

DEIA in Human Services

December 2023





Corporate Statement

CaseWorthy, Inc. continues to be committed to striving to build a workforce and workplace that is rich in diversity, equity, and inclusiveness. As an organization, we stand by our commitment, and we will continue to confirm to our employees our pledge to this initiative.

Our consistent dedication is to ensure **proactive, intercultural awareness** throughout the workplace. The foundation of our guiding principles is to treat all colleagues with respect by listening to different viewpoints and ideas. We understand the value of a diverse workforce and know that **together we can drive change and encourage open dialogue** amongst each other.

Presenters

Jeiri Flores

Disability Rights Activist



Darius Beverly

VP of Product

Darnell Thomas

UX Supervisor



Norma Liberty

Director of Human Resources
PHR, SHRM-CP

Agenda

Why DEIA matters
with Jeiri Flores

01

Ways to incorporate DEIA
in your organization

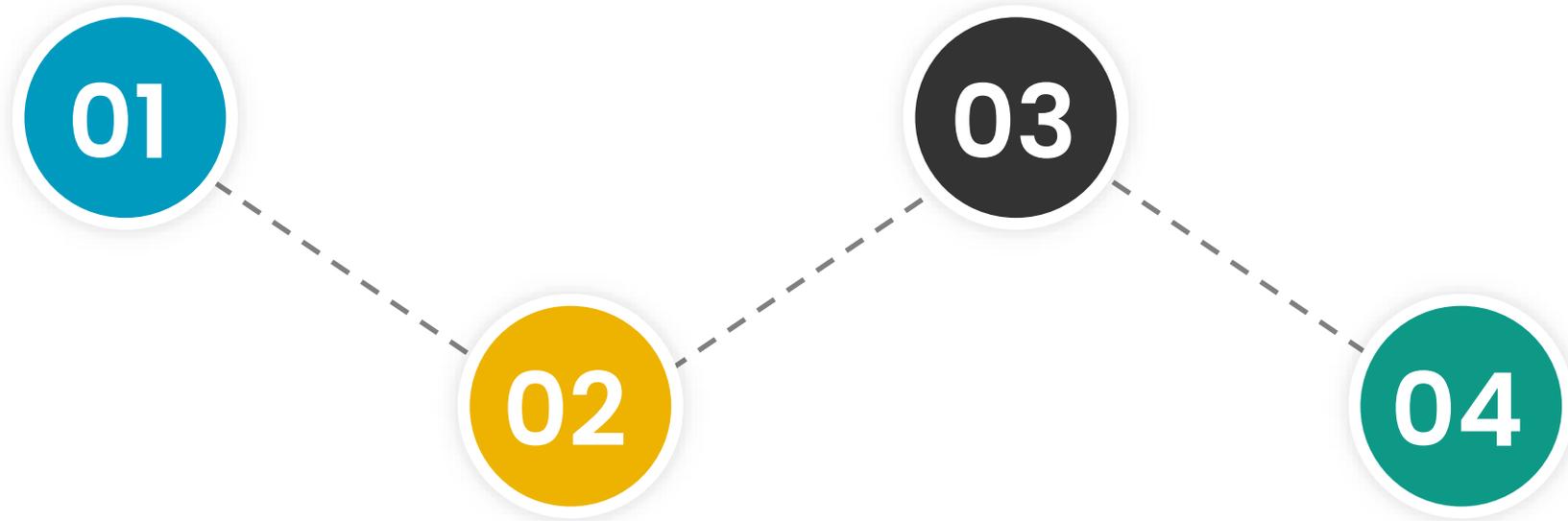
03

02

What DEIA looks like in
technology solutions

04

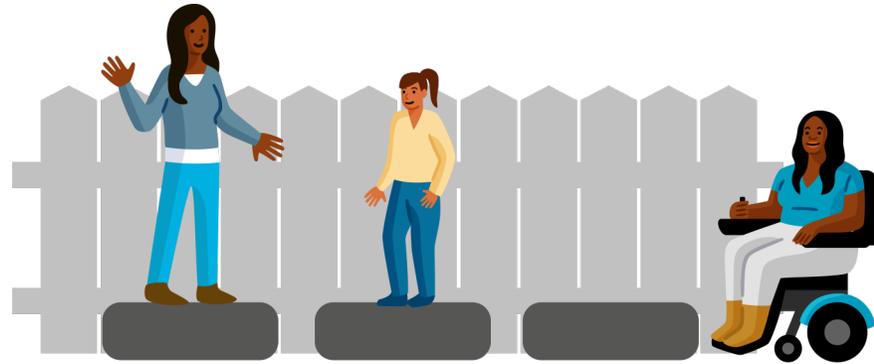
Q&A



Why DEIA Matters

With Jeiri Flores

Equity



EQUALITY



EQUITY

- the quality of being **fair and impartial**

Inclusion



- the action or state of including or of being included within a group or structure.
- the practice or policy of **providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized**, such as those who have physical or intellectual disabilities and members of other minority groups.

Accessibility



- the quality of being **easy to approach, reach, enter, speak with, use, or understand**
- the quality of being easy to obtain or use

**How do you
define DEIA?**



Empathetic Product Design

With Darius Beverly, VP of Product at CaseWorthy

WHOLE PERSON CARE



Customers

NON-PROFIT AGENCIES



CITY/COUNTY GOVS



STATEWIDE PROGRAMS



MEDICAID PROVIDERS



Empathetic Design w/ CaseWorthy

Empathetic design is a process that involves understanding the problems, goals, and emotions of the people we are designing for, and then creating solutions that address those needs in a meaningful way.

At CaseWorthy, we use empathetic design to create product solutions that are user-centric, inclusive, and impactful.

How do we do it?

We use a variety of methods and tools to practice empathetic design, such as:

- **User research:** We conduct interviews, surveys, observations, and usability tests with our users and their clients to learn about their challenges, preferences, and feedback.
- **User personas:** We create user personas that represent the different types of users and clients that use our platform, and we use them to guide our design decisions and prioritize features.
- **User journey maps:** We map out the steps and touchpoints that users and clients go through when using our platform, and we identify the pain points and opportunities for improvement.
- **User stories:** We write user stories that describe the goals and tasks that users and clients want to achieve with our platform, and we use them to define the scope and requirements of our product solutions.
- **User testing:** We test our product solutions with real users and clients, and we collect and analyze their feedback to measure the usability, satisfaction, and impact of our products.



Research



Story Mapping

USABILITY TESTING

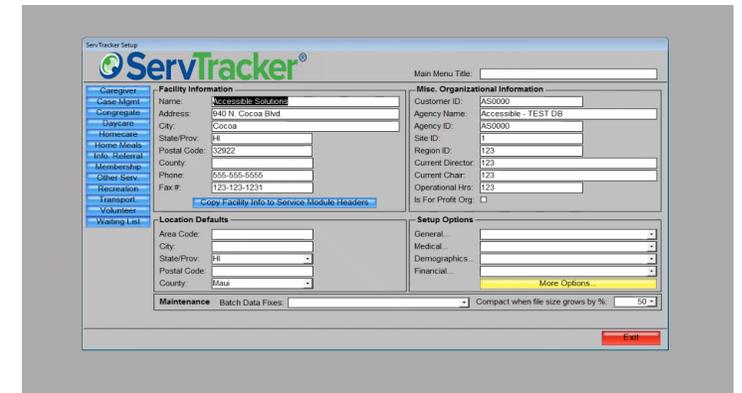
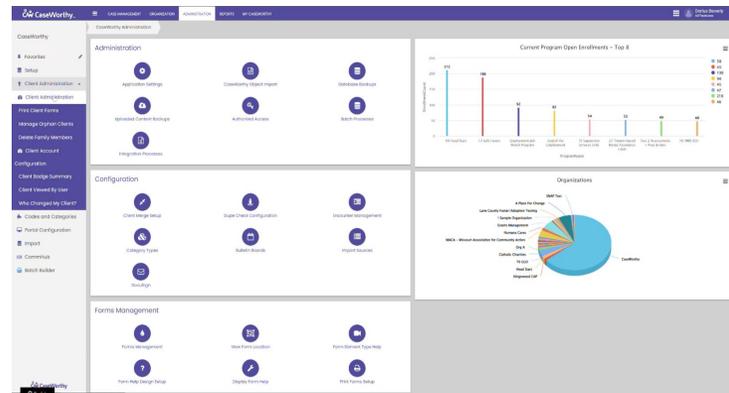
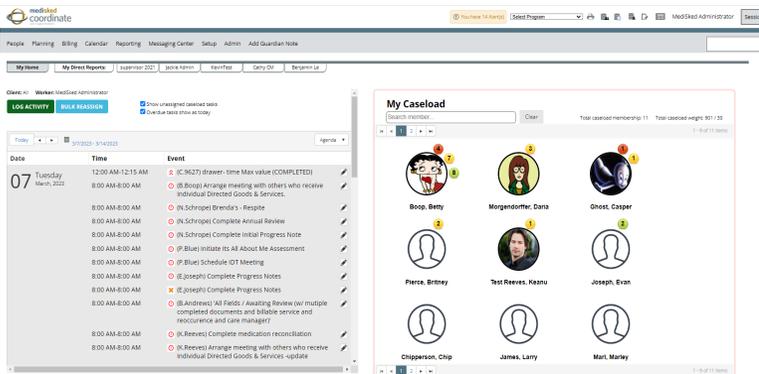
User Testing

DEIA & The User Experience (UX)

With Darnell Thomas, UX Supervisor at CaseWorthy

Where We've Been

3 Different Product Suites. 3 Different UI's. 1 Company.



Where We Are



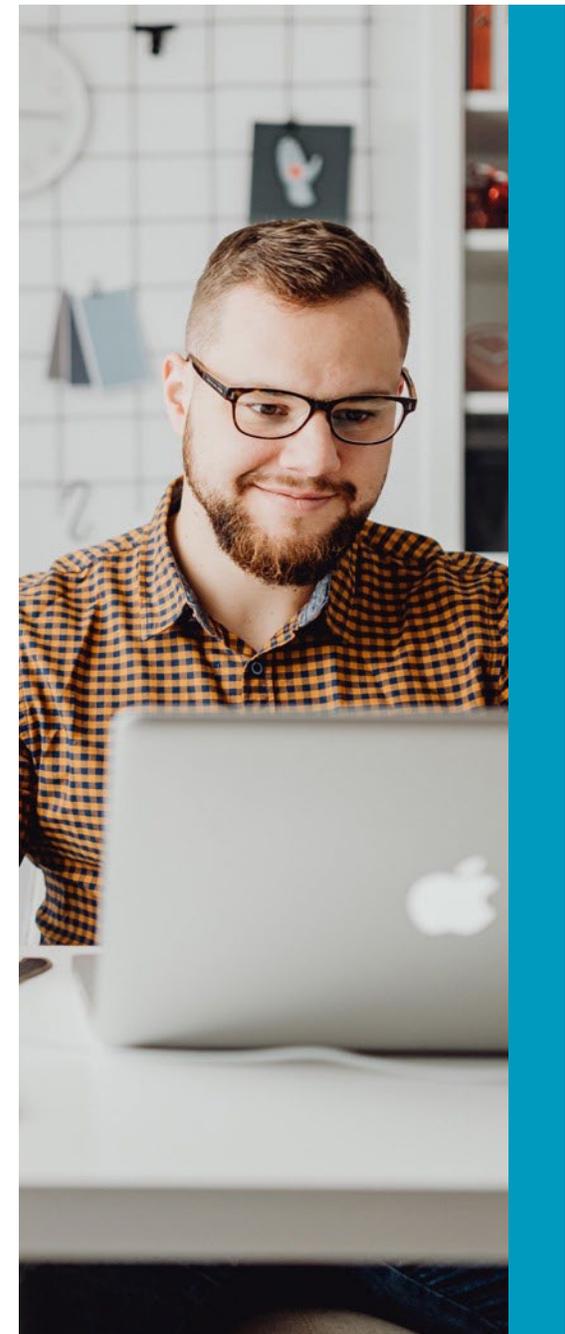
In 2021, ServTracker was acquired by CaseWorthy. In 2022, MediSked was acquired as well.



During these acquisitions, a new UX team was forged, including 2 UX Designers that will service CaseWorthy, MediSked and ServTracker products going forward.



With a blend of new acquisitions offers a chance to realign all company assets, including the branding and User Interface (UI) and User Experience (UX)



Who We Are



Darnell Thomas

UX Manager

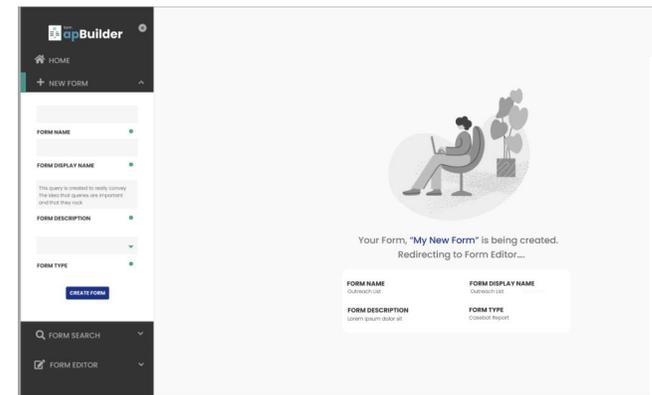
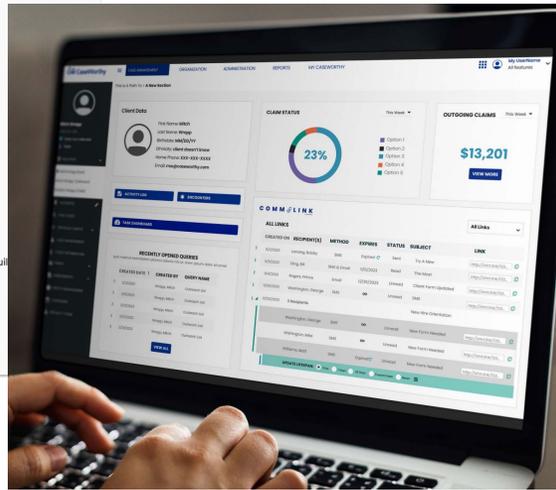
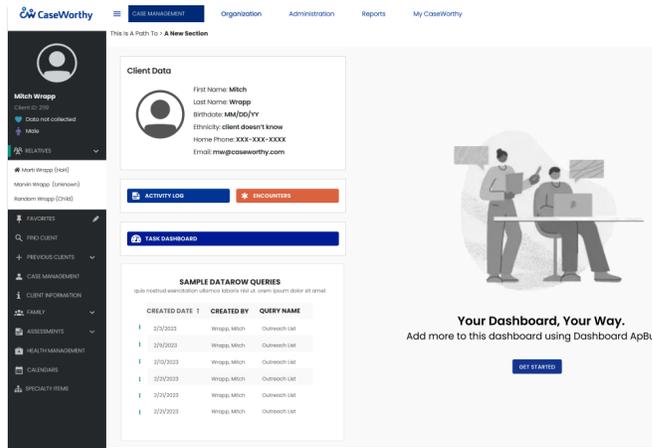
With over a decade experience as a designer and web developer, he looks to design with future tech in mind.



Anh Thach

UX Designer

Anh is a UX Designer who works with accessibility in mind and hopes to make CaseWorthy products accessible to everyone.



Where We're Going

1

To comply with DEIA Standards, the UX team is looking to access gaps in our UI that may benefit from context for new users.

2

We look to add illustrative imagery in otherwise blank spaces depicting multiracial and different genders working.

3

Exploring AI and Machine Learning technologies to further comply with DEIA standards and enhance the User Experience.

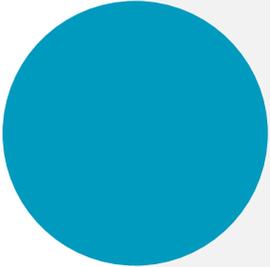
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Working closely along with our Development team to address gaps in strategy as well.

Ways to incorporate DEIA in your organization

With Norma Liberty, PHR, SHRM-CP

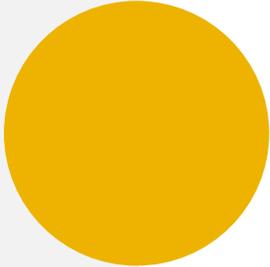
CW DEIA Initiatives



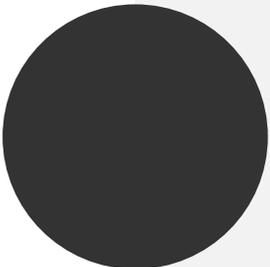
Training

- Employees are required to go through a variety of DEIA trainings per year.

Internal Engagement



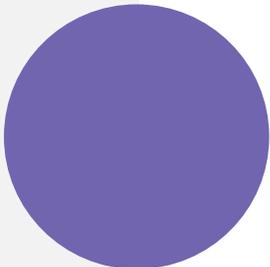
- We have a different monthly topic to promote DEIA.



Recruiting

- Expanded our Job Postings to various ethnic websites.
- Search firms provide resumes w/o name & location

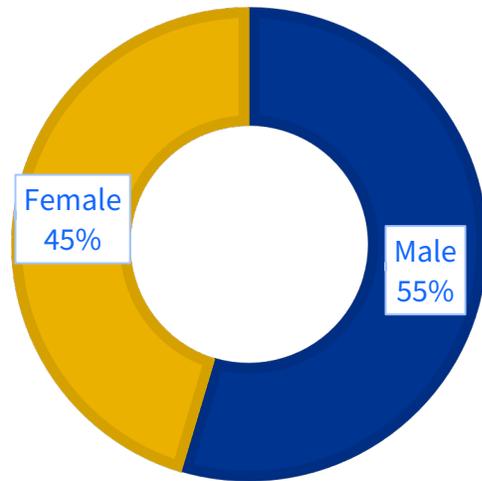
DEIA Objectives



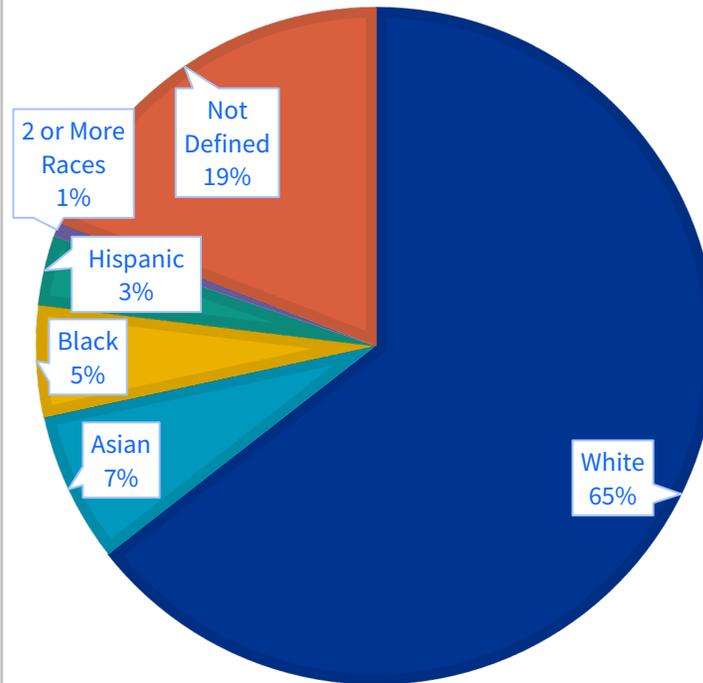
- Look to increase our leadership roles by 5% from underrepresented groups.
- Integrate DEIA into brand strategy & messaging.

CW Demographics

Gender



Ethnicity



Generation, Veteran & Disability

- Gen Z = 11.8%
 - Millennials = 61.2%
 - Gen X = 21.1%
 - Baby Boomers = 5.9%
-
- We have 8 employees who are Veterans.
 - We have 1 employee who has disclosed that they have a disability.

Q&A



THANK YOU!

