



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 12/08/10 for the December 16-17, 2010, Board meeting)

PERSONNEL UPDATE: Training is under way for three new investigators who were hired in November and joined the Board's staff on December 3. The new employees, who fill vacancies caused by retirements earlier this year, are:

- **Aaron Kephart**, a registered nurse, who had worked for Principal Financial Group Health Division. Previously, he was an investigator in the Iowa Department of Inspections and Appeals.
- **David McGlaughlin**, who has worked for the Eastern Iowa Airport in Cedar Rapids as a police officer, firefighter and EMT. He also worked for the North Liberty Fire Department as a firefighter and EMT.
- **David Schultz**, who has worked as a police officer and detective with the Ames Police Department, an EMT with Dallas County, and as a coroner's investigator in Wyoming.

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LICENSURE PORTABILITY: A task force looking at possible portability of medical licenses in 10 Midwest met November 4-5 in Madison, Wis. Mark Bowden and Amy Van Maanen represented the Iowa Board at the meeting. Because medical licensure is state-based, there are differences in requirements. The task force is evaluating these differences, looking for common ground. Iowa's recently adopted rules allowing reliance on another state board's verification of certain credentials for applicants were recognized as a possible model to consider for the Midwest group. Iowa's licensure by "expedited endorsement" can reduce administrative time in processing applications from qualified physicians.

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IOWA PHYSICIAN HEALTH COMMITTEE: Michael Flaum, M.D., a psychiatrist at University of Iowa Hospitals and Clinics, and Lester Yen, M.D., a West Des Moines plastic surgeon, have been elected co-chairs of the Iowa Physician Health Committee. Both physicians joined the committee last summer. They will succeed Kent Croskey, D.O., a Des Moines anesthesiologist, who is leaving the committee at the end of 2010.

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CITIZEN ADVOCACY CENTER: Ambreen Mian, public member of the Board, attended the 2010 meeting of the Citizen Advocacy Center, November 11-12, in Washington, D.C. The center supports public members serving on healthcare regulatory and oversight boards. Mian learned more about scope of practice, continuing competence and health care reform issues.

* * *

AAOE: Janice Galli, D.O., Board secretary, will represent the Board at the American Association of Osteopathic Examiners summit meeting January 15-16 in Las Vegas. The meeting's topics will include clinical assessment and maintenance of licensure issues and updates on the examinations concerning osteopathic medical licensure.

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FSMB SEEKS COMMENTS: In preparation for the Federation of State Medical Boards' meeting April 28-30 in Seattle, WA, the FSMB is asking state boards to offer resolutions for the 2011 meeting of the House of Delegates (submission deadline is February 21); award nominations (submission deadline is January 15); and associate member nominations (submission deadline is January 15)

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FSMB TO TALK TELEMEDICINE: The FSMB is hosting a telemedicine conference on March 10 in Washington, D.C., to identify policy and structural resources needed to facilitate telemedicine services in a manner that ensures health care quality and patient safety. The Iowa Board will be represented at this meeting.

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2011 BOARD SCHEDULE – The 2011 meeting schedule, approved by the Board last April: February 10-11, April 7-8, June 2-3, July 28-29, September 22-23, and November 17-18. The Board's 2011 teleconference meeting schedule: January 13, March 10, May 5, June 30, August 18, October 13, and December 8.

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DECEMBER-JANUARY CALENDAR:

Hearings

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

December 20-21 – Wendy Smoker, M.D.

January 20-21 – Amjad Butt, M.D.

Meetings

December 16-17 – Board meeting

January 13 – Board teleconference

January 14 – Iowa Physician Health Committee

Office Closing

December 24 – Christmas

December 31 – New Year's Day

January 17 – Martin Luther King Day

FINAL SCHEDULE FOR 2011

Board Meetings Bd Teleconferences Hearings IPHC Meetings State Holidays

<p><u>January</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1</p> <p>2 3 4 5 6 7 8</p> <p>9 10 11 12 13 14 15</p> <p>16 17 18 19 20 21 22</p> <p>23 24 25 26 27 28 29</p> <p>30 31</p>	<p><u>February</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28</p>	<p><u>March</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28 29 30 31</p>
<p><u>April</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2</p> <p>3 4 5 6 7 8 9</p> <p>10 11 12 13 14 15 16</p> <p>17 18 19 20 21 22 23</p> <p>24 25 26 27 28 29 30</p>	<p><u>May</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30 31</p>	<p><u>June</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2 3 4</p> <p>5 6 7 8 9 10 11</p> <p>12 13 14 15 16 17 18</p> <p>19 20 21 22 23 24 25</p> <p>26 27 28 29 30</p>
<p><u>July</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2</p> <p>3 4 5 6 7 8 9</p> <p>10 11 12 13 14 15 16</p> <p>17 18 19 20 21 22 23</p> <p>24 25 26 27 28 29 30</p> <p>31</p>	<p><u>August</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2 3 4 5 6</p> <p>7 8 9 10 11 12 13</p> <p>14 15 16 17 18 19 20</p> <p>21 22 23 24 25 26 27</p> <p>28 29 30 31</p>	<p><u>September</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28 29 30</p>
<p><u>October</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1</p> <p>2 3 4 5 6 7 8</p> <p>9 10 11 12 13 14 15</p> <p>16 17 18 19 20 21 22</p> <p>23 24 25 26 27 28 29</p> <p>30 31</p>	<p><u>November</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28 29 30</p>	<p><u>December</u></p> <p>Su Mo Tu We Th Fr Sa</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28 29 30 31</p>

STATE HOLIDAYS:

Jan 1, 2011	New Year's Day (12/31/2010)	Sep 5, 2011	Labor Day
Jan 17, 2011	Martin Luther King Day	Nov 11, 2011	Veterans Day
May 30, 2011	Memorial Day	Nov 24-25, 2011	Thanksgiving Holiday
Jul 4, 2011	Independence Day	Dec 25, 2011	Christmas Holiday

BOARD MEETINGS	BOARD TELECONFERENCES	BOARD HEARINGS	IOWA PHYSICIAN HEALTH COMMITTEE	STATE HOLIDAYS
2/10-11/11	1/13/11	1/20-21/11	1/14/11	1/17/11
4/7-8/11	3/10/11	2/16-17/11	3/4/11	5/30/11
6/2-3/11	5/5/11	3/17-18/11	4/29/11	7/4/11
7/28-29/11	6/30/11	5/12-13/11	6/24/11	9/5/11
9/22-23/11	8/18/11	7/7-8/11	8/19/11	11/11/11
11/17-18/11	10/13/11	8/25-26/11	10/14/11	11/24-25/11
1/12-13/12	12/8/11	10/20-21/11	12/9/11	12/26/11
		12/15-16/11		



Site Usage

15,470 Visits

47.02% Bounce Rate

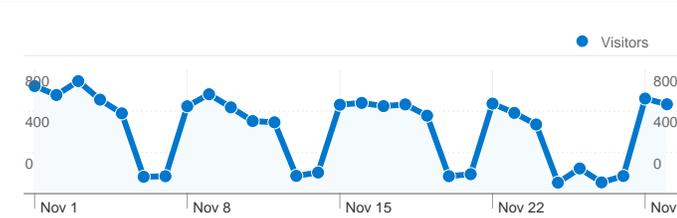
49,611 Pageviews

00:02:58 Avg. Time on Site

3.21 Pages/Visit

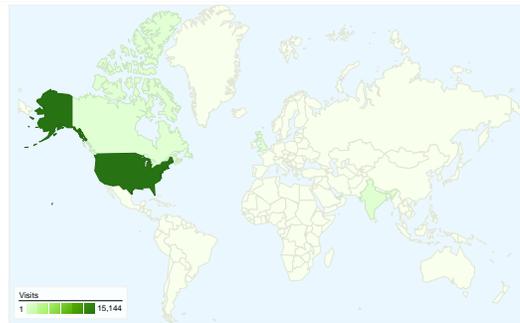
38.27% % New Visits

Visitors Overview



Visitors
8,362

Map Overlay



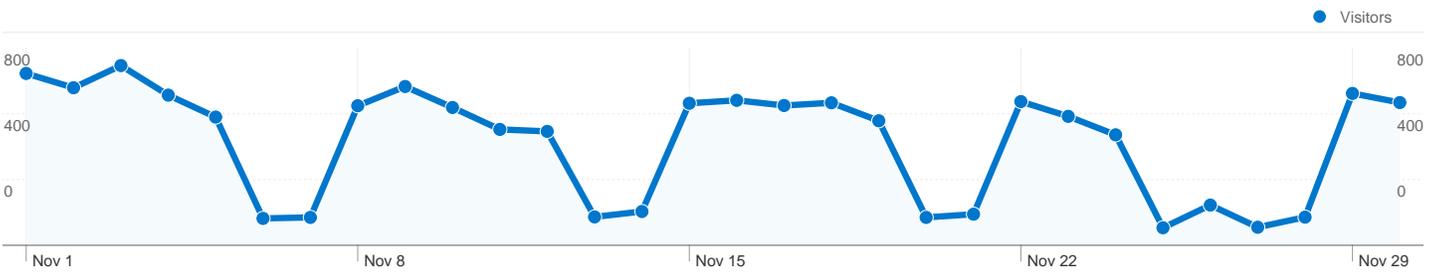
Traffic Sources Overview



- **Direct Traffic**
10,137.00 (65.53%)
- **Referring Sites**
2,940.00 (19.00%)
- **Search Engines**
2,393.00 (15.47%)

Content Overview

Pages	Pageviews	% Pageviews
/find_physician/index.html	27,385	55.20%
/practitioners/physicians.html	4,143	8.35%
/Press/index.html	2,611	5.26%
/services/verifications.html	1,787	3.60%
/ibme/find_physician/index.html	1,202	2.42%



8,362 people visited this site

15,470 Visits

8,362 Absolute Unique Visitors

49,611 Pageviews

3.21 Average Pageviews

00:02:58 Time on Site

47.02% Bounce Rate

38.27% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	12,689	82.02%	Unknown	4,942	31.95%
Firefox	1,489	9.63%	T1	3,937	25.45%
Safari	833	5.38%	Cable	3,370	21.78%
Chrome	374	2.42%	DSL	2,812	18.18%
Mozilla Compatible Agent	46	0.30%	Dialup	358	2.31%



All traffic sources sent a total of 15,470 visits

65.53% Direct Traffic

19.00% Referring Sites

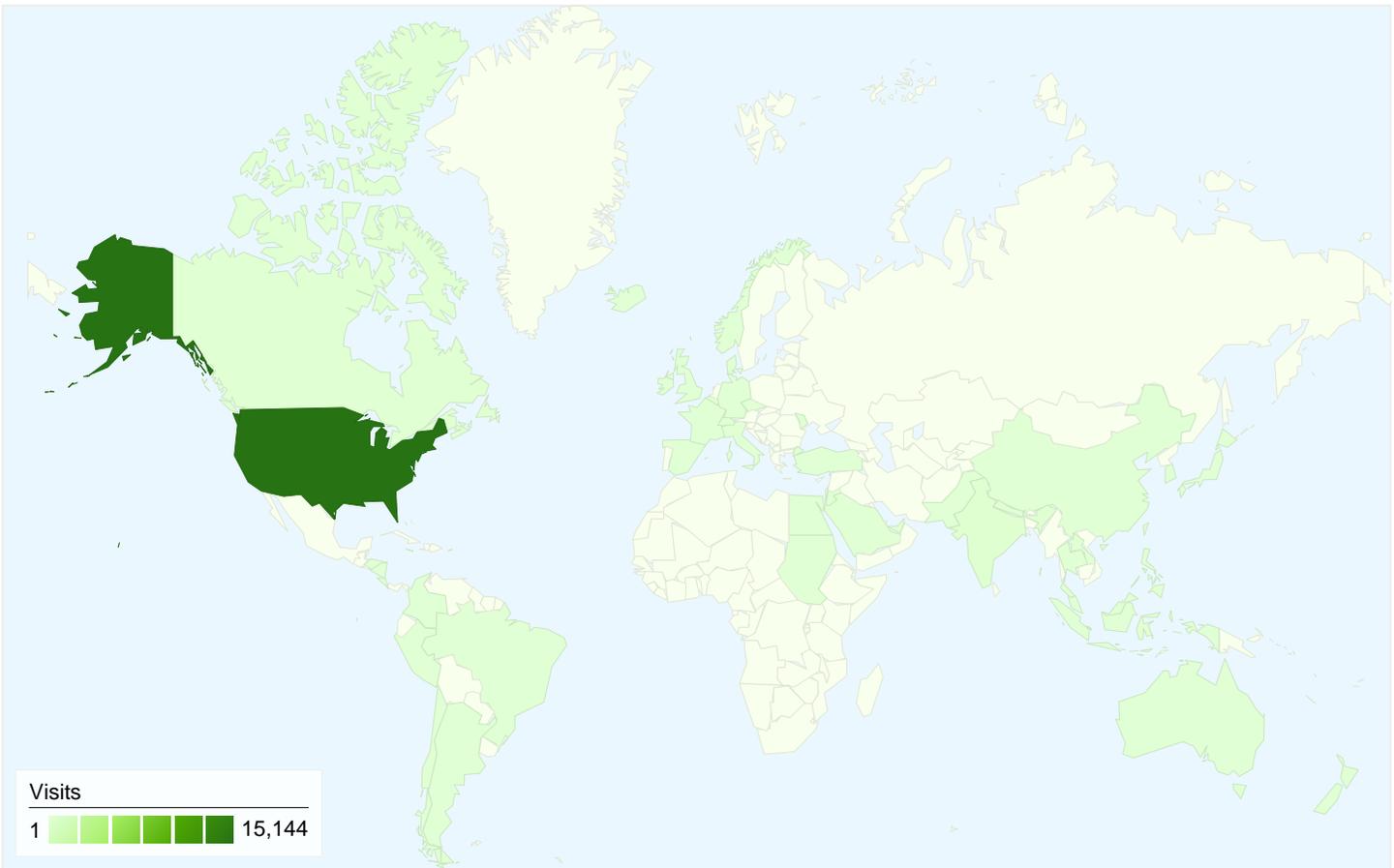
15.47% Search Engines



- Direct Traffic
10,137.00 (65.53%)
- Referring Sites
2,940.00 (19.00%)
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2,393.00 (15.47%)

Top Traffic Sources

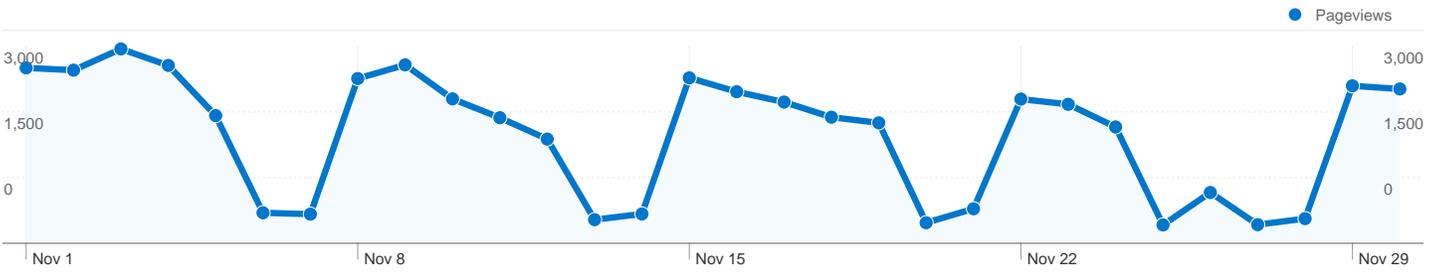
Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	10,137	65.53%	iowa board of medicine	254	10.61%
google (organic)	2,024	13.08%	iowa medical board	134	5.60%
docboard.org (referral)	1,353	8.75%	(not set)	41	1.71%
healthguideusa.org (referral)	814	5.26%	licenses	38	1.59%
ratemds.com (referral)	501	3.24%	license verification	37	1.55%



15,470 visits came from 50 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
15,470 % of Site Total: 100.00%	3.21 Site Avg: 3.21 (0.00%)	00:02:58 Site Avg: 00:02:58 (0.00%)	38.29% Site Avg: 38.27% (0.05%)	47.02% Site Avg: 47.02% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	15,144	3.22	00:02:57	37.73%	46.96%	
India	151	3.13	00:04:40	50.99%	41.72%	
Canada	49	1.61	00:01:54	77.55%	71.43%	
United Kingdom	14	2.64	00:02:04	78.57%	50.00%	
United Arab Emirates	11	2.45	00:01:28	18.18%	54.55%	
Philippines	9	2.78	00:01:02	77.78%	44.44%	
Thailand	6	1.67	00:01:52	66.67%	50.00%	
Germany	6	4.00	00:03:09	83.33%	50.00%	
Australia	5	2.00	00:02:19	100.00%	80.00%	

France	5	2.40	00:05:24	80.00%	80.00%
					1 - 10 of 50



Pages on this site were viewed a total of 49,611 times

49,611 Pageviews

24,729 Unique Views

47.02% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/find_physician/index.html	27,385	55.20%
/practitioners/physicians.html	4,143	8.35%
/Press/index.html	2,611	5.26%
/services/verifications.html	1,787	3.60%
/ibme/find_physician/index.html	1,202	2.42%