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FOR IMMEDIATE RELEASE

Board launches consumer-focused website

DES MOINES, IA – The Iowa Board of Medicine has unveiled a new and dramatically simplified website that offers the public and its licensees access to better organized and more detailed information about the Board's regulatory processes.

The newly designed website, www.medicalboard.iowa.gov, focuses on customer service by incorporating a cleaner, simpler layout that allows users to quickly locate information with fewer steps. The site complements the Board's efforts to reach and interact with the public and its licensees -- physicians and acupuncturists. The website improvements include:

- Direct links to an online form to receive consumer complaints about physicians and acupuncturists.
- Quick and direct access to public records about physicians and acupuncturists. The public can search for a licensee by name, by community and/or by specialty.
- A powerful search engine to find information about Board orders and actions.
- More online help for physicians and acupuncturists seeking licensure in Iowa.
- A directory of mandatory reporting obligations for physicians.
- A media kit with information, data and resources for journalists covering the Board.

The new site became active on April 30. Users can comment about the changes by clicking on the “site suggestions” link at the bottom of the home page.

The site's redesign was developed by Board staff in conjunction with Iowa Interactive, which builds and manages websites for state government. Amy Van Maanen, director of licensure, Russell Bardin, chief investigator, and Steve Ervin, the Board's webmaster and technology specialist, led the project.

The Iowa Board of Medicine's primary mission is to protect the public through the licensure and regulation of physicians and acupuncturists. The Board screens candidates, issues licenses to qualified professionals, develops rules that guide its licensees and, when necessary, disciplines its licensees.