

Accessible by Design

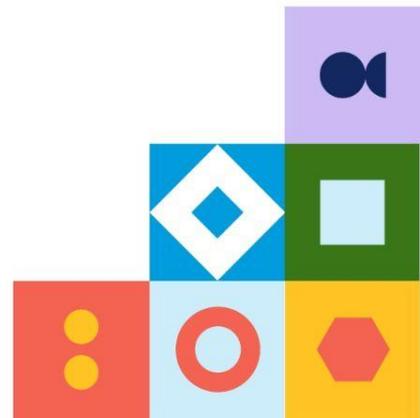
**Building Healthcare Experiences That
Work for Everyone (and AI).**

Presented by:

Cameron Panice & Janna Fiester of Sandstorm®



DrupalCon
Chicago 2026



sandstorm®

**Hi, we're
Sandstorm®**



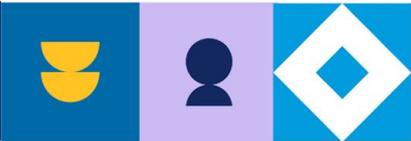
Janna Fiester
(she/her)
Vice president of
UX and Creative

Drupal.org:
jannafiester



Cameron Panice
Digital Strategist
(he/him)

Drupal.org:
cpanice



Fun facts about Sandstorm®



Accessibility-certified,
creative technology
agency for 25+ years for
purpose-driven brands

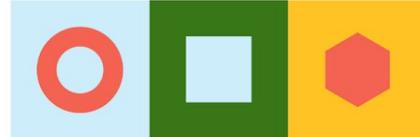
Deep expertise with
**Healthcare, Professional
Associations, Global
Non-Profits, & Higher Ed**



Certifications:
CPACC (accessibility), AWS
Cloud, Pantheon, Acquia,
Drupal, DEIB, and WBENC
(women-owned)

Interdisciplinary team: UX, UI,
AI, strategy, technology,
analytics

UX practice started by **Ph.D**
in human factors
in 2006

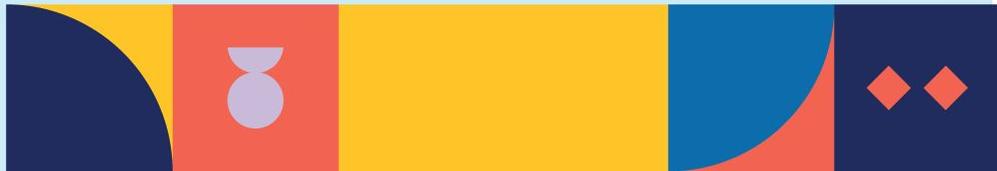




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CHALLENGE

Brands are experiencing **up to a 60% decrease in website clicks** due to consumers shifting to AI-search.





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CHALLENGE

More than 40 million people ask ChatGPT healthcare questions every day. Consumers are frequently turning to AI to navigate the complex healthcare systems.

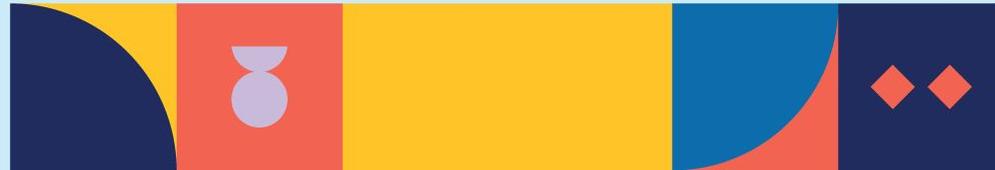




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CHALLENGE

About 7 in 10 health-related conversations with ChatGPT take place outside typical clinical hours, suggesting users are looking for information when they can't access their providers.



Healthcare is one of the most AI-queried topics online

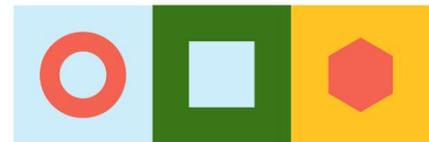
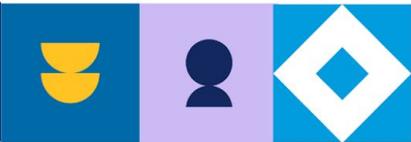
Patients are asking

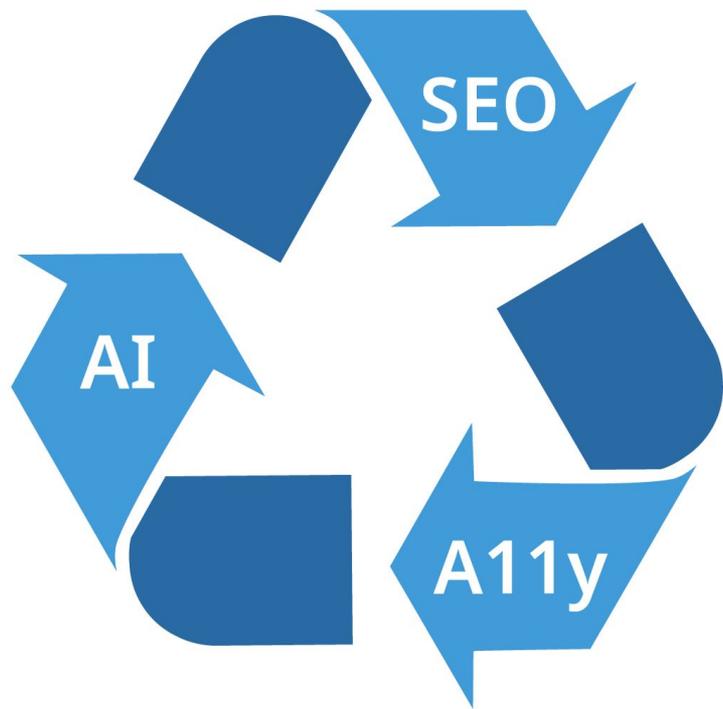
“What hospital specializes in pancreatic cancer?”

“Where can I get knee replacement surgery near me?”

“What are symptoms of atrial fibrillation?”

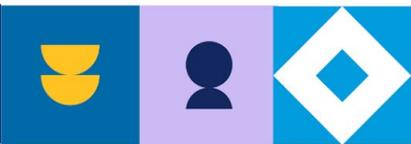
“Is colonoscopy painful?”





GOOD NEWS!

**Your SEO and
accessibility
practices work
for AI too.**



THE SOLUTION

Build for AI and humans



AEO is Answer Engine Optimization

01/

Make content more relevant and visible to AI-driven platforms.

02/

Build from of SEO and accessibility practices.

03/

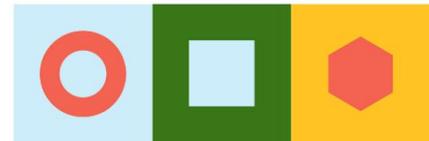
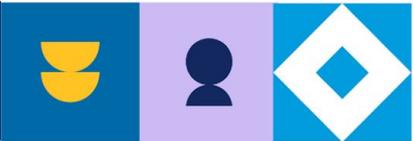
Align content with how large language models (LLMs) understand and process information.

04/

Focus on clear, straightforward, well-organized, and natural language that AI can easily interpret.



**AI reads the web like
assistive technology does.**

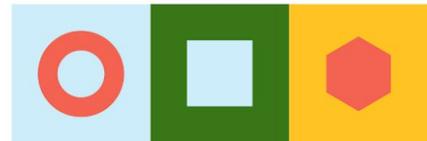
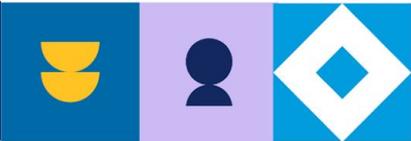
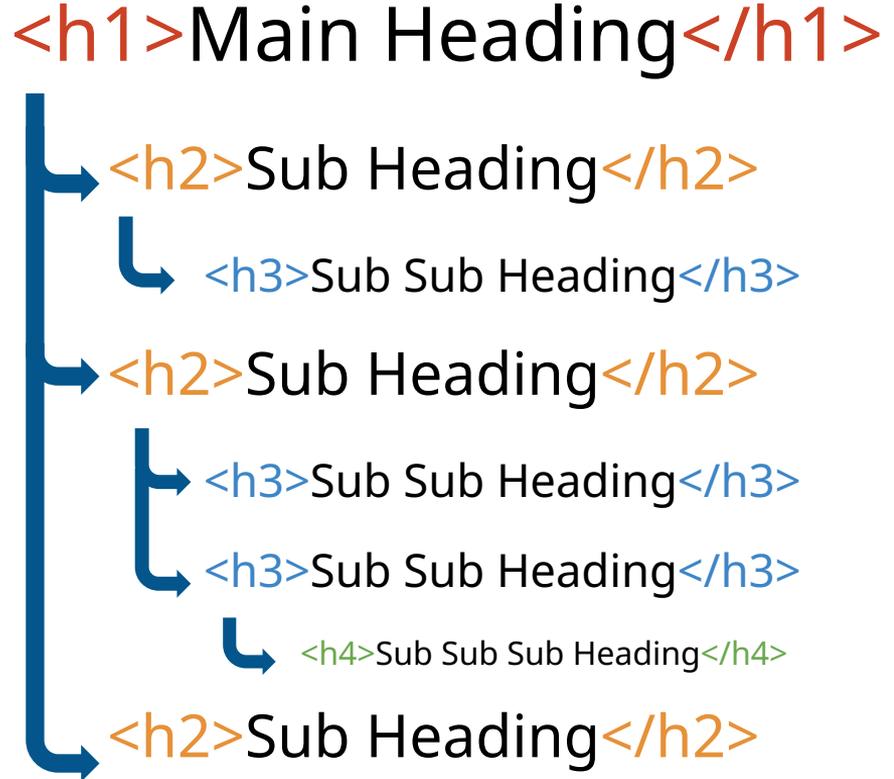


Headings create structure

Make sure your content is scannable by using headings, bullets and summaries.

`<h1>` is the page title, this is usually defined by the CMS

Content admins are responsible for `<h2>`, `<h3>` and onward



Alt text improves discoverability

Include alt text with all
images.

The text conveys the
purpose of the image.



```
 = $0
```



Let Drupal help write your alt text

Added to core with D11+, with growing support for a wide variety of LLMs.

Add or select media



Alternative text*

Silhouetted tree branches against a purple aurora sky.

Short description of the image used by screen readers and displayed when the image is not loaded. This is important for accessibility.

Generate with AI

Name*

AuroraBorealis.jpg

0 of 1 item selected

Save



Descriptive links add context





X 1. Visit <http://www.hospital.org/patient-resources/billing-info> for more information

✓ 1. Visit [billing and insurance information page](#) for more information

X 2. To learn more about preparing for hip surgery, [click here](#).

✓ 2. Learn more about [how to prepare for hip surgery](#).

X 3. Information for new [patients](#). Information for existing [patients](#).

✓ 3. Information for [new patients](#). Information for [existing patients](#).





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5

Actionable AEO Steps

What you can do today





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1 Write content-rich summaries for long-form content





Make content easier for AI and users:

- ✓ Add summaries
- ✓ A clear and consistent structure

[Home](#) / [Health Library](#) / [Diseases & Conditions](#) / [Heart Disease](#)

Heart Disease

✓ **Medically Reviewed.** Last updated on 09/19/2025.

Heart disease includes many diseases that affect your heart, but coronary artery disease (CAD) is the most common and familiar one. Heart disease can lead to a heart attack, heart failure, cardiac arrest, stroke and organ damage. Healthy habits, medicines and procedures can prevent or treat CAD and other heart diseases.

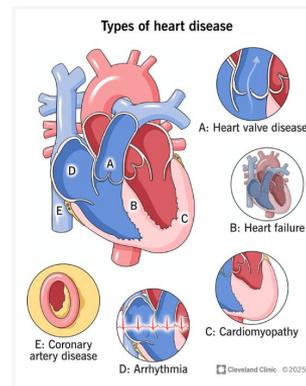
Contents ↓ [What Is Heart Disease?](#) [Symptoms and Causes](#) [Diagnosis and Tests](#)

[Management and Treatment](#) [Outlook / Prognosis](#) [Prevention](#)

What Is Heart Disease?

Heart disease describes a variety of issues that can affect your heart. [Coronary artery disease](#) (CAD) is the most common type. CAD, also known as coronary heart disease, can make your arteries narrow and lead to a heart attack. Heart disease can also affect your heart muscle, valves or electrical system. The symptoms you have and the treatments you get depend on the type of heart disease you have.

When your heart isn't working well, it has trouble sending enough blood, oxygen and nutrients to your body. In a way, your heart delivers the fuel that keeps your body running. If your heart can't deliver that fuel, it affects



Heart disease has many types and can affect various parts of

 Care at Cleveland Clinic

[Get Coronary Artery Disease Treatment](#)

[Find a Doctor and Specialists](#)

[Make an Appointment](#)





Make content easier for AI and users:

- ✓ Add summaries
- ✓ A clear and consistent structure
- ✓ Use question based headings
- ✓ Jump links for long pages
- ✓ In context related content links

[Home](#) / [Health Library](#) / [Diseases & Conditions](#) / [Heart Disease](#)

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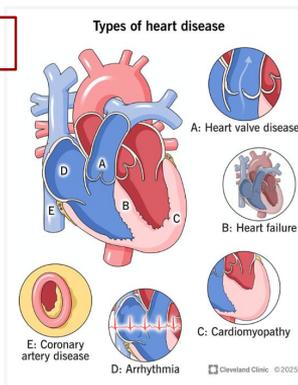
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TAKEAWAY 1

Pick your 3 most visited pages
and add a 2-sentence summary.

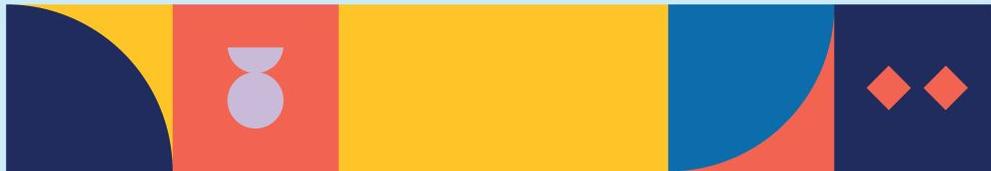




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2

FAQs turn questions into traffic



Add FAQs at the bottom of highly visited pages.

Example: Hubspot SEO Marketing Software.

Related Resources

If you're interested in SEO marketing software, these related resources may help.



The Ultimate Guide to SEO

Find out how to increase your site's visibility and rankings with SEO, content marketing, and link building.

[Read the SEO guide](#)



SEO Certification Course

Get certified in SEO with this free HubSpot Academy course.

[Start the SEO certification course](#)



On-Page SEO Template

Optimize pages and rank higher in search engines with this free SEO template.

[Get your free on-page SEO template](#)

Frequently Asked Questions

- > [What is SEO software?](#)
- > [What are popular SEO software features?](#)
- > [How much does HubSpot's SEO marketing software cost?](#)





FAQs About Colonoscopy at Sibley

Colonoscopy is direct visualization of the lower GI tract involving the rectum and the large intestine. A colonoscopy is considered by many cancer experts to be the preferred method for colon cancer detection. The procedure is used to look for early signs of colorectal cancer and can help doctors diagnose unexplained changes in bowel habits, abdominal pain, bleeding from the anus and weight loss. The colon and rectum are the two main parts of the large intestine.

When Should Routine Colonoscopy Begin?



How Should I Prepare For a Colonoscopy?



What about current medications or diet before colonoscopy?



My procedure is in the afternoon. Can I eat in the morning?



I ate breakfast (lunch or dinner) the day before my colonoscopy. Is that okay?



I don't have a ride. Is that okay?

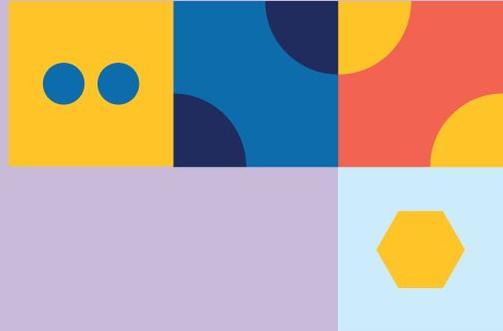


Include a description of the procedure then follow with relevant FAQs



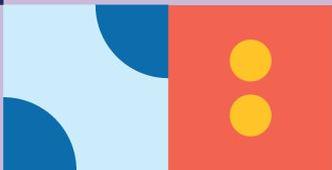


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TWO FER TIP

Build your content authority by
expanding your FAQs



EXAMPLE:

A long-form blog post outline built from FAQs

Blog Title: Everything You Need to Know About Hip Replacements

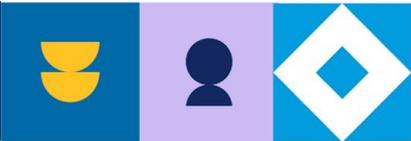
- What causes a hip replacements?
- How do you prepare for surgery?
- What is the process for the surgery?
- What is the recovery process?
- What makes the team at [hospital name] unique?



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Additional content ideas that AI and patients want and need:

- When to See a Doctor
- Prepare for Your Visit Checklist
- Condition Library



TAKEAWAY 2

Add 3-5 FAQs to highly visited pages and then turn those into blog posts





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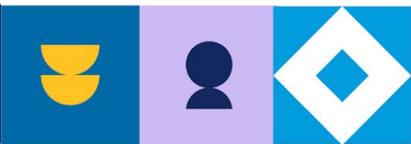
3

Refresh Popular and Outdated Content



Create a process to review and update content regularly.

Content type	Update frequency
Patient education pages	Every 6 to 12 months
Treatment/procedure pages	Every 6 to 12 months
Clinical guidelines or research summaries	Every 3 to 6 months
Doctor/provider bios	Every 3 to 6 months
Location/service pages	As needed (whenever services change)
Blog/news content	Annually review, update if still relevant



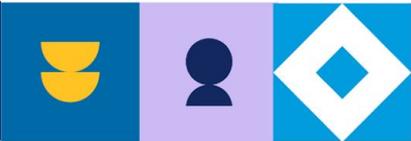
Always display a “Last Updated/Reviewed” Date

Healthcare sites should include two fields:

- ✓ Last updated
- ✓ Medically reviewed by

Last medically reviewed:
March 2026

Reviewed by:
Dr. Jane Smith, MD, Cardiology



Benefits of updating your content

01/

Builds patient trust

02/

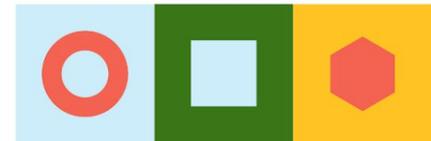
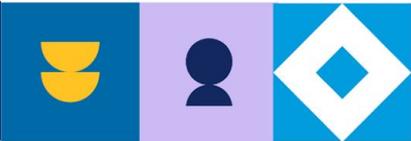
Signals credibility to search engines and LLMs

03/

Strengthens E-E-A-T
Experience,
Expertise,
Authoritativeness,
Trust

04/

Very important for AI to **summarize accurate medical information**



TAKEAWAY 3

Define a schedule to review
and then update content.
Start with your top performing pages.

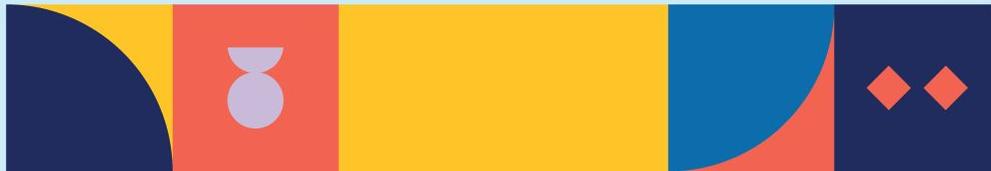




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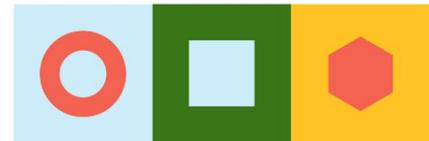
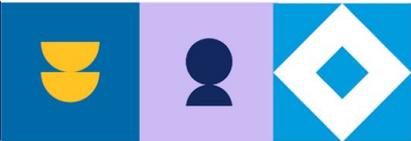
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Audit AI systems
about your
organization via
prompt testing



Prompt testing helps organizations understand whether:

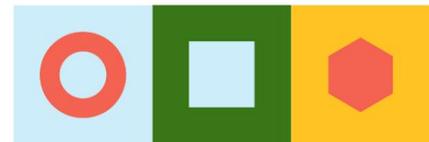
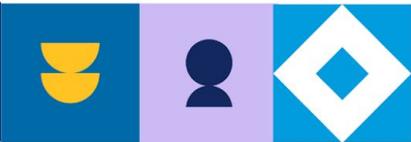
- They are visible in AI answers
- AI is describing them accurately
- Competitors are appearing instead



First start by asking AI:

01/

“Who is [hospital/health system name] and what do they do?”

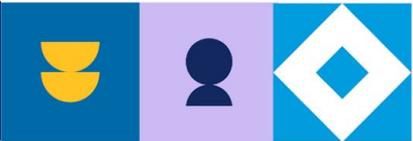


Then dive deeper and ask

02/ Specialization: What does [hospital name] specialize in?

03/ Condition: Where should I go for stroke treatment in Chicago?

04/ Treatment: What hospital is best for hip replacement surgery?



Compare ChatGPT, Perplexity and Gemini



Who is Sandstorm and what do they do?

... Share Download Comet

Sandstorm Design

Sandstorm Design (or Sandstorm®) is an award-winning digital agency based in Chicago, Illinois. Founded in 1998, it specializes in user experience (UX), brand strategy, accessibility, web development, and digital marketing. The agency integrates AI and inclusive design principles to help clients uncover actionable insights and reduce bias in their digital products. Its clients include purpose-driven organizations seeking accessible, human-centered online experiences.

[LinkedIn](#)

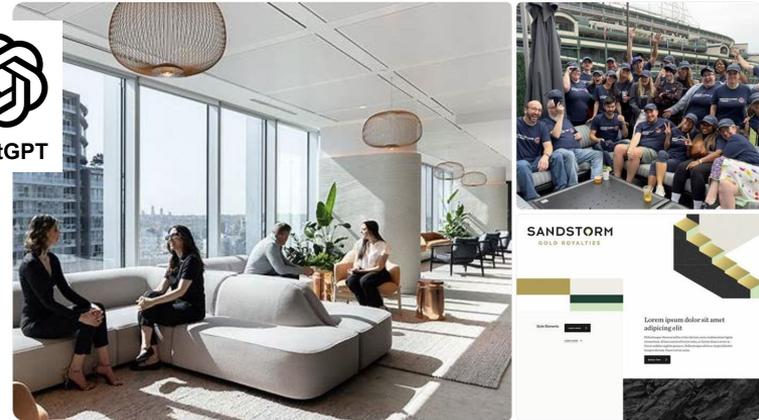


- **Sandstorm® (UX Design & Development):** An award-winning UX agency that helps purpose-driven brands build high-performing websites through robust engineering and a human-centric approach, offering services like enterprise web development, custom software, AI solutions, brand strategy, and UX design.

2. Sandstorm (UX design agency) (based in Chicago)



ChatGPT



Who they are:

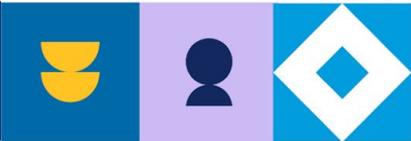
- A UX (user-experience) design and development agency, founded in 1998 and based in Chicago, Illinois. [CB Insights](#)
- They serve “purpose-driven” brands (nonprofits, healthcare, higher education) with brand strategy, UX research, inclusive design and enterprise web development. [CB Insights +1](#)

What they do / Why it matters:

- They help organizations build digital products (websites, apps) with good user experience, strategy and inclusive design.
- They emphasise their own “Incubator” program to proactively generate strategic ideas for clients. [Sandstorm Design](#)
- They have been recognised for growth: e.g., named 76th fastest-growing inner-city company in the U.S. in 2024. [Sandstorm Design](#)

Caveats / things to check:

- Their business depends on being able to attract clients and execute design/development projects – the design agency market is competitive.
- “Purpose-driven” implies a niche focus; check if their strengths align with what you (or your organisation) need.
- If you were expecting something “mining” or “royalties” then this is the wrong “Sandstorm”.



TAKEAWAY 4

Note gaps, give AI more context by updating content to fill them.

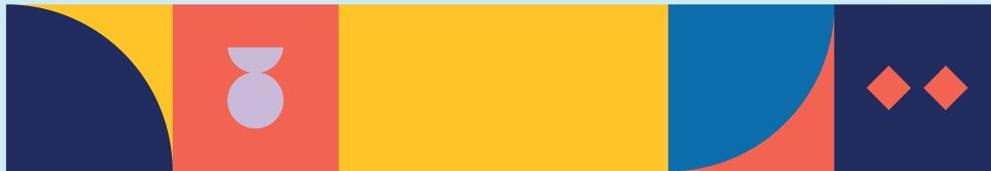




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5

Write for clarity and
simplicity



If patients cannot understand your content, AI will not too

01/

Define key medical terms and procedures in simple clear words

02/

Replace vague marketing language with real language

03/

Avoid ambiguity and be specific

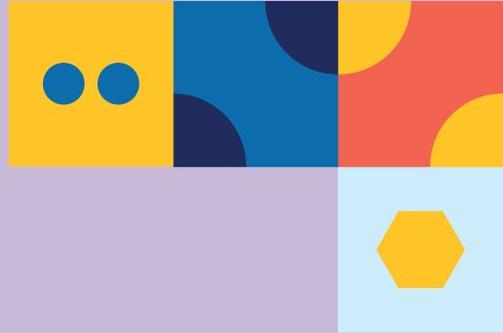
04/

Aim for an 8th grade reading level. NIH and CDC recommend 6th-8th grade readability





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ELI5

Explain like I'm 5



TAKEAWAY 5

Write for clarity to improve accessibility,
increase trust, understanding
and visibility



5 AEO takeaways

- 01/ Add a 2-sentence summary to your 3 most visited pages**
- 02/ Add FAQ sections to highly visited pages and repurpose FAQs into blog posts**
- 03/ Define a schedule to review content**
- 04/ Prompt test your facility in common AI tools**
- 05/ Write for clarity to improve accessibility, understanding and visibility**



FINAL WORDS OF AI WISDOM

Neither your SEO nor your AEO efforts
are “one and done”
and everything AI is still in flux.



FINAL WORDS OF UX WISDOM

Design for accessibility and all users including AI, **you will design better healthcare for everyone.**



Say Hello

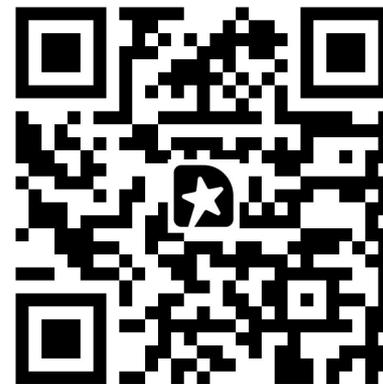


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Digital Strategist
cpanice@sandstormdesign.com

We Would Love Your Feedback



Summit: Healthcare (guests must pre-register)

