

SiteWise

The Big Four Tips for Optimizing Access

Maximize
Lighting

Minimize
GLARE

Maximize
CONTRAST

Maximize
SIZE



HENRY FORD CENTER FOR VISION REHABILITATION AND RESEARCH

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Cashier Area

- Maximize lighting; tilt credit card machine to avoid glare
- Mark signature line with “X”
- Outline credit card slot



Signage

- Use high contrast, large print
- Use high contrast tape on freestanding signs



Entrance and Outside Walkways

- Outline glass doors and push bars with high contrast
- Paint steps, curbs and slants yellow; access areas blue
- Mark freestanding objects, railings with yellow tape or paint



Prescriptions

- Use large print for Rx labels
- Enlarge print on handouts
- Provide dark signature lines, dark pen



Special Prescription Services

- Suggest and display large print pill organizers
- Offer pill cutting service
- Distinguish pills with equivalent dose options
- Alert customer to changes in size, color and shape of new generic drugs



Supplies You May Need

- Yellow and blue paint
- Roll of colored tape
- Black stick-on X's for credit card machines

Employee Education

Alert staff to:

- The large and growing number of adults with vision loss
- The invisibility of central vision loss to others; people with macular degeneration, for example, do not look like they have impaired vision
- The need for clear communication including specific verbal directions: “Aisle 7, three aisles down on your left” rather than “Aisle 7” or “a few feet ahead” rather than “over there”

Patterns of Vision Loss



MACULAR DEGENERATION



GLAUCOMA



DIABETES



STROKE

SiteWise

Super Suggestions for
Pharmacies

WHY Use SiteWise?

BECAUSE:

- Seniors are the fastest growing customer base in the U.S. and many seniors have reduced vision
- Following these few, easy inexpensive tips can keep senior customers safe and happy and help them use your business

Your senior customers and their families will be grateful for your thoughtfulness in instituting these easy suggestions.

SiteWise is a consulting service of the Henry Ford Center for Vision Rehabilitation and Research. SiteWise Super Suggestions for Pharmacies is provided with generous support from the Community Foundation for Southeast Michigan.

For more information, please call the Center at (313) 824-2401 or email visionrehab@hfhs.org.



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