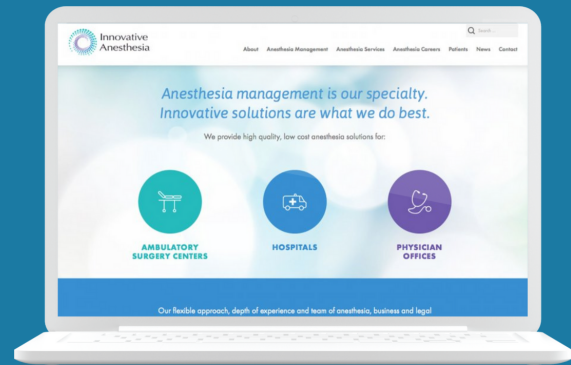


CASE STUDY

Healthcare Company Website



InnovativeAnesthesia.com



AT A GLANCE

Client Industry

- Healthcare

The Opportunity

- Website Redesign

The Solutions

- Branding
- Research & Strategy
- Responsive Website Design
- Website Copywriting
- Search Engine Optimization
- Graphic Design



"The new website is much more appealing and provides a better user experience."

Stephen M. Schuster
CEO and General Counsel
Innovative Anesthesia

Innovative Anesthesia delivers high-quality, affordable anesthesia solutions to medical facilities and providers such as ambulatory surgery centers, hospitals, and physician offices. With more than 20 anesthesia practices and nearly 200 providers under the company's management, Innovative Anesthesia is one of the leaders in low-cost, high-quality anesthesia services.

CHALLENGES

Innovative Anesthesia had a simple website in need of new content, graphics, and improved functionality with an appealing and welcoming design. Innovative Anesthesia tasked SQM Communications with conveying the company's value proposition in a design that presented a medical topic without the use of overused physician and hospital imagery and fresh content to communicate the company's stellar reputation.

SOLUTIONS

SQM Communications worked closely with the Innovative Anesthesia team throughout the discovery process to identify their goals for the redesigned website, content, and functionality. I partnered with Strategic Health, an independent consultancy, to develop a visually attractive and informative website to showcase:

- Colors and imagery that complemented Innovative Anesthesia's logo.
- Visuals such as an abstract background and icons to create interest while also focusing on the company's value proposition – no more photos of people in scrubs!
- Content that clearly communicates what Innovative Anesthesia provides and who it serves.
- Forms to make it easy for visitors to contact the company from general inquiries to requests for proposals.