



Executive Director's Report

(Prepared 02/03/11 for the February 10-11, 2011, Board meeting)

BUDGET UPDATE: The Board is working with Governor Branstad and his new administration through Mariannette Miller-Meeks, M.D., the new director of the Department of Public Health. In a meeting with Dr. Miller-Meeks in January, the executive directors of Medicine, Dental, Pharmacy and Nursing discussed the boards' status as fee-based agencies that do not receive a general fund appropriation. To date, there has been no restriction on the Board's expenditures.

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DATABASE UPDATE: CSDC (project vendor) and staff are working hard to go-live with the new database by the last weekend of February. The week of February 7 will be critical in determining whether that date will be met. The Board is scheduled to go-live first among the three boards (Dental, Medicine, and Nursing) in this collaborative project.

* * *

BOARD OPENS FACEBOOK PAGE: The Board has established a page on the Internet social media network "Facebook" (www.facebook.com) as one more way to distribute information about the Board's work to protect the public through licensure and regulation of physicians and acupuncturists.

* * *

TELEMEDICINE CONFERENCE: Board member Colleen Stockdale, M.D., and Kent Nebel, director of legal affairs, will represent the Board at the Federation of State Medical Boards' telemedicine conference on March 10 in Washington, D.C. Information at this meeting will be helpful for the Board's review of telemedicine issues and the potential development of administrative rules.

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AAOE SUMMIT: Janice Galli, D.O., Sioux City, represented the Board at the American Association of Osteopathic Examiners' summit January 15-16 in Las Vegas, Nevada.

* * *

FSMB UPDATE: Proposed resolutions are due February 21 for the Federation of State Medical Board's April 30 House of Delegates annual business meeting, which will be held in Seattle, Washington. Chair Siros Shirazi, M.D., will be the Board's voting delegate for the annual meeting.

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DEATH CERTIFICATES: The Board is working with the Department of Public Health to raise physicians' awareness of revisions in the state death certificate. Information about the revisions is on the Board's website (www.medicalboard.iowa.gov) and Facebook page. Among new requirements, effective January 1: actual date and time of death; pronounced date and time of death; the name, title and license number of the person pronouncing death.

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FEBRUARY-MARCH CALENDAR:

Hearings

(Updated 02/03/11. Subject to delays or continuances)

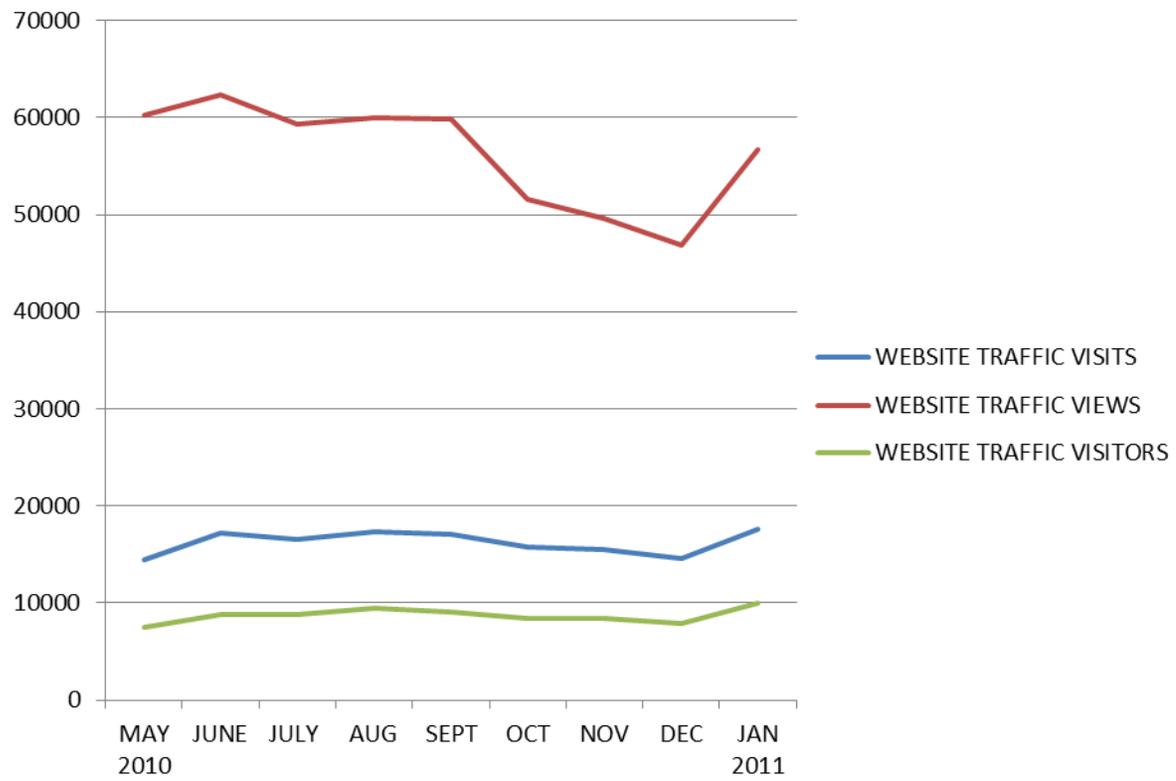
February 10 – Narinder Kumar, M.D.

Meetings

February 10-11 – Board in Des Moines

March 4 – Iowa Physician Health Committee in Des Moines

March 10 – Board teleconference





Site Usage

14,634 Visits

47.33% Bounce Rate

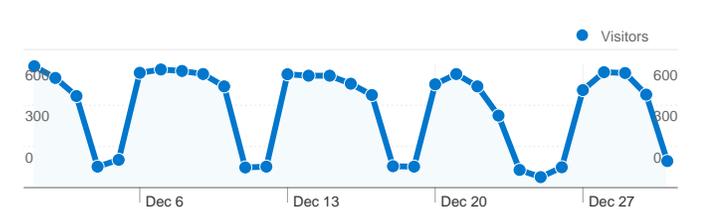
46,853 Pageviews

00:02:58 Avg. Time on Site

3.20 Pages/Visit

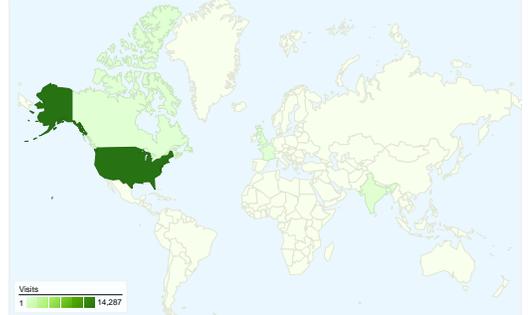
38.18% % New Visits

Visitors Overview

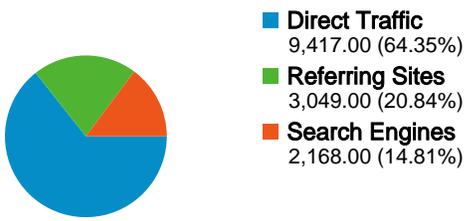


Visitors
7,854

Map Overlay



Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/find_physician/index.html	25,791	55.05%
/practitioners/physicians.html	3,744	7.99%
/Press/index.html	2,326	4.96%
/services/verifications.html	1,631	3.48%
/ibme/find_physician/index.html	983	2.10%



7,854 people visited this site

14,634 Visits

7,854 Absolute Unique Visitors

46,853 Pageviews

3.20 Average Pageviews

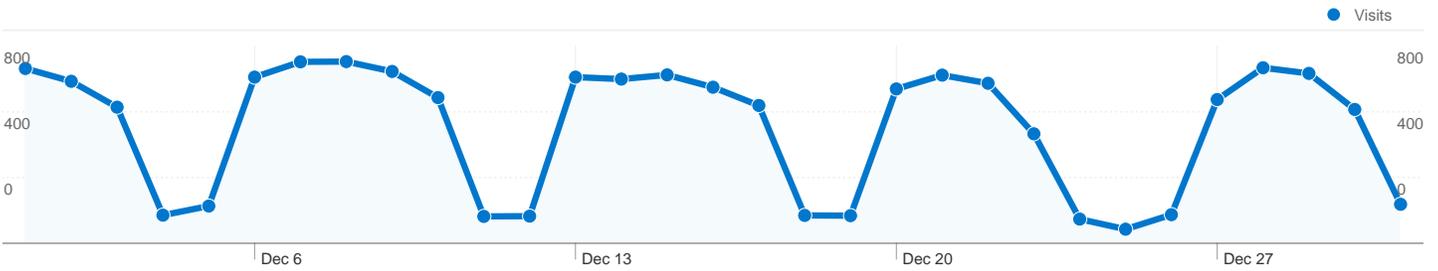
00:02:58 Time on Site

47.33% Bounce Rate

38.18% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	11,924	81.48%	Unknown	4,831	33.01%
Firefox	1,472	10.06%	T1	3,561	24.33%
Safari	755	5.16%	Cable	3,282	22.43%
Chrome	408	2.79%	DSL	2,558	17.48%
Mozilla Compatible Agent	28	0.19%	Dialup	374	2.56%



All traffic sources sent a total of 14,634 visits

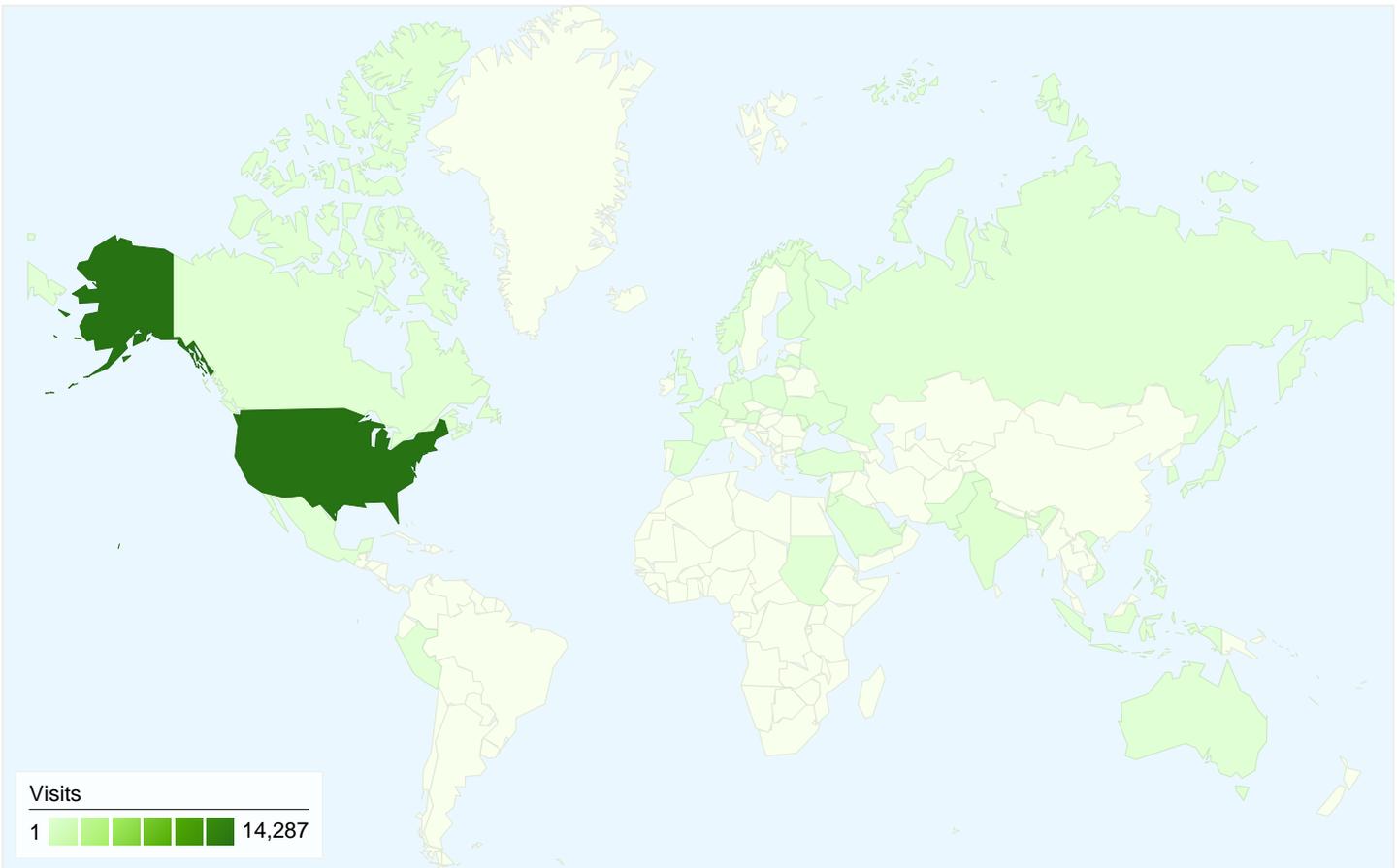
-  **64.35%** Direct Traffic
-  **20.84%** Referring Sites
-  **14.81%** Search Engines



- **Direct Traffic**
9,417.00 (64.35%)
- **Referring Sites**
3,049.00 (20.84%)
- **Search Engines**
2,168.00 (14.81%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	9,417	64.35%	iowa board of medicine	253	11.67%
google (organic)	1,813	12.39%	iowa medical board	83	3.83%
docboard.org (referral)	1,414	9.66%	(not set)	31	1.43%
healthguideusa.org (referral)	810	5.54%	disclosure	29	1.34%
ratemds.com (referral)	473	3.23%	license verification	29	1.34%

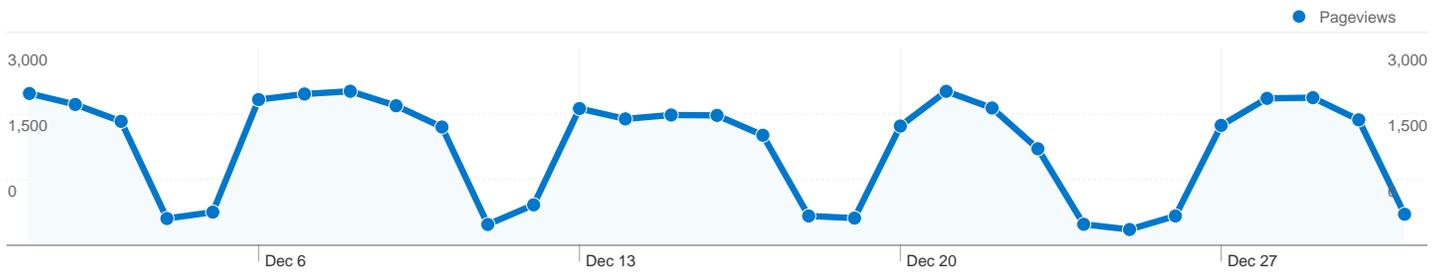


14,634 visits came from 37 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	14,287	3.21	00:02:58	37.49%	47.27%
India	147	3.35	00:05:31	51.02%	37.41%
Canada	78	2.41	00:01:09	71.79%	69.23%
United Kingdom	17	2.00	00:02:46	100.00%	52.94%
France	13	3.00	00:02:35	76.92%	30.77%
Philippines	11	2.00	00:00:29	72.73%	54.55%
(not set)	8	1.88	00:01:18	75.00%	75.00%
Australia	6	3.17	00:02:25	66.67%	16.67%
Germany	6	1.83	00:00:14	100.00%	50.00%

Turkey	5	1.80	00:00:14	80.00%	60.00%
					1 - 10 of 37



Pages on this site were viewed a total of 46,853 times

46,853 Pageviews

23,399 Unique Views

47.33% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/find_physician/index.html	25,791	55.05%
/practitioners/physicians.html	3,744	7.99%
/Press/index.html	2,326	4.96%
/services/verifications.html	1,631	3.48%
/ibme/find_physician/index.html	983	2.10%



Site Usage

17,641 Visits

48.47% Bounce Rate

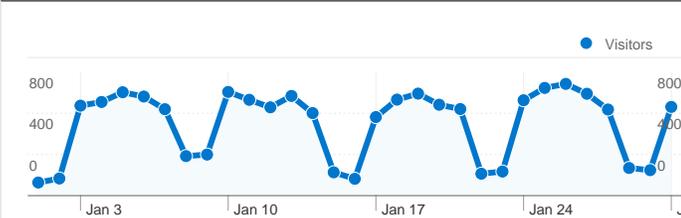
56,739 Pageviews

00:03:04 Avg. Time on Site

3.22 Pages/Visit

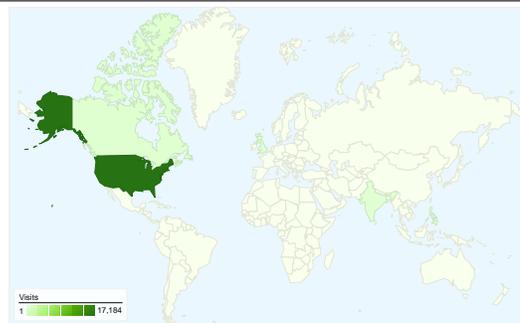
42.04% % New Visits

Visitors Overview

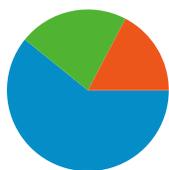


Visitors
9,996

Map Overlay



Traffic Sources Overview



- **Direct Traffic**
10,728.00 (60.81%)
- **Referring Sites**
3,861.00 (21.89%)
- **Search Engines**
3,052.00 (17.30%)

Content Overview

Pages	Pageviews	% Pageviews
/find_physician/index.html	30,413	53.60%
/practitioners/physicians.html	4,724	8.33%
/Press/index.html	2,577	4.54%
/services/verifications.html	1,914	3.37%
/ibme/find_physician/index.html	1,278	2.25%



9,996 people visited this site

17,641 Visits

9,996 Absolute Unique Visitors

56,739 Pageviews

3.22 Average Pageviews

00:03:04 Time on Site

48.47% Bounce Rate

42.04% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	13,468	76.34%
Firefox	2,321	13.16%
Safari	1,068	6.05%
Chrome	696	3.95%
Mozilla Compatible Agent	24	0.14%

Connection Speed	Visits	% visits
Unknown	5,630	31.91%
T1	4,244	24.06%
Cable	4,078	23.12%
DSL	3,276	18.57%
Dialup	392	2.22%



All traffic sources sent a total of 17,641 visits

60.81% Direct Traffic

21.89% Referring Sites

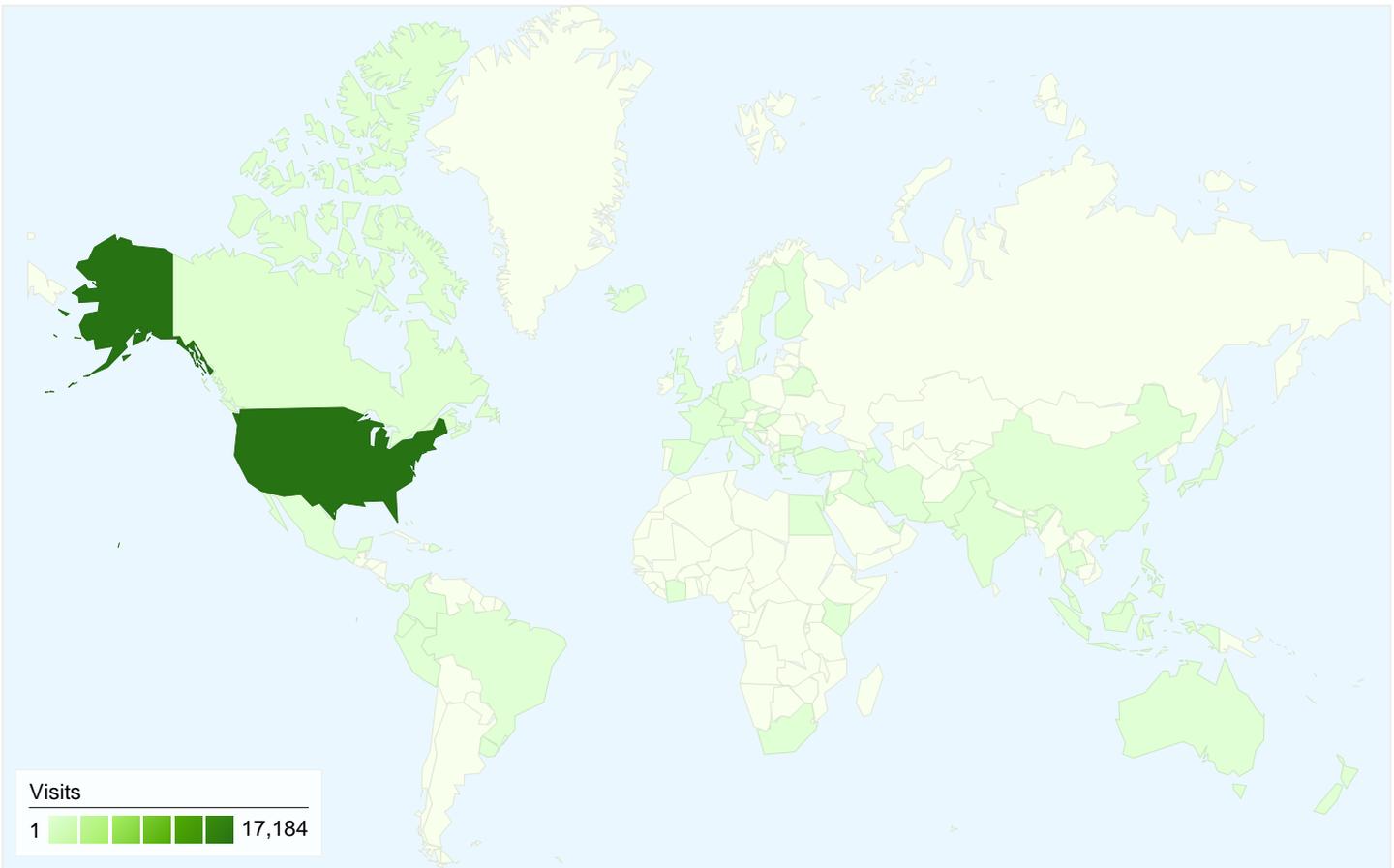
17.30% Search Engines



- Direct Traffic
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- Referring Sites
3,861.00 (21.89%)
- Search Engines
3,052.00 (17.30%)

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google (organic)	2,570	14.57%	iowa medical board	117	3.83%
docboard.org (referral)	1,774	10.06%	dr. peter rhee	81	2.65%
ratemds.com (referral)	944	5.35%	dr peter rhee	53	1.74%
healthguideusa.org (referral)	757	4.29%	(not set)	52	1.70%



17,641 visits came from 58 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
17,641 % of Site Total: 100.00%	3.22 Site Avg: 3.22 (0.00%)	00:03:04 Site Avg: 00:03:04 (0.00%)	42.06% Site Avg: 42.04% (0.04%)	48.47% Site Avg: 48.47% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	17,184	3.24	00:03:05	41.15%	47.98%	
Canada	188	1.59	00:00:57	78.72%	82.45%	
India	90	3.58	00:04:26	60.00%	47.78%	
United Kingdom	12	5.33	00:05:32	91.67%	66.67%	
Philippines	11	1.82	00:00:28	81.82%	54.55%	
France	10	1.40	00:00:23	70.00%	80.00%	
(not set)	8	1.75	00:00:37	75.00%	75.00%	
Iceland	8	4.75	00:01:47	50.00%	12.50%	
Australia	7	1.29	00:00:06	100.00%	85.71%	

United Arab Emirates	7	3.86	00:01:13	57.14%	42.86%
					1 - 10 of 58



Pages on this site were viewed a total of 56,739 times

 **56,739** Pageviews

 **28,725** Unique Views

 **48.47%** Bounce Rate

Top Content

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/find_physician/index.html	30,413	53.60%
/practitioners/physicians.html	4,724	8.33%
/Press/index.html	2,577	4.54%
/services/verifications.html	1,914	3.37%
/ibme/find_physician/index.html	1,278	2.25%