



Fields of Opportunities

STATE OF IOWA

CHESTER J. CULVER
GOVERNOR
PATTY JUDGE
LT. GOVERNOR

IOWA BOARD OF MEDICINE
MARK BOWDEN
EXECUTIVE DIRECTOR

Executive Director's Report

(Prepared 10/13/10 for the October 21-22, 2010, Board meeting)

PERSONNEL UPDATE: Job offers are expected to be made by October 22 to candidates selected for the health professions investigators vacancies. The Board is filling three vacancies caused by the retirements of investigators earlier this year. The staff is poised to provide training and orientation to bring these new hires up to speed relatively quickly to meet the burgeoning needs for investigations.

* * *

BUDGET UPDATE: Although budgeting for a new fiscal year won't begin for a few months, the staff is looking ahead. The staff is not recommending changes in fees at this time (see attached report with Board materials.)

* * *

DATA BASE: The testing of processes for entering and collating information continues as a prelude to staff training. Go-live for the system is scheduled for January 2011. The system will be demonstrated at the Board's meeting in December.

* * *

PUBLIC EDUCATION: Mark Bowden has been making public presentations regarding the Board this fall. The Iowa Hospital Association invited the Board to make presentations at several of the association's regional meetings. In addition, Bowden continues to meet with medical staffs at hospitals, physician groups, civic organizations and other public interest groups. Meanwhile, public access of the Board's revamped website continues to increase, indicating that a lot of information is getting to new audiences.

* * *

CITIZEN ADVOCACY CENTER: Amber Mian of Ames, public member, will represent the Board at the annual meeting of the Citizen Advocacy Center, November 11-12, in Washington, D.C. The meeting will cover several important topics, including scope of practice issues, ensuring the continuing competency of licensees, and the federal health care reform.

* * *

FSMB BOARD ATTORNEY WORKSHOP: Kent Nebel, Board legal director, and Julie Bussanmas, assistant attorney general assigned to the Board, will attend the Federation of State Medical Boards' attorney workshop November 4-5 in San Francisco. The meeting will cover several timely topics, including telemedicine and federal health care reform.

* * *

LICENSURE PORTABILITY: Mark Bowden and Amy Van Maanen will attend a meeting November 4-5 in Madison, Wis., to discuss licensure portability/reciprocity with nine other Midwest states. The group received a federal grant to investigate opportunities/challenges for licensure portability.

* * *

PHYSICIAN HEALTH PROGRAM: The Iowa Physician Health Committee will elect a new chair at the committee's meeting on November 10. Kent Croskey, D.O., will be leaving the committee at the end of this year. He has served as chair for several years.

* * *

OCTOBER-NOVEMBER CALENDAR:

Hearings

(Updated 10/13/10. Subject to delays or continuances)

October 28 – Adel S. Al-Jurf, M.D.

November 18-19, Paul S. Quentzel, M.D.

Meetings

October 21-22 -- Regular Board meeting

November 10 – Iowa Physician Health Committee meeting

November 18 - Board teleconference meeting

Office Closing

Thursday, November 11 – Veterans Day

Thursday-Friday, November 25-26 – Thanksgiving



Site Usage

17,129 Visits

46.06% Bounce Rate

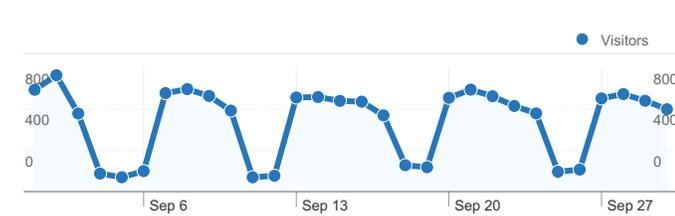
59,831 Pageviews

00:03:11 Avg. Time on Site

3.49 Pages/Visit

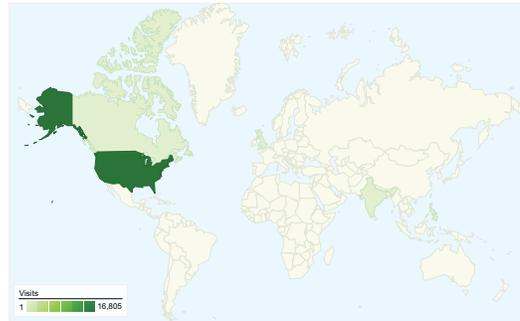
38.66% % New Visits

Visitors Overview

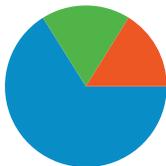


Visitors
9,023

Map Overlay



Traffic Sources Overview



- **Direct Traffic**
11,324.00 (66.11%)
- **Referring Sites**
3,040.00 (17.75%)
- **Search Engines**
2,765.00 (16.14%)

Content Overview

Pages	Pageviews	% Pageviews
/find_physician/index.html	33,010	55.17%
/practitioners/physicians.html	4,544	7.59%
/Press/index.html	3,292	5.50%
/services/verifications.html	2,178	3.64%
/ibme/find_physician/index.html	1,413	2.36%



9,023 people visited this site

17,129 Visits

9,023 Absolute Unique Visitors

59,831 Pageviews

3.49 Average Pageviews

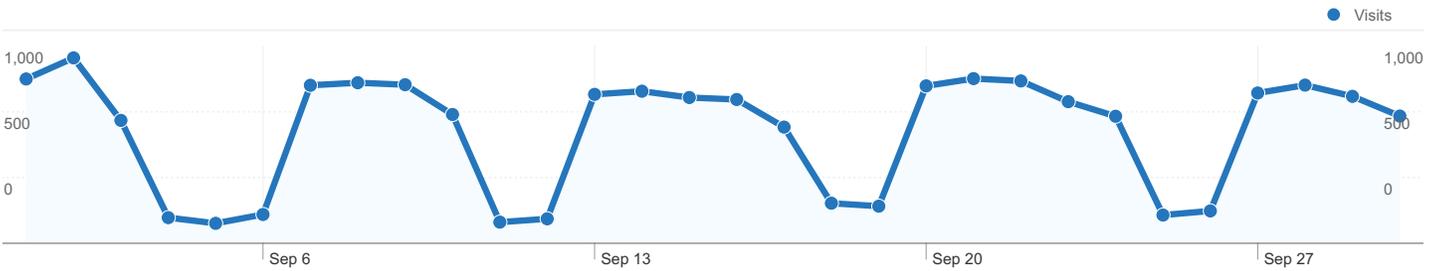
00:03:11 Time on Site

46.06% Bounce Rate

38.66% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	13,922	81.28%	Unknown	5,697	33.26%
Firefox	1,791	10.46%	Cable	3,936	22.98%
Safari	942	5.50%	T1	3,874	22.62%
Chrome	417	2.43%	DSL	3,130	18.27%
Mozilla Compatible Agent	15	0.09%	Dialup	454	2.65%



All traffic sources sent a total of 17,129 visits

66.11% Direct Traffic

17.75% Referring Sites

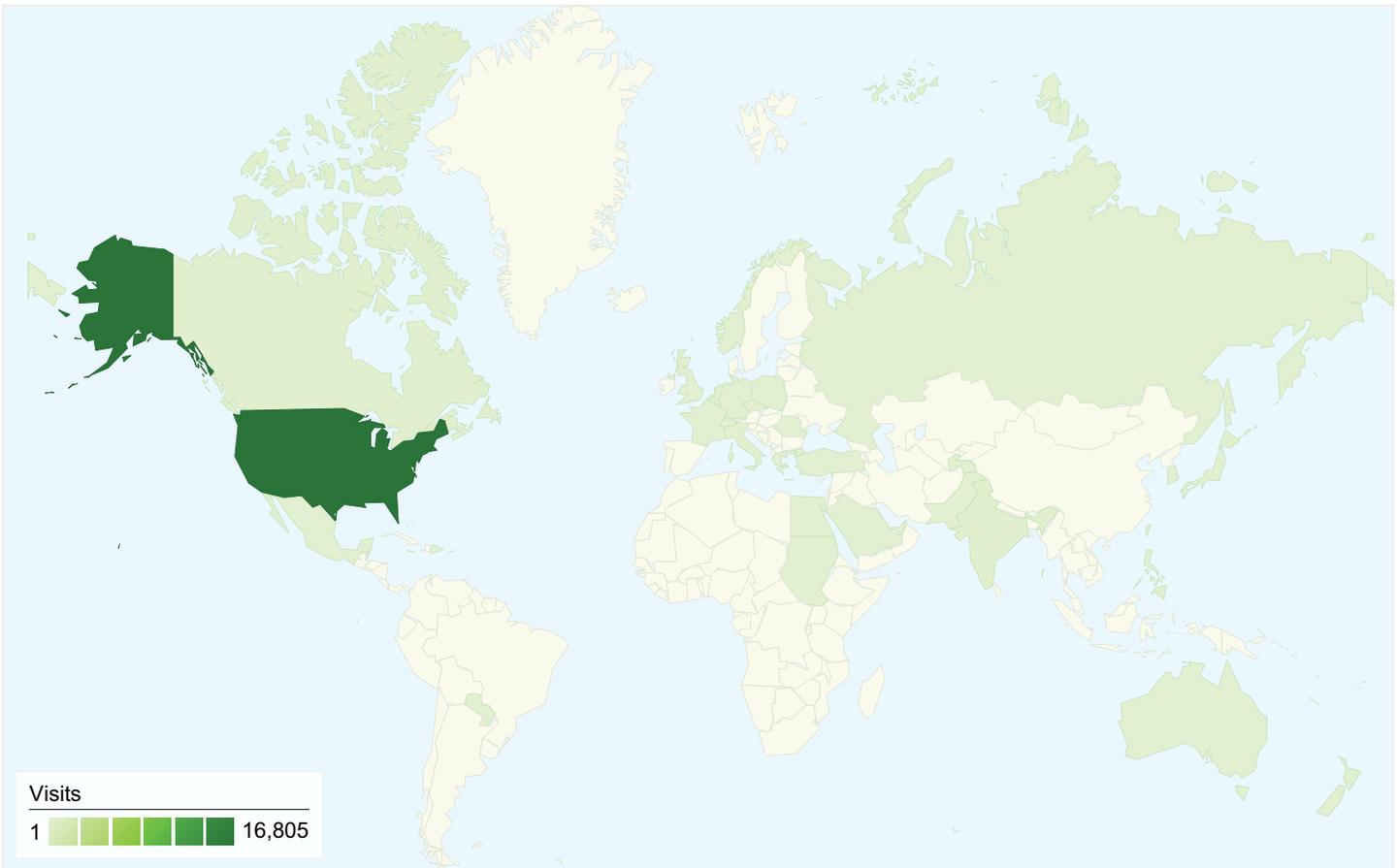
16.14% Search Engines



- **Direct Traffic**
11,324.00 (66.11%)
- **Referring Sites**
3,040.00 (17.75%)
- **Search Engines**
2,765.00 (16.14%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	11,324	66.11%	iowa board of medicine	193	6.98%
google (organic)	2,499	14.59%	iowa medical board	79	2.86%
docboard.org (referral)	1,489	8.69%	medicalboard.iowa.gov/find_ph	47	1.70%
healthguideusa.org (referral)	638	3.72%	license verification	43	1.56%
ratemds.com (referral)	523	3.05%	disclosure	42	1.52%



17,129 visits came from 39 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
17,129 % of Site Total: 100.00%	3.49 Site Avg: 3.49 (0.00%)	00:03:11 Site Avg: 00:03:11 (0.00%)	38.70% Site Avg: 38.66% (0.11%)	46.06% Site Avg: 46.06% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	16,805	3.50	00:03:11	38.23%	46.05%	
India	112	2.83	00:04:01	48.21%	46.43%	
Canada	70	3.33	00:03:06	71.43%	50.00%	
Philippines	17	2.65	00:01:08	64.71%	47.06%	
United Kingdom	17	2.59	00:01:14	88.24%	41.18%	
Poland	13	3.54	00:04:46	30.77%	23.08%	
Singapore	11	4.18	00:01:13	27.27%	27.27%	
United Arab Emirates	11	2.36	00:00:46	27.27%	54.55%	
Germany	6	2.67	00:02:42	83.33%	83.33%	

Saudi Arabia	4	1.00	00:00:00	75.00%	100.00%
--------------	---	------	----------	--------	---------

1 - 10 of 39



Pages on this site were viewed a total of 59,831 times

 **59,831** Pageviews

 **28,068** Unique Views

 **46.06%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/find_physician/index.html	33,010	55.17%
/practitioners/physicians.html	4,544	7.59%
/Press/index.html	3,292	5.50%
/services/verifications.html	2,178	3.64%
/ibme/find_physician/index.html	1,413	2.36%