# DISCOVER THE POWER OF THE CRNA

# Marketing to Anesthesia Providers?

Certified Registered Nurse Anesthetists (CRNAs) have a strong influence on purchasing decisions regarding anesthesia equipment and supplies. CRNAs are highly valued in today's healthcare environment because they deliver the same safe, high-quality anesthesia care as their physician counterparts but at a lower cost, helping to control rising healthcare costs. CRNAs are trained to administer every type of anesthesia to all types of patients in any healthcare setting where anesthesia is delivered.

**General anesthesia** 

Regional anesthesia

**Sedation** 

**Pain management** 

**CRNAs** administer more than

ANESTHETICS

**STATES** 

### **CRNAs** have

Alaska Hawaii Missouri Tennessee Arkansas Idaho Montana Texas Colorado Illinois **New Hampshire** Vermont Connecticut Iowa **New Jersey** Washington Delaware Kentucky **New Mexico** West Virginia Louisiana District of North Dakota Wisconsin Columbia Massachusetts Oklahoma Wyoming Florida Minnesota Oregon

of CRNAs make purchasing

decisions for products

and services between

\$100,000-

## MILLIONS OF AMERICANS RELY ON CRNAS

for their anesthesia care, especially maternity/obstetrics, military, elderly and those in rural areas.

In some states, CRNAs are the SOLE PROVIDER IN OF RURAL HOSPITALS.

**AANA represents more than** 

and student registered nurse anesthetists.

LEARN MORE ABOUT THE CRNA and the future of anesthesia care, visit:

www.future-of-anesthesia-care-today.com

