

— CASE STUDY —

ABOUT MERCK

Merck is a global healthcare leader working to help the world be well. Through their prescription medicines, vaccines, biologic therapies and animal health products, they work with customers and operate in more than 140 countries to deliver innovative health solutions. They also demonstrate their commitment to increasing access to healthcare through far-reaching policies, programs and partnerships.

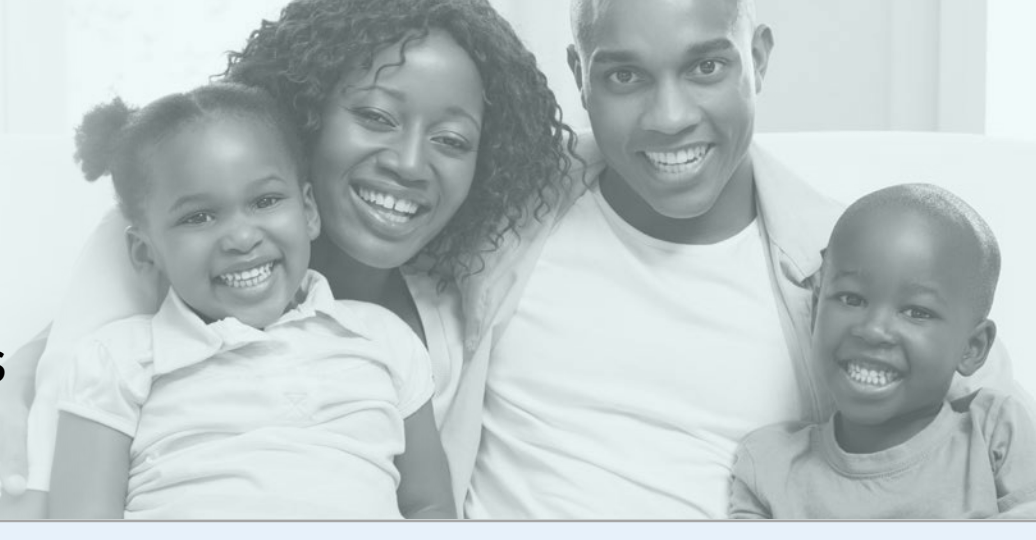
FOUNDED IN 1891

OPERATES IN MORE THAN
140
COUNTRIES



HAS APPROXIMATELY
69,000
EMPLOYEES

88 MILLION
PEOPLE REACHED THROUGH THEIR
MAJOR PROGRAMS AND PARTNERSHIPS



DISABILITY BY THE NUMBERS



1 in 5 Americans self-identify as having a disability.



More than **8 in 10** people with disabilities disregard a service provider because of barriers encountered.

THE GOAL

To make Merck's internal and external digital properties inclusive and disability-friendly.

THE SOLUTION

Merck is working with **eSENTIAL Accessibility** to implement a comprehensive accessibility solution, which includes:



Assistive Technology:

eSENTIAL Accessibility's assistive technology app is featured on Merck's internal and external website for visitors who have trouble typing, moving a mouse, gesturing or reading a screen.



Brand Disability Channel:

When a visitor clicks the recognizable and interactive icon prominently displayed on the website, they land on Brand Disability Channel. This gives Merck the opportunity to communicate messages around diversity and inclusion, career opportunities and inclusive hiring policies, initiatives and special programs that benefit people with disabilities.



Digital Evaluation & Remediation:

Technical and functional testing by people with disabilities was completed on the user interface of Merck's digital properties to identify barriers faced as per WCAG 2.0 Level A and AA. Key recommendations and fixes with code-level snippets are provided upon completion of the audit.

THE BENEFITS

By implementing **eSENTIAL Accessibility's** innovative solution, Merck is able to:



Create a culture of trust and inclusion: By making assistive technology communication supports available to employees, Merck has built an environment that has made it easier for people with disabilities to pursue career opportunities and receive on the job support.



Project a disability-friendly and inclusive brand: Placing a recognizable and interactive icon on the homepage allows Merck to immediately signal its commitment to serving customers and job seekers with disabilities. **To date, over 13,000 individuals who care deeply about diversity and disability have been able to engage with Merck digitally.**



Achieve and maintain compliance: Having all digital properties comply with web accessibility standards, regulations and the Web Content Accessibility Guidelines (WCAG) technical requirements enhances the customer experience and allows people with disabilities to seamlessly engage with Merck online.

13,000



¹ "53 Million Adults in the US Live with a Disability", Centers for Disease Control and Prevention

² "The Evidence", Business Disability Forum