

# Case Study: Anesthesia Today



Michigan-based startup, Anesthesia Today (a subsidiary of The Educated Hand Publishing) was launched to offer a new online journal for nurse anesthetists that is informative, interactive and cutting-edge. Additional company services include a print journal, continuing education delivery, and white papers, articles, research and member feedback/debate forums.

Akamai Consulting participated in the development process from the very beginning – helping to refine a vague concept into a viable business model. And our work didn't stop there!

Branding has involved decisions about vision, values, brand differentiators, name, style themes, and other important elements of the new corporate image. Messaging encompasses everything from the “elevator pitch” to general website and presentation messages, taglines, slogans and a formal mission statement.

Our designers harnessed the characteristics of the new brand for target consumers through a sleek, simple logo design. Studying the desired image, differentiators, competitors and target market enabled our project team to develop a logo and design elements that reflect the overall image of Anesthesia Today in a way consumers can process more readily than words alone.

Work on the Anesthesia Today project is ongoing, and the defined scope still requires marketing planning as well as assistance in implementing campaign initiatives. We'll be working hard to understand what tactics, mix of channels and activities will deliver strong results and devise launch promotions to drive initial traffic to the site and recruit early subscribers.

*"I cannot even express how much you have helped us focus on our core mission and deliver quality to patients. Largely thanks to Akamai's assistance with strategic planning, COI implementation and marketing, our company is being honored as one of the top 50 businesses to watch in Michigan in 2009. What an honor!"*