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.

**THE SOLUTION**

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

- **Assistive Technology**: eSSENTIAL 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, 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 according to WCAG 2.0 Level A and AA. Key recommendations and fixes with code-level snippets are provided upon completion of the audit.

**THE GOAL**

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

**THE BENEFITS**

By implementing eSSENTIAL Accessibility’s innovative solution, Merck is able to:

- **Create a culture of trust and inclusion**: By making assistive technology and 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.

- **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.

- **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.

**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.

**CASE STUDY**

**ABOUT MERCK**

Founded in 1891. Operates in more than 140 countries. Has approximately 69,000 employees.

**THE NUMBERS**

88 million people reached through their major programs and partnerships.

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

2 “The Evidence”, Business Disability Forum