

ACCESSIBLE BY DESIGN

MyActiveHealthSM WELLNESS PLATFORM

“ Accessible design is good design –
it benefits people who don't have disabilities as well as people who do. ”
Steve Ballmer

Though most often associated with usability for people with disabilities, when something is accessible it's easy for anyone to approach, enter and use.¹

To ensure the MyActiveHealthTM wellness platform reaches the broadest possible audience, we needed to think broadly about being accessible to our users.

Easy to enter

53% of people say they use the same password across multiple accounts²

ActiveHealth is committed to delivering a secure digital experience with as few barriers to registration as possible. So, we have a secure, password-less registration process that includes a two-step authentication process. Once members have registered it's easy for them to make visiting MyActiveHealth part of their daily healthy habits.



Easy to use

2.8+ million apps available for download³

70% of digital media time in the U.S. is spent on apps³

We reviewed the latest academic research and data on industry trends. Our user experience team collaborated with colleagues across our organization with deep experience in clinical care, behavior change, technology and data science. And throughout the design and development process we asked real-world users to tell us about their needs and priorities and give feedback on how well our solutions work.

Easy to understand

79% of adults in the U.S. can read⁴
50%+ read below a sixth-grade reading level⁴

MyActiveHealth users will find evidence-based health information that's written in clear, plain language. It's easy to read, understand and apply in their daily lives.



Easy for users of all abilities

2.5B people worldwide use at least one assistive technology device⁵
20% of people in the U.S. uses assistive technology devices to access the internet⁶

Designing for maximum accessibility creates a digital space that's inclusive and operates smoothly with whatever assistive technology our members are using. It's more than regulatory compliance. It's a reflection of our core principles and mission to engage with people and remove as many barriers as possible to health improvement.

MyActiveHealth is an **easily accessible**, compelling and personalized wellness platform that supports lasting, healthy changes for our members.

Visit us at ActiveHealth.com/Digital to learn more.



LEARN MORE



¹ Dictionary.com. Definition of "accessible." Available at <https://www.dictionary.com/browse/accessible>. Accessed February 21, 2024.

² Expert Insights. 5 Reasons to Avoid Password Reuse. Available at <https://expertinsights.com/insights/5-reasons-you-should-never-reuse-passwords/>. Accessed February 21, 2024.

³ BuildFire. Mobile App Download Statistics & Usage Statistics (2024). Available at <https://buildfire.com/app-statistics/>. Accessed February 21, 2024.

⁴ Chernikoff S. USA Today. 1 in 5 Americans have low-literacy skills: These charts explain reading levels in the US. September 9, 2023. Available at <https://www.usatoday.com/story/news/education/2023/09/09/literacy-levels-in-the-us/70799429007/>. Accessed February 21, 2024.

⁵ World Health Organization. Assistive Technology. January 2, 2024. Available at <https://www.who.int/news-room/fact-sheets/detail/assistive-technology>. Accessed February 22, 2024.

⁶ Accessibility.com. Ashford M. Assistive Technology and Your Website. December 14, 2022. Available at <https://www.accessibility.com/blog/assistive-technology-and-your-website#>. Accessed February 22, 2024.