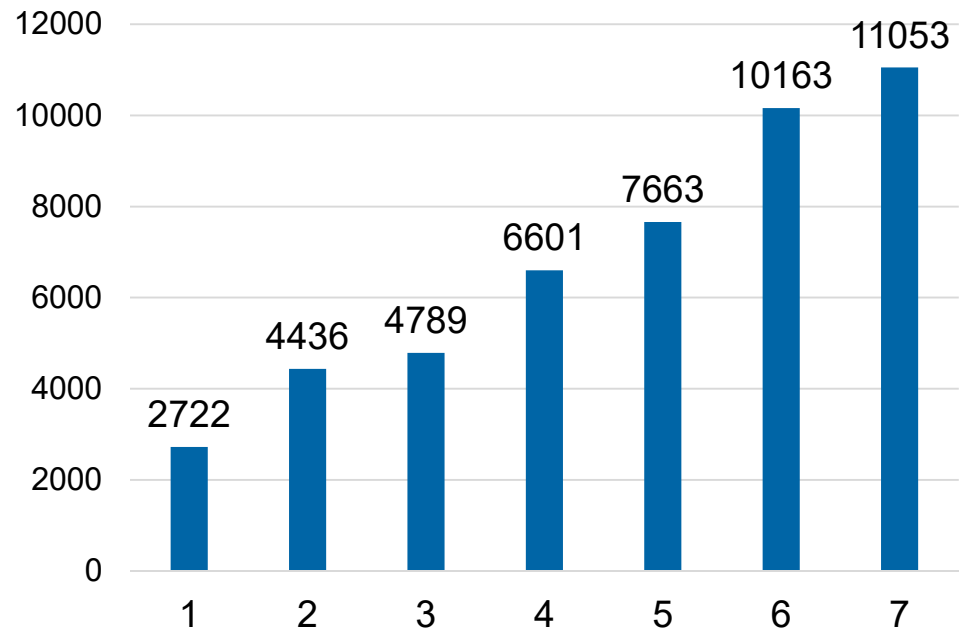
## Legal risks: ADA lawsuits

There's a cost to doing nothing

In 2019, one digital **accessibility** lawsuit was filed **every hour**.\*

**Accessibility** lawsuits increased from 814 in 2017 to 2,258 in 2018, a **177% increase**\*\*

Total Number of **ADA Title III Federal** Lawsuits Filed Each Year



Source: Seyfarth Law Firm

\*Source: UsableNet

\*\*Source: New York Law Journal

Confidential, unpublished property of Cigna. Do not duplicate or distribute. For internal use only. Use and distribution limited solely to authorized personnel. © 2020 Cigna





## Oh, but you say you understand Accessibility...



Would you?  
Can you?  
Do they?  
Are you?  
Does it?

# Our journey

**November  
2018**

We're not as  
accessible as  
we thought

**February  
2020**

Mike joins the  
team

**March 2019**

The  
Accessibility  
team is formed

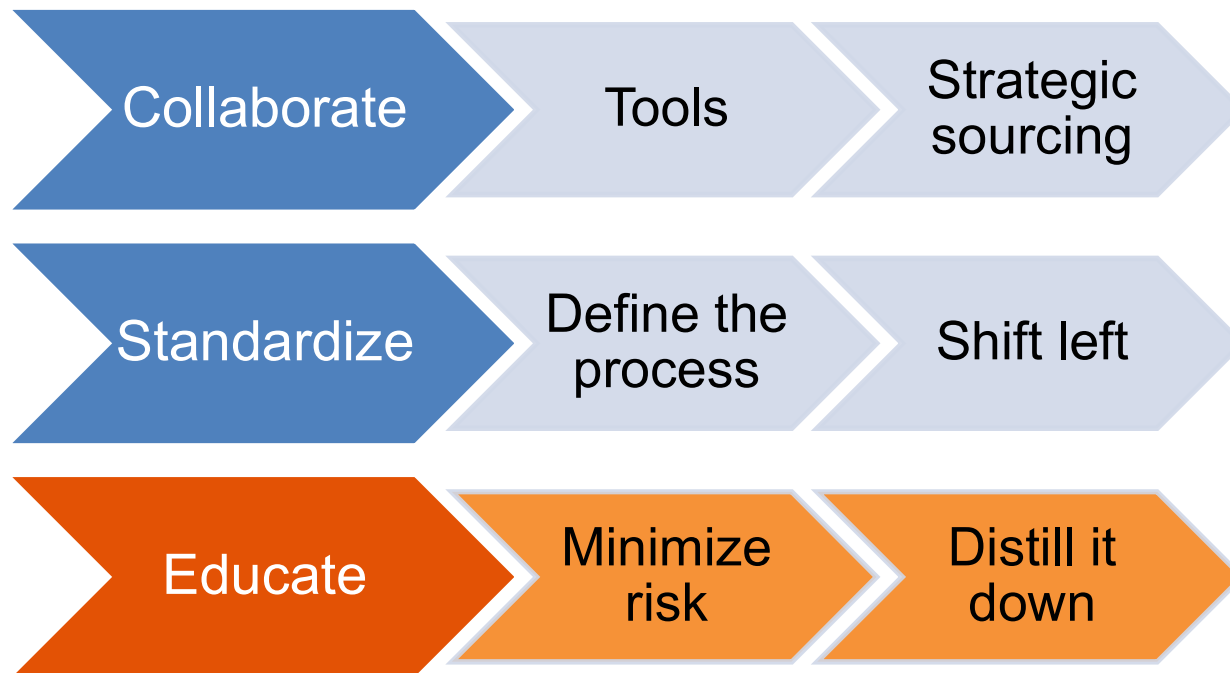
**July 2020**  
AccessibilityOps

**Our  
AHA  
Moment**



# How is AccessibilityOps different?

Some of our tactics





# Can one person do this?

MVP to start

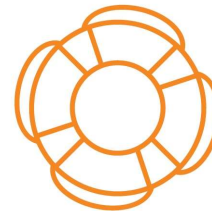
**YES...** and no



Enterprise  
mandate



Web Content  
Accessibility  
Guidelines  
(WCAG)



Support



Define your  
scope



## Top 10 things to do when starting your AccessibilityOps practice

1. Enterprise mandate and buy in from leadership
2. Define your WCAG level
3. HR support
4. Define your domain/scope
5. Define how you want your team to run
6. Design for accessibility during the design stage instead at the end during QA
7. Presentations
8. Identify partners/teams that support your accessibility initiative
9. Partner with a disability employee resource group
10. Continuing education for your Accessibility team



# Success story: autocomplete feature

## Original design intent

Provide users with search alternatives:

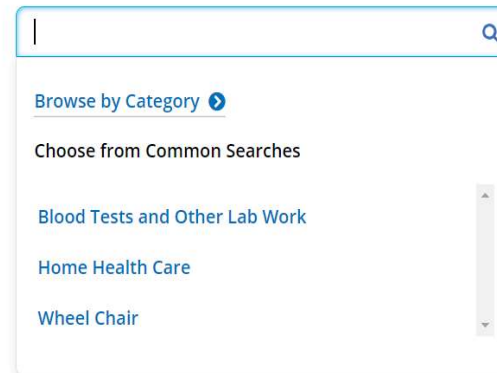
- common searches
- browse by product category in a way that doesn't clutter the UI

## Review: Autocomplete

[Static to Dynamic Panel](#) | [Common Searches Plus A-Z List Static Panel](#) | [A-Z List Static Panel](#)

### Static to Dynamic Panel

Enter a procedure, service, medical equipment, etc.



The screenshot shows a search input field with a magnifying glass icon on the right. Below the input field is a dropdown menu with the following items:

- Browse by Category (with a dropdown arrow)
- Choose from Common Searches
- Blood Tests and Other Lab Work
- Home Health Care
- Wheel Chair



## We had two options

**Be  
compliance  
sticklers**



**Or  
collaborative  
problem solvers**



# Success story: collaborative problem solvers

## What WCAG says

*Understanding WCAG 2.0*

Contents | Intro | Previous: SC 4.1.1 [Parsing] | Next: Understanding Conformance

### Name, Role, Value

#### Understanding SC 4.1.2

**4.1.2 Name, Role, Value:** For all user interface components (including but not limited to: form elements, links and components generated by scripts), the name and role can be programmatically determined, states, properties, and values that can be set by the user can be programmatically set, and notification of changes to these items is available to user agents, including assistive technologies. (Level A)

**Note:** This success criterion is primarily for Web authors who develop or script their own user interface components. For example, standard HTML controls already meet this success criterion when used according to specification.

**On this page:**

- Intent
- Examples
- Related Resources
- Techniques & Failures
- Key terms

#### Intent of this Success Criterion

The intent of this Success Criterion is to ensure that Assistive Technologies (AT) can gather information about, activate(or set) and keep up to date on the status of user interface controls in the content.

When standard controls from accessible technologies are used, this process is straightforward. If the user interface elements are used according to specification the conditions of this provision will be met. (See examples of Success Criterion 4.1.2 below)

If custom controls are created, however, or interface elements are programmed (in code or script) to have a different role and/or function than usual, then additional measures need to be taken to ensure that the controls provide important information to assistive technologies and allow themselves to be controlled by

## What we said

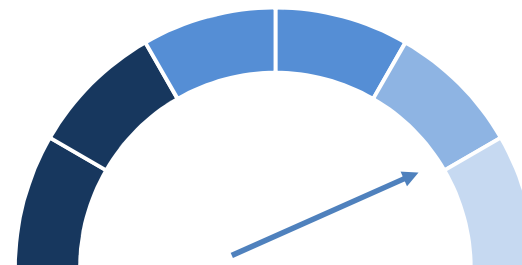
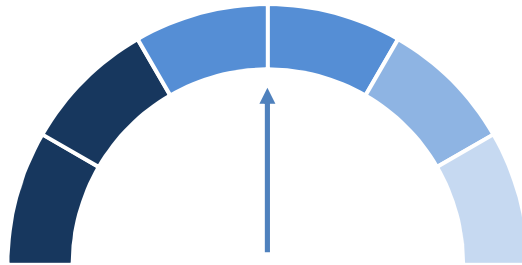
The original design is trying to make the element do two different things

To be accessible the design needs to be:

1. Predictable
2. Robust
3. Interoperable



## We moved the needle



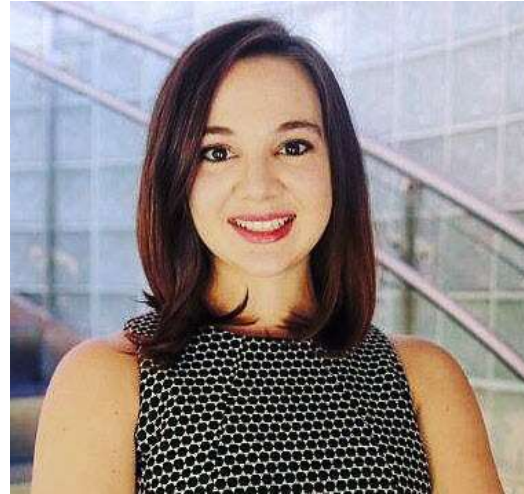
# Thank you



**Suzan "Suz" Bednarz**

[Suz.Bednarz@cigna.com](mailto:Suz.Bednarz@cigna.com) or  
[suz@suzbednarz.com](mailto:suz@suzbednarz.com)

# 860.226.0080



**Hilary Sunderland**

[Hilary.Sunderland@cigna.com](mailto:Hilary.Sunderland@cigna.com)





All Cigna products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Cigna Health and Life Insurance Company. The Cigna name, logo, and other Cigna marks are owned by Cigna Intellectual Property, Inc.

© 2020 Cigna. Some content provided under license.

