

W.C.A.G 2.1 On-Going Accessibility Review

Reviewed April 13, 2024

Conducted by:

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Optimize **Rx**

Assessment of Website:

Scope of review from Ron Schneidereit, C.P.A.C.C., A.D.S. - Accessibility Consultant

The goal of this project is to test a minimum of ten (10) pages on the optimizerx.com website for obvious errors, proper alt and aria-labels, keyboard navigation, and provide improvement suggestions, hereafter known as “On-Going Accessibility Review”. Each page listed (every interactive element) will be tested via keyboard use only, and code inspection tools. Links and iframes code on these pages will be inspected and tested to ensure it provides name, roll, value, and the ability to bypass blocks. Specific pages reviewed:

- <https://www.optimizerx.com/>
- <https://www.optimizerx.com/hcp-engagement-platform>
- <https://www.optimizerx.com/healthcare-partners>
- <https://www.optimizerx.com/resources>
- <https://www.optimizerx.com/about-oprx>
- <https://www.optimizerx.com/hcp-engagement-platform/message-infusion>
- <https://www.optimizerx.com/hcp-engagement-platform/access-adherence>
- <https://www.optimizerx.com/medicx-hcp-consumer-pharma-marketing>
- <https://www.optimizerx.com/about-oprx/careers>
- <https://www.optimizerx.com/contact-optimizerx>

Any color contrast concerns flagged by automated tools were then inspected using the latest color contrast tools that measure the ratio of background color to foreground text color relative to the font size and weight to validate or dismiss the automated finding. The pages were tested for those with Visual, Auditory, Cognitive, and Physical impairments.

Notes:

I have tested the website using keyboard-only navigation and automated tools. I used Microsoft Edge Version 123.0.2420.81 (Official build) (64-bit) and Google Chrome Version 123.0.6312.107 (Official Build) (64-bit) on 2024-04 Cumulative Update for Windows 11 Version 23H2 for x64-based Systems (KB5036893) operating system desktop. The automated tools I used were WAVE by WebAIM and Google Lighthouse. I may have utilized a combination of Color Contrast Analyzer and APCA Contrast Calculator to validate or dismiss color contrast errors found by automated tools. The findings of this audit are listed below.

Manual Testing Results

1 Perceivable

1.1 Text Alternatives

Success Criterion	Result	Observations
1.1.1: Non-text Content	Result: Passed	

1.2 Time-based Media

Success Criterion	Result	Observations
1.2.1: Audio-only and Video-only (Prerecorded)	Result: Passed	
1.2.2: Captions (Prerecorded)	Result: Passed	
1.2.3: Audio Description or Media Alternative (Prerecorded)	Result: Not present	
1.2.4: Captions (Live)	Result: Not present	
1.2.5: Audio Description (Prerecorded)	Result: Not present	

1.3 Adaptable

Success Criterion	Result	Observations
1.3.1: Info and Relationships	Result: Passed	Noted exceptions see "Specific Examples" below.
1.3.2: Meaningful Sequence	Result: Passed	
1.3.3: Sensory Characteristics	Result: Passed	
1.3.4: Orientation	Result: Passed	
1.3.5: Identify Input Purpose	Result: Passed	

1.4 Distinguishable

Success Criterion	Result	Observations
1.4.1: Use of Color	Result: Passed	
1.4.2: Audio Control	Result: Passed	I found nothing that started automatically.
1.4.3: Contrast (Minimum)	Result: Passed	
1.4.4: Resize text	Result: Passed	
1.4.5: Images of Text	Result: Passed	
1.4.10: Reflow	Result: Passed	
1.4.11: Non-text Contrast	Result: Passed	
1.4.12: Text Spacing	Result: Passed	
1.4.13: Content on Hover or Focus	Result: Passed	

2 Operable

2.1 Keyboard Accessible

Success Criterion	Result	Observations
2.1.1: Keyboard	Result: Passed	Noted exceptions see “Specific Examples” below.
2.1.2: No Keyboard Trap	Result: Passed	
2.1.4: Character Key Shortcuts	Result: Passed	

2.2 Enough Time

Success Criterion	Result	Observations
2.2.1: Timing Adjustable	Result: Not present	
2.2.2: Pause, Stop, Hide	Result: Not present	

2.3 Seizures and Physical Reactions

Success Criterion	Result	Observations
2.3.1: Three Flashes or Below Threshold	Result: Not Present	

2.4 Navigable

Success Criterion	Result	Observations
2.4.1: Bypass Blocks	Result: Passed	
2.4.2: Page Titled	Result: Passed	
2.4.3: Focus Order	Result: Passed	Noted exceptions see "Specific Examples" below.
2.4.4: Link Purpose (In Context)	Result: Passed	
2.4.5: Multiple Ways	Result: Passed	
2.4.6: Headings and Labels	Result: Passed	Noted exception "empty heading" see "Specific Examples" below.

2.4.7: Focus Visible	Result: Failed	Home page first slider. See other noted exceptions in Specific Examples.
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2.5 Input Modalities

Success Criterion	Result	Observations
2.5.1: Pointer Gestures	Result: Not Present	
2.5.2: Pointer Cancellation	Result: Not Present	
2.5.3: Label in Name	Result: Passed	
2.5.4: Motion Actuation	Result: Not Present	

3 Understandable

3.1 Readable

Success Criterion	Result	Observations
3.1.1: Language of Page	Result: Passed	
3.1.2: Language of Parts	Result: Not Present	I found no languages other than English, but several pages have multiple lang="EN-US" throughout the page.

3.2 Predictable

Success Criterion	Result	Observations
3.2.1: On Focus	Result: Passed	
3.2.2: On Input	Result: Passed	
3.2.3: Consistent Navigation	Result: Passed	
3.2.4: Consistent Identification	Result: Passed	
3.2.5: Change on Request	Result: Passed	

3.3 Input Assistance

Success Criterion	Result	Observations
<u>3.3.1: Error Identification</u>	Result: Passed	
<u>3.3.2: Labels or Instructions</u>	Result: Passed	
<u>3.3.3: Error Suggestion</u>	Result: Passed	
<u>3.3.4: Error Prevention (Legal, Financial, Data)</u>	Result: Passed	

4 Robust

4.1 Compatible

Success Criterion	Result	Observations
4.1.1: Parsing	Result: Passed	
4.1.2: Name, Role, Value	Result: Passed	
4.1.3: Status Messages	Result: Passed	

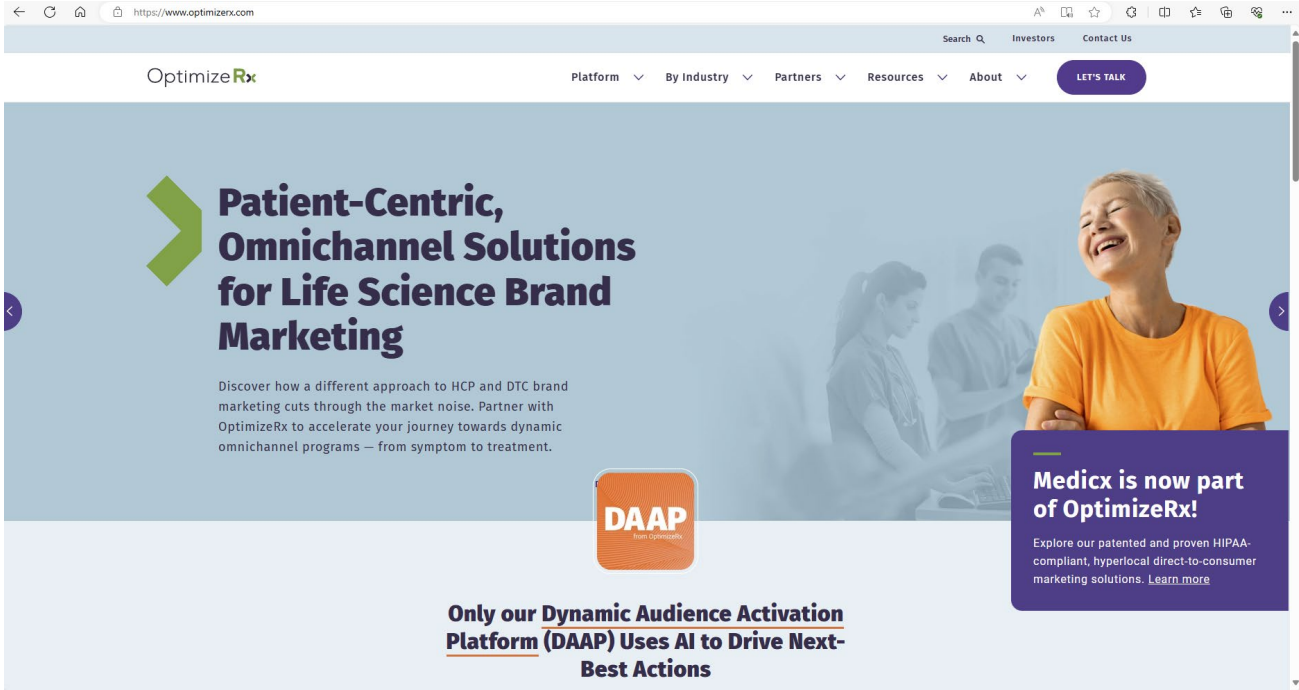
Automated Testing Results:

WAVE: All but two pages had 0 critical and 0 contrast errors identified by WAVE check. The exceptions were hcp-engagement-platform page which has one error (empty heading) and is being flagged for four color contrast errors and about-oprx page which has two empty headings.

Additional Notes: The pages tested performed well. The home page sliders keyboard focus should be a high priority fix. It is a barrier for keyboard-only users and may cause confusion for some users. There are alternative methods to get the same information. Any one-off errors found are notated below in Specific Examples.

Specific Examples:

Lost keyboard Focus after pervious slide button, after investigation its on the interactive components behind the DAAP logo. Interactive components inside sliders need keyboard hover focus and or are not covered by other content. The interactive components inside the first slider on Home page required backtracking to get to the button. There are several alternatives for those buttons.



The dynamic tab selectors can be a point of confusion on the first and second tab displayed with interactive components require more than one tab to arrive at that interactive component.

Advanced AI | Micro-Neighborhood Targeting | Omnichannel Integration



Advanced AI

A robust nucleus of artificial intelligence and real-world data deliver unmatched, real-time targeting to reach the right physicians, at the right time, and on the right channel. DAAP's Patient Discovery module leverages AI and machine learning to predict patient movement and support a next-best-action strategy.

SEE HOW OUR PLATFORM WORKS

“
Some companies have AI, others have direct messaging – Only OptimizeRx has both.”



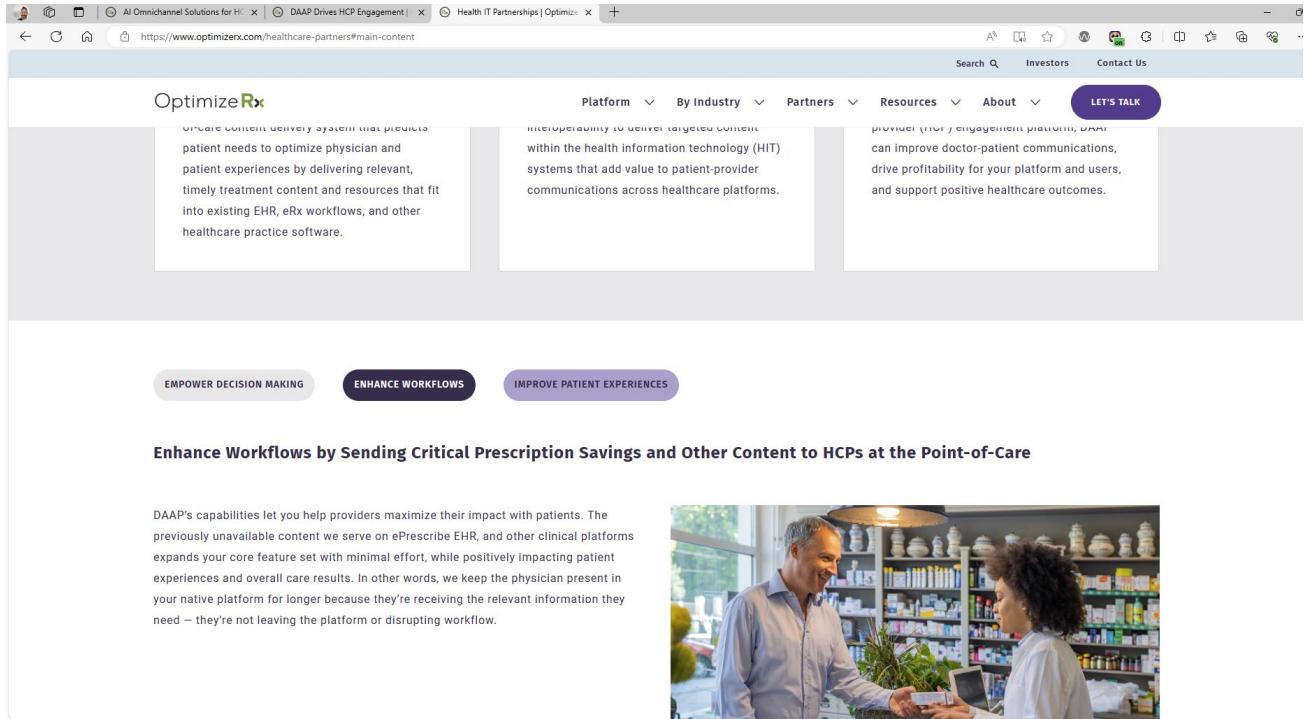
What Are Your Top Needs? Let's Start There

Pharma | Medtech | Agencies

Most pharma marketing is driven by tactics, not impact. Our HCP marketing approach starts with your brand's current needs and challenges, then finds the right solutions and channels to boost your KPIs.

Find Pharma Solutions →

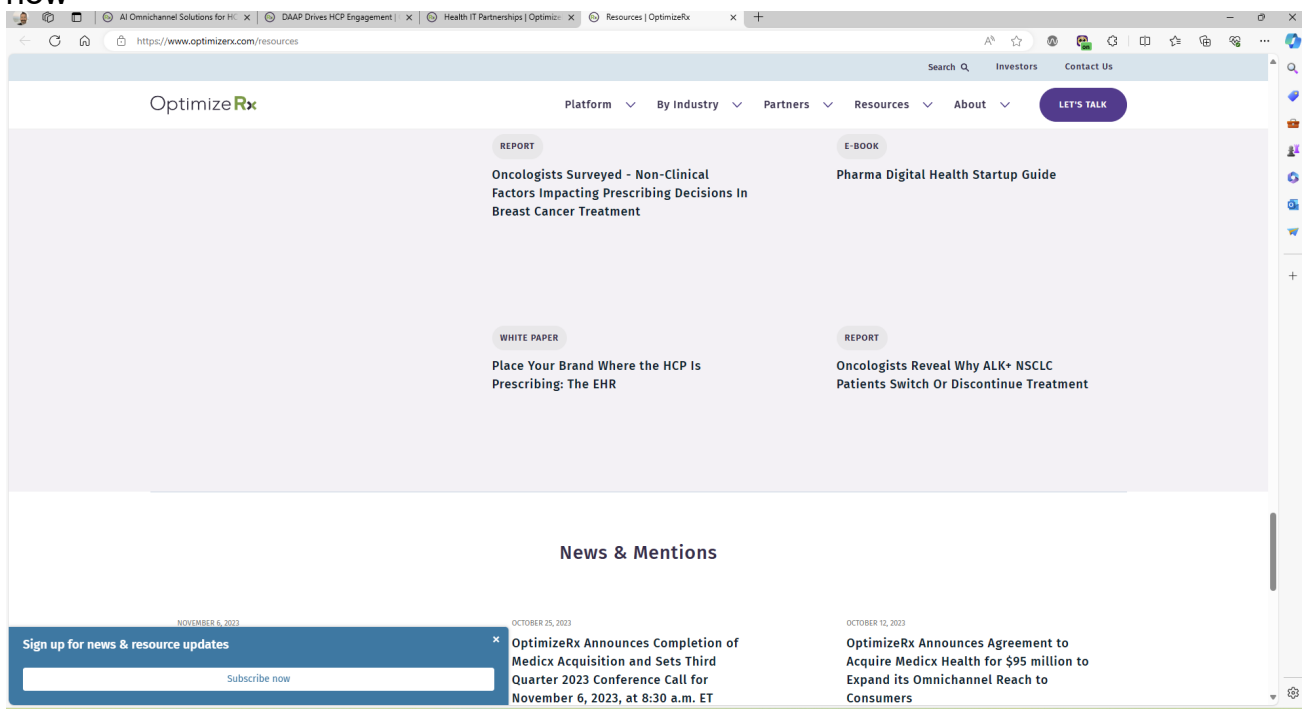




This Sign up for news & resource updates pop-up should:

- Not block other components active keyboard focus.
- Not start with the close X then move to the Subscribe now (other way)

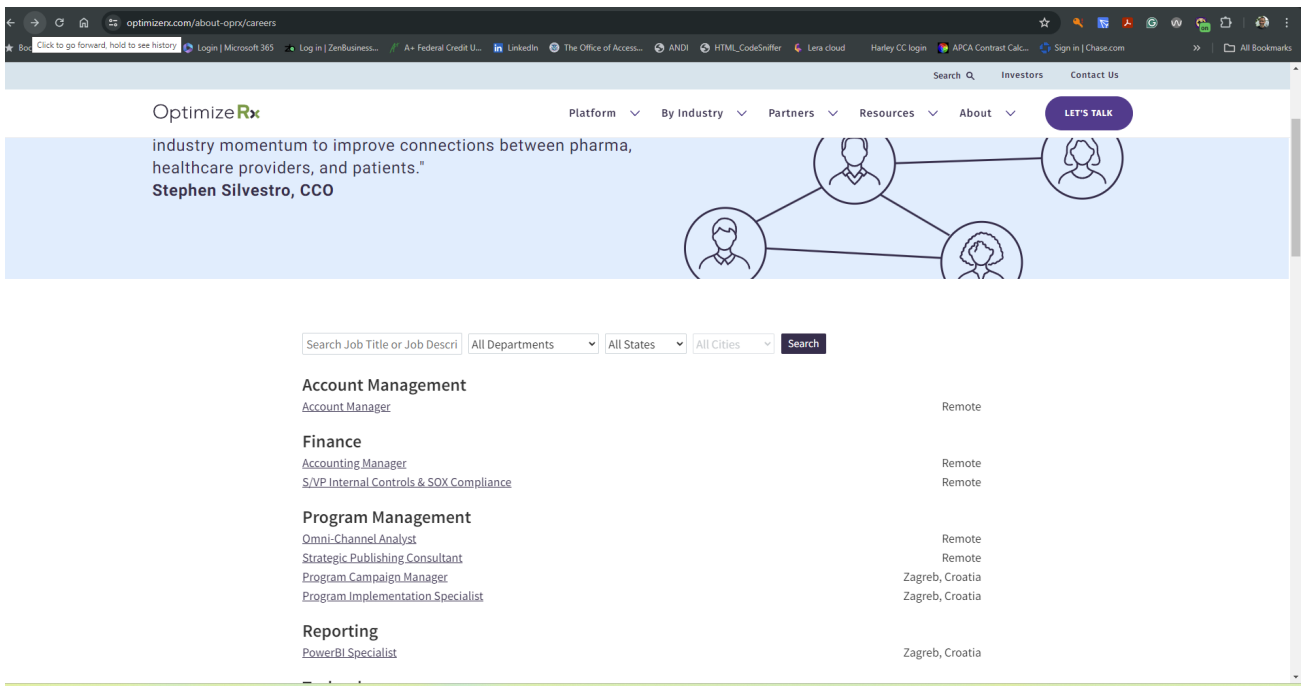
Pictured below keyboard focus is on the news article to the left underneath Subscribe now



No keyboard access to this slider on /about-oprx page.



Careers page iframe missing title



Empty Heading:

<https://www.optimizerx.com/hcp-engagement-platform>

<https://www.optimizerx.com/about-oprx>

Engagement page only possible color contrast concerns are the text inside these images.

The screenshot shows the OptimizeRx website. The browser address bar displays <https://www.optimizeRx.com/hcp-engagement-platform>. The navigation bar includes the OptimizeRx logo, a search icon, and links for Investors and Contact Us. A secondary navigation bar contains links for Platform, By Industry, Partners, Resources, and About, along with a purple 'LET'S TALK' button. Below this is a light blue banner with a purple 'LEARN MORE' button. The main content area features a green arrow icon and the text 'Proven, real-world results and higher ROI'. Two content cards are displayed: the first has a grey background with a doctor and text '30:1 return on investment' and 'Driving Script Lift by Engaging HCPs at Multiple Points in the EHR Workflow'; the second has a yellow background with a man and text '28% increase in patient starts/HCP' and 'Improving Oncology Outcomes by Using Artificial Intelligence to Help HCP's Identify More Brand-Eligible Patients'. Both cards include a 'Learn More' link with a right-pointing arrow.