

88 Website Case Study

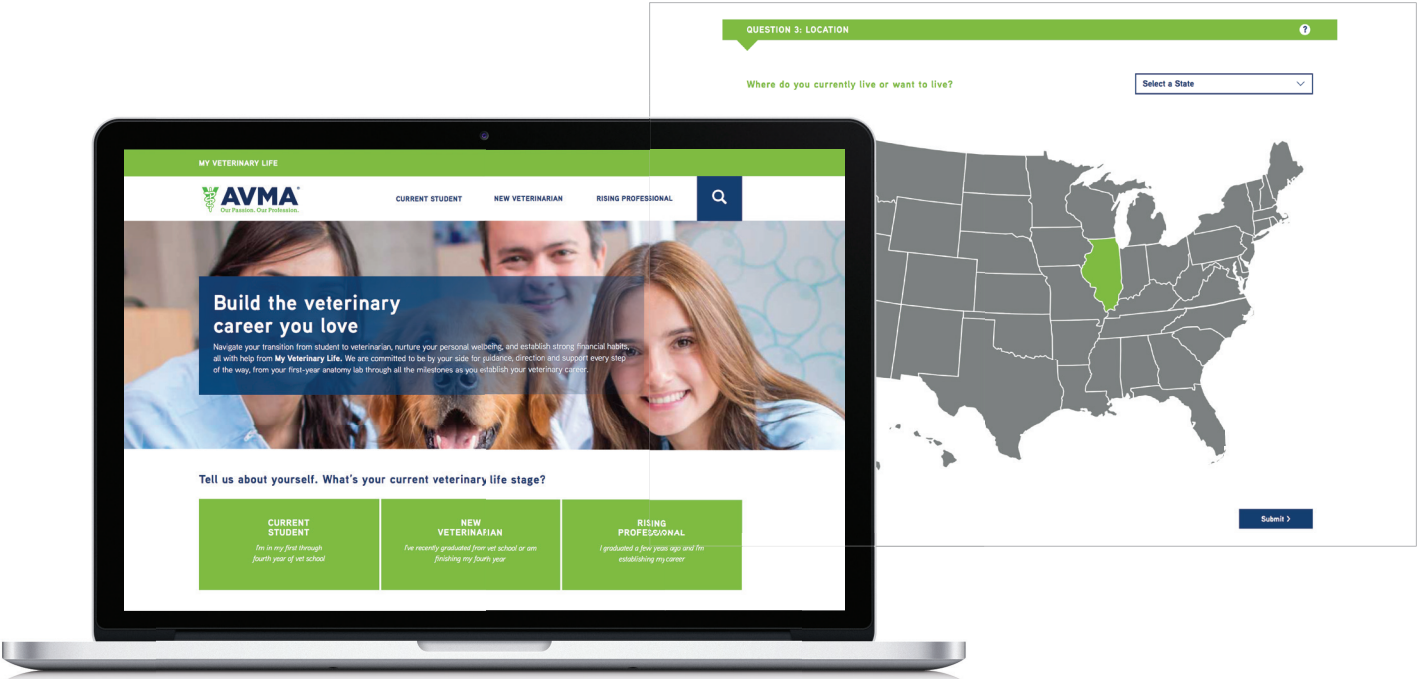
Creating a vital resource for young veterinarians:

AVMA STUDENT & RECENT GRADUATE MICROSITE

The American Veterinary Medical Association (AVMA) is the third-largest member association in the United States. Founded in 1863, the not-for-profit AVMA is the collective voice representing nearly 90,000 veterinarians working across the entire veterinary industry, including academia, homeland security, public and private practice, and research.

In order to strengthen the profession, it's critical that the AVMA support young members, from students to emerging professionals. To provide more value to this group, the AVMA worked with 88 Brand Partners to produce a website full of valuable tools and resources to help them succeed in both their professional and personal lives.

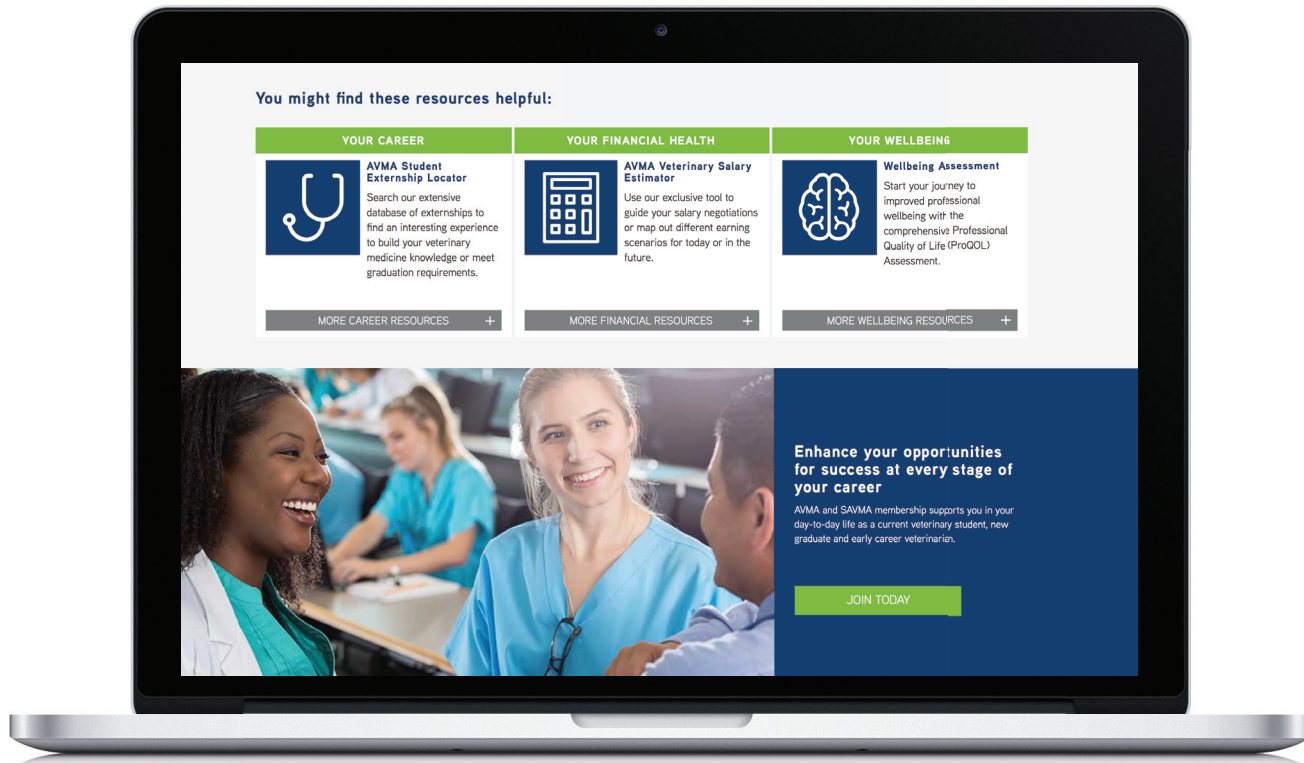
Taking key insights from research conducted by 88 and QNA, we identified the three topics that are most important to this audience: resources to support their professional career, insights on personal finance and guidance on mental-health issues prevalent in the industry.



Top 5 Areas of Concern for Emerging Professionals:

Achieving work-life balance	100.00%
Stress management	96.15%
Preparing for increasing financial pressures after graduation	88.46%
Managing personal and professional debt	80.77%
Understanding loan refinancing and repayment options	73.08%

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Understanding our target audience's preferred browsing habits, we designed a mobile-first web experience complete with robust tools that aligned with our strategic priority areas.

Professional Career – Externship Locator: We designed and programmed a searchable database of externship opportunities that could be filtered by location, school or area of interest—taking over 500 externship opportunities and consolidating them into an easily digestible format. On the back-end, the site was built so that new opportunities could be added or removed simply by changing fields in an Excel document and loading them into the intuitive content management system.

Personal Finance – Salary Calculator: There are a wide range of factors that affect how much a practicing veterinarian will bring in each year, and, in order to plan for the future, it's important that young vets consider each of these components. To meet this need, we developed an interactive tool that allows students and new veterinarians to run multiple career scenarios and instantly calculate an estimated salary.

Mental Health – Wellbeing Assessment: Finally, we adapted the Professional Quality of Life survey developed by Dr. Beth Hudnall Stamm into an interactive digital format—taking a document that required complex calculations, applying a clean user interface and creating a seamless, simple process for users.

Since its launch in June 2018, the website has had nearly 33,000 new users, with an average session duration of 3:42. Among the top-visited pages are the Externship Locator, the Veterinary Salary Calculator and the Wellbeing Assessment. The tools provide value to key audiences, with the externship locator making up 22% of all page views, surpassing the homepage.