



## Press Release

Scott Edwards, 781-247-8172  
[Edwards@hrca.harvard.edu](mailto:Edwards@hrca.harvard.edu)  
[www.hebrewseniorlife.org](http://www.hebrewseniorlife.org)

Jin Mehta, 201-204-9348  
[Jin.Mehta@voice-corp.com](mailto:Jin.Mehta@voice-corp.com)  
[www.voice-corp.com](http://www.voice-corp.com)

For Immediate Release

February 19, 2010

### **Hebrew SeniorLife Enhances Web Site for Senior Accessibility**

(Boston)—Hebrew SeniorLife, affiliated with Harvard Medical School and a leader in geriatric health care, research, teaching and housing, has introduced a series of tools on its Web site to make the content more readily available to seniors.

The new tools are designed to allow seniors to access a wealth of information about Hebrew SeniorLife's health-care and housing options on the Internet. HSL is taking a leadership role in making its Web site ([www.hebrewseniorlife.org](http://www.hebrewseniorlife.org)) accessible to people with a wide range of disabilities, including seniors who have difficulty seeing or reading.

In addition to a standard Web-site feature that allows listeners to increase (or decrease) the size of type, HSL's new upgrades include a "Listen" button that reads text over computer speakers. The tool is geared toward individuals with visual impairments or reading problems such as dyslexia, and visitors who prefer to listen rather than read. The tool was developed by VoiceCorp LLC.

An instant message tool, called "Chat Now," is available for people, including those with hearing impairments, to have conversations with HSL's customer service professionals. In addition, YouTube videos are available so visitors can learn about HSL services and other information of interest to seniors.


"Accessibility to our Web site is important, given our senior clientele," says Ernest Lorentsov, HSL's Web marketing manager. "These tools make our site easier to use for a broader audience of seniors."

Hebrew SeniorLife is the only health-care client in Boston using VoiceCorp's "ReadSpeaker" on its Web site. Most visitors to the HSL Web site use this tool on health-care and housing services pages.

"We strongly believe that the implementation of our ReadSpeaker application on the Hebrew SeniorLife Web site will help to give larger audiences easier access to on-screen text, in a way that was never previously possible," says Jin Mehta, business development manager at VoiceCorp. "We hope that the leadership and commitment of Hebrew SeniorLife to making its Web site accessible will inspire others to do the same."



An affiliate of  
Harvard Medical School

VOICE  CORP™


Founded in 1903, Hebrew SeniorLife, an affiliate of Harvard Medical School, is a nonprofit organization devoted to innovative research and health care, education and senior housing that improves the lives of seniors.

Hebrew SeniorLife does not endorse products manufactured by Voice Corp LLC.

###



An affiliate of  
Harvard Medical School

VOICE  CORP™