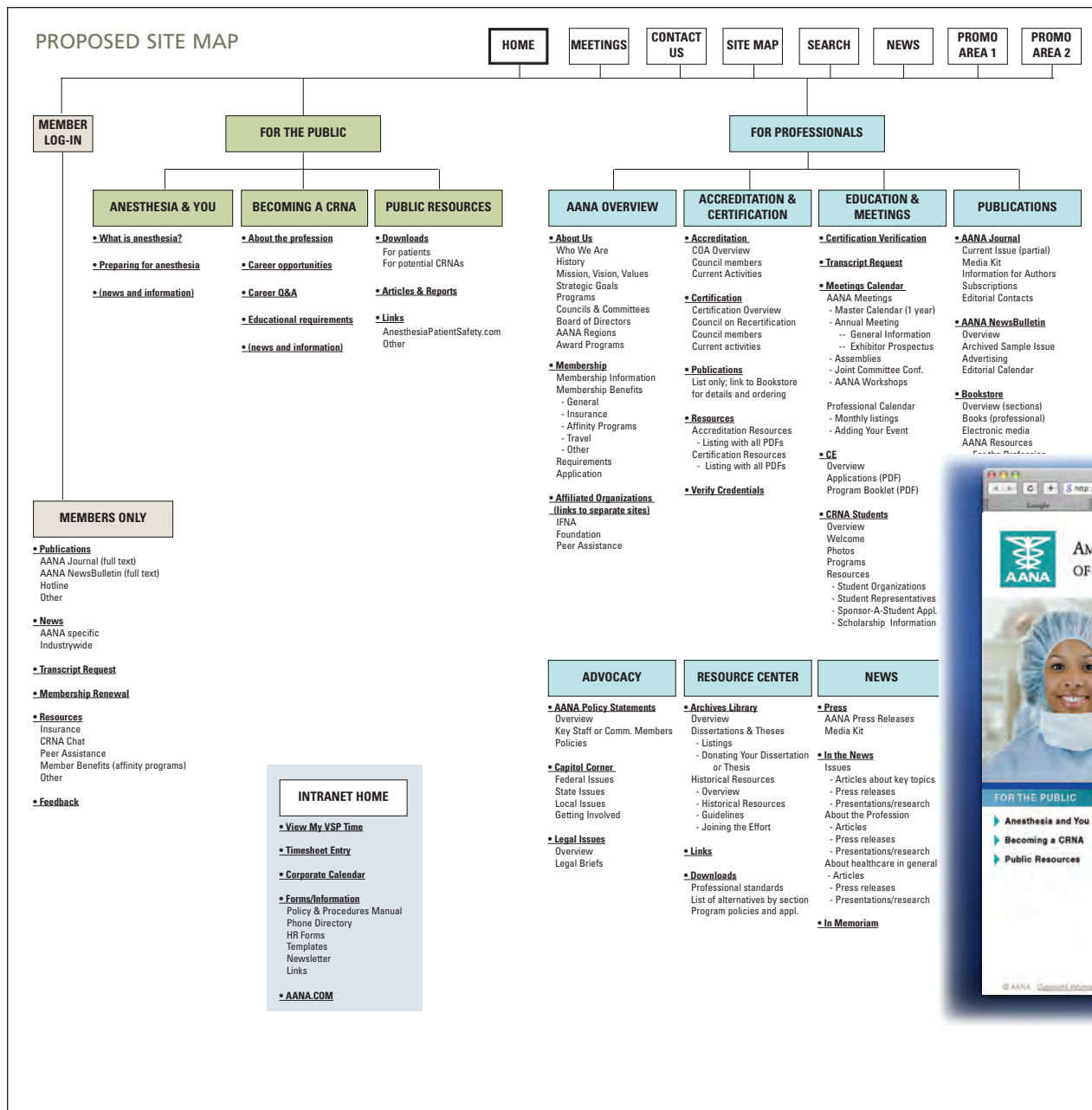


AMERICAN ASSOCIATION OF NURSE ANESTHETISTS



The AANA (American Association of Nurse Anesthetists) hired MKB to redesign their website with the dual purpose of promoting anesthesia safety and **to better serve the information needs of its 35,000 member base**. An extensive site that had evolved organically over time, it had over 14,000 pages to migrate. The redesigned and re-purposed site now puts a face to the Association and offers easy access, significant search capabilities and more logical organization and navigation. And it has won the Ektron "Best Association Site" award.

MARKETING, BRANDING AND WEB COMMUNICATIONS FOR ASSOCIATIONS