

Accessibility, Compliance and Usability for PCA and CHC Websites

In collaboration
with **CHCANYS**
and **rayogram**

**Begin an Accessibility
Scan of your site.**

Receive a clear,
prioritized set of
findings within days.

Visit:
chcanys.org/wcag

rayogram has worked with Community Health Care Association of New York State—one of the largest and most active Primary Care Associations in the country—on a multi-year effort spanning brand, website, and member-facing tools, with more recent focus on accessibility and compliance.

Federal guidance has recently increased expectations for digital accessibility among federally funded organizations, including PCAs and Community Health Centers. In particular, updated enforcement tied to WCAG 2.1 A/AA standards introduces stricter benchmarks and accelerated timelines for compliance.

At the same time, federal agencies are applying greater scrutiny to how accessibility is evaluated in practice. Many PCA and CHC websites fall short of these more rigorous standards, often not due to a lack of effort, but because these demands have changed and the issues are often found across page templates, content, and third-party components.

In light of this, we've developed a focused program to help organizations identify and remediate accessibility gaps. This offering is designed as a practical way to assess risk, prioritize improvements, and take meaningful steps toward compliance.

rayogram brings over thirty years of experience designing and maintaining accessible digital platforms for complex public-sector organizations, including the New York State Senate, New York State Department of Motor Vehicles, and the New York City Public Advocate's Office, among others. This work has required aligning large-scale, content-heavy systems with evolving accessibility standards, balancing usability, performance, and compliance across diverse audiences and internal teams.

Across PCA and CHC websites, accessibility issues are rarely isolated—they tend to repeat across templates, components, and content. Our approach focuses on identifying these systemic issues early, allowing us to implement targeted fixes that resolve problems at scale. This makes it possible to demonstrate meaningful progress quickly, while aligning sites with current federal WCAG 2.1 A/AA requirements and establishing a clear path to sustained compliance.



Community Health Care Association of New York State is one of the largest Primary Care Associations in the country, representing and supporting Community Health Centers across New York State.



rayogram is a New York-based creative and technology studio specializing in brand, digital platforms, and long-term support for mission-driven organizations.

A Simple Three-Phase Approach

1 Accessibility Assessment

Fixed fee: \$2,500

A targeted review is conducted to identify accessibility gaps and establish clear priorities. This includes an evaluation of key page types—such as the homepage, interior pages, resource and toolkit sections, and forms—using a combination of automated scanning and manual review to identify WCAG 2.1 A/AA issues.

The result is a concise **findings summary** that outlines the primary issue categories, where they occur across the site, their relative severity in terms of user impact, and the estimated effort required to resolve them. This is accompanied by an **itemized report of all identified accessibility issues**, providing a clear understanding of current exposure and where to focus remediation efforts first.

2 Remediation Plan

Fixed fee: \$1,500

The findings are translated into a **practical, staged plan** that organizes issues into clear categories, including quick wins such as content or configuration updates, template-level fixes involving CSS and shared components, and more structural changes related to forms, navigation, and interaction patterns. The plan outlines a recommended sequence of work along with estimated effort ranges for each category, allowing for informed decision-making and prioritization.

While automated testing tools provide a useful baseline, they do not capture the full scope of accessibility barriers. Issues related to content structure, user interaction, and overall experience often require manual review and judgment. This phase accounts for both, ensuring a more complete and accurate path forward.

The result is a **realistic, actionable roadmap** aligned with internal capacity and organizational priorities. The program is designed to support quick action against an aggressive timeline, with a straightforward agreement provided so work can begin immediately.

3 Implementation

Scope and fees are determined based on the agreed remediation plan

Execution of agreed-upon **improvements are carried out either directly by our team or in coordination with yours**. Implementation typically involves a combination of technical fixes and manual adjustments to content and interface patterns, reflecting both the limitations of automated detection and the need for human validation.

The level of effort will vary depending on the platform and overall size of the site. Initial improvements are typically addressed within 16–24 hours (\$2,400–\$3,600), while broader template and system-level updates generally require 24–48 hours (\$3,600–\$7,200).

Work is approached by addressing the **highest-impact issues first**, with an emphasis on resolving template-level problems that can create system-wide improvements. Progress is validated incrementally to ensure changes are effective and aligned with accessibility standards.

The result is a **measurable improvement in accessibility** and overall compliance readiness.

Begin an Accessibility Scan of your site.
Receive a clear, prioritized set of findings within days.

Visit:
chcanys.org/wcag