

## Plain Language Compliance for Government Agencies

### Plain Language Scanning

VisibleThread can help you:

- Comply with the US Plain Writing Act of 2010
- Improve customer service / citizen compliance
- Lower costs, reduce calls and follow-up communication
- Eliminate misunderstandings leading to litigation

VisibleThread automatically pinpoints complex, difficult to understand language within websites and documents.

For government agencies, the result is; massive time savings, crystal clear communications to citizens, and metrics that demonstrate 'plain writing' compliance.

### How it works – Scan Websites & Documents

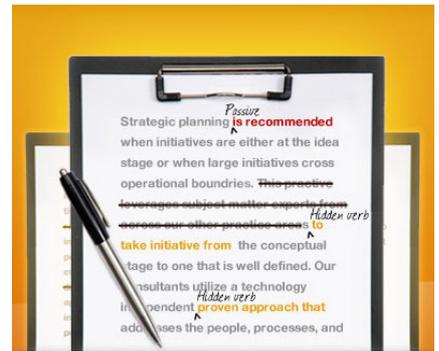
VisibleThread analyzes documents (MS Word, Excel, PDF) and websites.

Project/Document	Size	Readability	Passive Language	Avg Sentence	Long Sentences
Gov Sites and Docs	6 documents				
p1.pdf	1687 words	61	5.88%	19 words	29.41%
p15b.pdf	23808 words	45	9.97%	15 words	18.68%
www.archives.gov	75513 words	53	7.75%	12 words	12.30%
www.fhwa.dot.gov	32414 words	33	13.19%	15 words	18.13%
www.usmint.gov	25416 words	60	3.93%	9 words	7.33%
www.vba.va.gov	14828 words	44	13.62%	13 words	12.05%
R1	2 documents				
2 0 thru 6 0 Formatted.doc	47751 words	35	7.40%	12 words	11.63%

Just upload any PDF, Word or Excel document, or enter your website URL. VisibleThread immediately pinpoints wordy, complex and risky language within your document and website content.

Plain Language metrics include; readability, passive language, average sentence length, hidden verbs and long sentence density. These are some of the most critical measures that drive clear, compliant content.

Adopting VisibleThread means you can analyze dozens of documents and websites in minutes. You then prioritize poor content for edits. This eliminates hours of manual effort & focuses effort on the most critical content.



### What they say

*"In addition to providing a useful analysis of the general clarity of multiple documents (word and pdfs), VisibleThread's ability to run website scans allows it to assess the clarity of entire websites."*

- Annetta Cheek  
Chairperson, Center for Plain Language



*"Consumers visit websites to complete tasks, complex language is a major barrier. The VisibleThread Plain Language Index & Report Cards provide detailed metrics to improve the clarity of websites. For agencies looking to improve communication, this is a huge time saver."*

- Terry Golesworthy  
President, The Customer Respect Group



### Key Benefits

- Reduce review time and manual effort
- Comply with the 'Plain Writing Act of 2010'
- Reduce call center costs with clearer instructions to citizens

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### Detailed Reports

VisibleThread uses natural language processing to pin point clear writing issues. No configuration is required. Clear guidance is provided to resolve language violations.

Discovery	Structure Analysis	Quality Analysis	Concept Tracking	Plain Language	Activity	Discussions
Export						
Readability: 38	Passive Language: 7.26%, 169 Sentences	Long Sentences: 21.62%, 503 Sentences	Hidden Verbs: 15 sentences	Average Sentence Length: 15 words		
Page	Category	Document Content				
http://www.doi.gov/bpp/	Long Sentence	The Department of the Interior's multi-faceted mission requires a sophisticated set of information to inform executive and leadership decisions. Interior executives and managers have come to rely on an integrated set of budgetary, financial, and performance information to create budgets, monitor program performance, allocate and reallocate resources, and document performance results in a transparent and accountable way for the American public. This portal provides one-stop access to selected budgetary, performance, and financial documents created by the Department. We hope you find it useful in understanding how the Department operates, how we perform our mission responsibilities, and how we carry out our fiduciary responsibilities to the American public.				
http://www.doi.gov/bpp/	Passive	Note: In the past Citizen's Reports were named Performance and Accountability Highlights Report				
http://www.doi.gov/businesses/compliance-assistance.cfm	Long Sentence	We want to make it easy for you comply with our regulatory and other requirements. If you need help understanding what you need to do, or if you feel that we're treating you unfairly, click on one of the following Bureau links.				
http://www.doi.gov/businesses/index.cfm	Hidden/Verb Long Sentence	The US Department of the Interior is helping to power America's economic recovery. Through our efforts to help build a clean energy economy for the country, stimulate local economic growth through wise stewardship, and procure goods and services from American businesses, we are helping build a new foundation for growth and prosperity in America.				
http://www.doi.gov/businesses/index.cfm	Hidden/Verb Long Sentence	We at Interior rely on the help of America's businesses to maintain roads, bridges, schools, office buildings, irrigation systems and reservoirs. We invest in research-and-development activities that encompass examinations of geological structures, mineral resources, and products within and outside the national domain. The Earth-science research and information these activities generate save lives and properties, safeguard human health, enhance our nation's economic vitality, assess resources, characterize environments, and predict the impacts of contamination.				
http://www.doi.gov/businesses/index.cfm	Long Sentence	In 2008, we issued more than \$5 billion in 2008 procurement and financial assistance awards. This represents more than one-fourth of our total budget. These awards, which 10 different Interior bureaus and offices made, included \$3.5 billion in contracts to 19,000-plus contractors.				

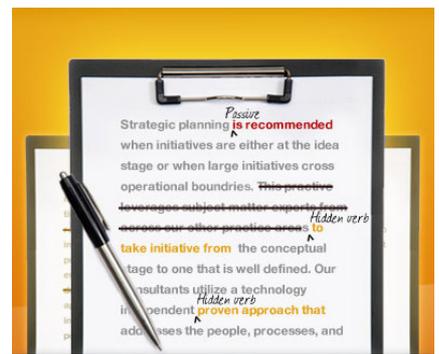
It brings defects to the user's attention through highly intuitive visual displays. Rich color-coding pinpoint exact areas requiring attention.

The solution also allows scanning for dictionaries of complex words and phrases. These can be customized to suit specific agency needs, such as financial services, legal etc. Reviewers quickly identify issues and discussion threads facilitate group collaboration.

VisibleThread analyses Microsoft Word (.doc /.docx), Microsoft Excel and PDFs directly. As such, you don't need to spend any time copying/pasting content for analysis.

### Contact us to learn more

To learn how VisibleThread will help make your review process more efficient and satisfy compliance demands, view our online demos at: <http://www.visiblethread.com/products/demo/> or contact us for a live demo.



### At a Glance

- ▶ Dashboard displays Plain Language metrics.
- ▶ Analysis of PDFs, MS Word, Excel docs & websites.
- ▶ Multiple websites can be benchmarked.
- ▶ Metrics include: passive voice, long-sentences, hidden verbs & readability.



Upload Microsoft Office (Word and Excel) & PDF docs for instant analysis.



Provide insight into poor quality language in docs and websites with web-based dashboard and excel reports.

### Contacts

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