Online Text to Speech for Health and Pharmaceutical Sites

Did you know?

- 285 million people worldwide are visually impaired.

- 15 to 20% of the world's population has a language-based learning disability.

- 793 million adults worldwide are illiterate.

- In the US alone, over 18 million seniors — six million more than five years ago — are using the web.

The Increasing Need for Accessible Content

Today, 20% of the world's population suffers from some form of reading disability (literacy difficulties, dyslexia, mild visual impairments, non-native language, etc.).

An even greater number of people simply don't have enough time to read. In the age of smart-phones and mobile Internet, these problems can be increased by the use of small screens.

By giving your patients the opportunity to listen to your content or, if they wish, to download it and listen to it at a later time, you maximize your chances of reaching out to everyone.

Speech-Enabling for Better Accessibility

ReadSpeaker® online text-to-speech solutions let your message be heard by more people, from anywhere and with any device.

Available in 35 languages and 70 voices, They are used by thousands of websites worldwide, including major health and pharmaceutical organizations.

Communicate Better to Your Patients

With ReadSpeaker online text to speech, you can:

- increase the accessibility of your online content for people who have visual impairments, are dyslexic, or need more accessibility, such as foreign patients and children.

- have (large amounts of) text read aloud, such as descriptions of diseases, prescrip-tions, and drug information leaflets.

- make your online documents more accessible.

- provide vocal assistance for helping your patients fill out online forms.

- strengthen your corporate social responsi-bility by ensuring that your online content is available to all.

- provide for multitaskers and those using mobile devices.

ReadSpeaker
The Voice of the Web!

Case Study: KidsHealth.org (Nemours)

KidsHealth.org is the #1 site devoted to children's health and development in English and Spanish. Each year, over 200 million parents, kids, and teens turn to the site for expert answers, making it the Web's most-accessed site on children's health. KidsHealth.org implemented ReadSpeaker for users with reading difficulties and those who prefer to read along with highlighted text. The ReadSpeaker listen function on KidsHealth.org has more than one million activations per month.

"The ReadSpeaker software is ideal for online visitors with reading handicaps such as dyslexia or anyone who prefers to have information read aloud. ReadSpeaker also makes our website more accessible to a larger audience, some of whom may not have any other source for online health information."

— Neil Izenberg, MD
Founder, Chief Executive, Editor-in-Chief
KidsHealth

Health and Pharmaceutical Sites Around the World Use ReadSpeaker Solutions

· Roche
· Médécins du Monde
· GlaxoSmithKline
· Johnson & Johnson
· AstraZeneca
· Merck
· American Diabetes Association
· National Institute of Neurological Disorders and Stroke
· Boehringer Ingelheim
· Daiichi-Sankyo
· FamilyDoctor.org
· National Eye Institute

Case Study: Health On the Net Foundation

The Health On the Net Foundation (HON), a longtime ReadSpeaker customer, promotes and guides the deployment of useful and reliable online health information. Created in 1995, HON is a nonprofit, non-governmental organization, accredited to the Economic and Social Council of the United Nations.

"We have been impressed since the start with the ease of implementation and use of the ReadSpeaker application. Our users are very satisfied with the quality of the text-to-speech feature and the very short time required to generate the audio. Another positive factor is that ReadSpeaker is web-based, so that no downloads are required for our web site users to listen to our content in English and French, and more languages in the near future. We are also thinking of integrating ReadSpeaker's technology into our mobile applications so as to make on-the-go listening a useful add-on."

— Célia Boyer
Executive Director
Health On the Net Foundation

About ReadSpeaker

ReadSpeaker® is the worldwide leader in online text to speech. In 1999, ReadSpeaker pioneered the first-ever speech-enabling application for websites. Today, the company provides a portfolio of web-based text-to-speech solutions for websites, mobile sites, mobile apps, RSS feeds, online documents and forms, and online campaigns. More than 5000 corporate, media, government, and nonprofit customers around the world use ReadSpeaker online text-to-speech solutions.

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