GOVDELIVERY UPDATE

DEBBIE JORGENSON

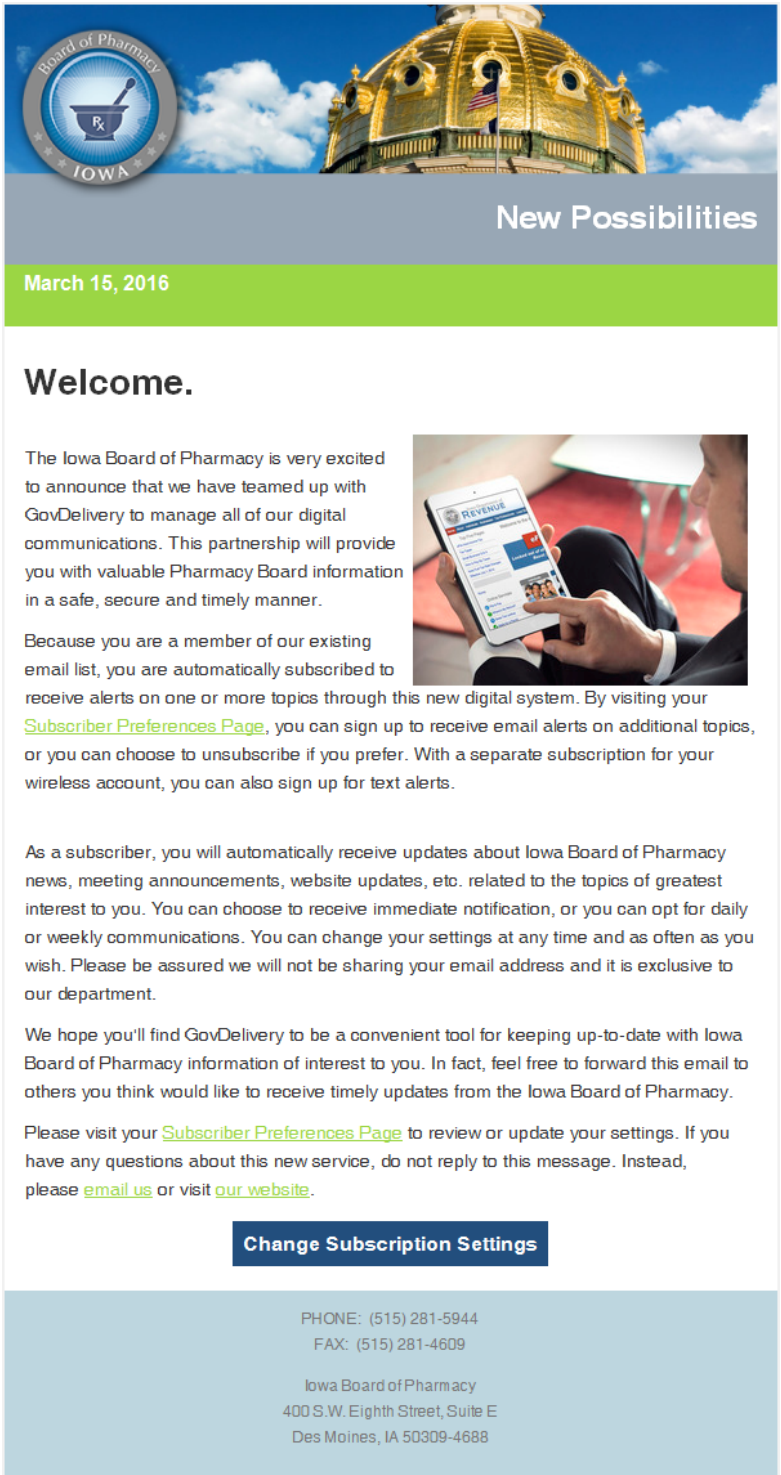
The Iowa Board of Pharmacy has been working with GovDelivery to improve our communication with our end users. The GovDelivery network is the only network that connects national, regional, and local governments with over 90 million citizens and the only digital communications platform used by over 1,000 governments to inform and engage the people they serve. The Iowa GovDelivery network is managed by OCIO and includes all state agencies using GovDelivery. This allows cross agency promotion and allows subscribers access to additional subscriptions.

Our kickoff took place on February 16 with Andrew and I participating, and our focus was on reaching more people; engaging through various channels, including Facebook, Twitter, text messages, and emails; driving conversion from our old listserv; and measuring our success. A launch date was set for April 24. Since then, Andrew, Terry, Becky, and I have been undergoing training on a weekly basis (sometimes twice a week).

FIRST STEPS:

1. A topic tree was established and consists of the following topics users can subscribe to:
    - Press Releases (page is watched and notifications are sent automatically)
    - Rules and Laws
    - Jobs and Internships
    - Board of Pharmacy
        - Meeting Notices (page is watched and notifications are sent automatically)
        - Meeting Minutes (page is watched and notifications are sent automatically)
        - Newsletter
    - Licensure / Registration
        - Pharmacists
        - Pharmacist-Interns
        - Pharmacies
        - Pharmacy Support Persons
        - Pharmacy Technicians
        - Wholesalers/Manufacturers
        - Controlled Substances
2. Our existing list serve email addresses were exported and provided to GovDelivery.
3. Working with the Board of Pharmacy website developer, we've had code entered on the press release, meeting notices, and meeting minutes pages to watch those pages for changes and also have provided code to have a subscribe overlay to open on the Board's home page. This overlay has been very successful in converting our website visitors into subscribers.

4. We have developed an advanced bulletin template, branding our messages with our Board logo and website header.
5. Sent our first message on March 15, 2016, to 1,648 recipients of the BOP_Newsletter list.



New Possibilities

March 15, 2016

Welcome.

The Iowa Board of Pharmacy is very excited to announce that we have teamed up with GovDelivery to manage all of our digital communications. This partnership will provide you with valuable Pharmacy Board information in a safe, secure and timely manner.

Because you are a member of our existing email list, you are automatically subscribed to receive alerts on one or more topics through this new digital system. By visiting your Subscriber Preferences Page, you can sign up to receive email alerts on additional topics, or you can choose to unsubscribe if you prefer. With a separate subscription for your wireless account, you can also sign up for text alerts.

As a subscriber, you will automatically receive updates about Iowa Board of Pharmacy news, meeting announcements, website updates, etc. related to the topics of greatest interest to you. You can choose to receive immediate notification, or you can opt for daily or weekly communications. You can change your settings at any time and as often as you wish. Please be assured we will not be sharing your email address and it is exclusive to our department.

We hope you'll find GovDelivery to be a convenient tool for keeping up-to-date with Iowa Board of Pharmacy information of interest to you. In fact, feel free to forward this email to others you think would like to receive timely updates from the Iowa Board of Pharmacy.

Please visit your Subscriber Preferences Page to review or update your settings. If you have any questions about this new service, do not reply to this message. Instead, please email us or visit our website.

Change Subscription Settings

PHONE: (515) 281-5944
FAX: (515) 281-4609

Iowa Board of Pharmacy
400 S.W. Eighth Street, Suite E
Des Moines, IA 50309-4688

In addition, we now have the ability to run various analytical reports on messages we've sent. A report ran 16 hours after the first bulletin send showed that 97% of the messages were delivered,

4% unsubscribed after receiving the first bulletin, 989 had been opened, and 184 had clicked on one of the links to subscribe. I believe some of the unsubscribed were the result of changing topic notifications.

The table below shows the number of subscribers we had twenty-four hours after our first send (3/16/16) and almost a month later:

Topic:	Subscribers 3/16/16:	Subscribers 4/13/16
Press Releases	33	202
Rules and Laws	34	225
Meeting Notices	1,601	1,686
Meeting Minutes	1,602	1,697
Newsletter	1,598	1,720
Pharmacists	16	168
Pharmacist-Interns	14	111
Pharmacies	16	140
Pharmacy Support Persons	14	114
Pharmacy Technicians	15	135
Wholesalers/Manufacturers	15	115
Controlled Substances	18	164
Jobs and Internships	21	139

Since the kick-off, I have sent seven bulletins to 5,412 recipients, with a delivery rate of 98.7% (5,343 delivered). In a follow-up meeting with GovDelivery on April 11, they were very pleased with our success rate, stating we are having phenomenal success.

GovDelivery also has the ability to generate analytical reports. I've attached some analytical reports provided by GovDelivery.

1. **Bulletin Detail Report for Notice of Petition Pursuant to 657—27.2(17A)**, sent on April 8, 2016 (page 5). This bulletin, besides being delivered by email, posted on Facebook and Twitter, also went to three recipients who selected to receive a text message. On page two of this report is a list of all the URLs contained in the message, the number of Unique Clicks and the Total Clicks. If you look at the first link, which is a redirect to the Petition for Declaratory Order, you can see of the 214 recipients, 28 of them clicked on the link to the Petition and several clicked multiple times.
    a. **Unique Opens** means it was opened by the recipient, meaning in this case, 110 individuals opened their email.
    b. **Total Opens** means the number of times the email was opened, in this case 265 times. This means that roughly each individual opened it an average of two or more times or forwarded to other individuals who then opened the email.
    c. **Unique Bulletin Link Clicks –** The collective number of unique clicks for every link in the bulletin. A click is counted only once per link clicked by each recipient. For example, if one recipient clicks one link three times, only one unique bulletin link click is counted.

d. **Click Rate or Total Clicks** – The frequency with which recipients are clicking unique links in a bulletin. For example, if the bulletin is successfully sent to one recipient, and that recipient clicks three links within the bulletin, the Click Rate would be 300%.

2. **Bulletin Analytics Summary Report for the period of March 15 – April 13, 2016** (page 7). This is a summary of all the bulletins sent for this period, the number delivered, failed, percentage opened, etc.
3. **Bulletin Analytics Details Report for the period of March 15 – April 13, 2016** (page 8). This report shows date/time sent, which lists the bulletin went to, number of recipients, and unique bulletin link clicks.

State of Iowa - Bulletin Detail Report

Subject:	Notice of Petition Pursuant to 657--27.2(17A)
Sent:	04/08/2016 10:47 AM CDT
Sent By:	debbie.jorgenson@iowa.gov
Sent To:	Subscribers of BOP_Controlled Substances, BOP_Pharmacies, BOP_Pharmacists, BOP_Pharmacists-Interns, BOP_Pharmacy Support Persons, BOP_Pharmacy Technicians, BOP_Press Releases, or BOP_Wholesalers/Manufacturers,

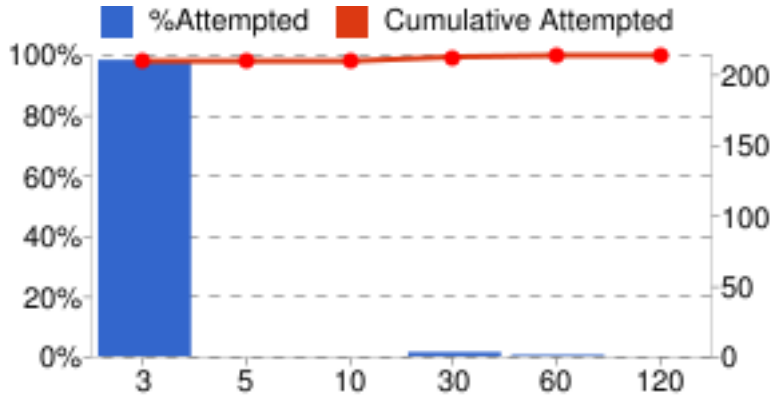
214
Recipients

- ✓ Email
- ✓ SMS
- ✗ Facebook
- ✓ Twitter
- ✓ RSS

100 %
Delivered

0% Pending
0% Bounced
52% Open Rate
16% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	100%
60	100%
120	100%

Delivery Metrics - Details

214	Total Sent
214 (100%)	Delivered
0 (0%)	Pending
0 (0%)	Bounced
0 (0%)	Unsubscribed

Bulletin Analytics

265	Total Opens
110 (52%)	Unique Opens
42	Total Clicks
34 (16%)	Unique Clicks
7	# of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

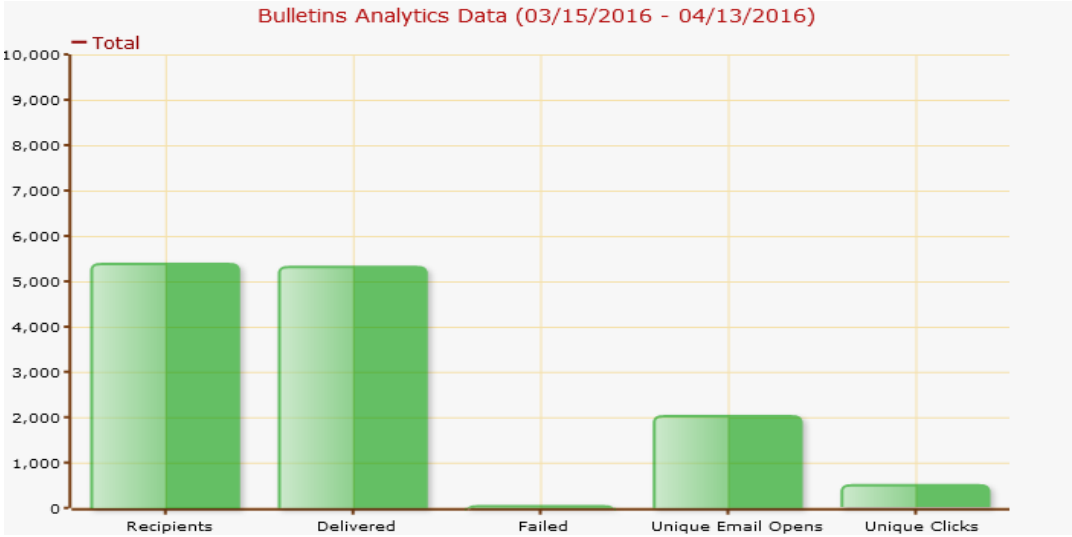
	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	100.0%	211	211	110 / 52.1%	0	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	100.0%	3	3	n/a	0	n/a

Link URL	Unique Clicks	Total Clicks
https://pharmacy.iowa.gov/document/diane-heiken-petition-d…	28	36
https://public.govdelivery.com/accounts/IACIO/subscriber/edi…	4	4
https://content.govdelivery.com/accounts/IACIO/bulletins/141…	2	2
https://subscriberhelp.govdelivery.com/	0	0
http://www.govdelivery.com/portals/powered-by	0	0
http://www.iowa.gov/?utm_content=&utm_medium=email&u…	0	0
https://public.govdelivery.com/accounts/IACIO/subscriber/ne…	0	0

State of Iowa - Bulletin Analytics Summary Report

For the period 03/15/2016 through 04/13/2016

	Summary	
1	Bulletins Sent	7
2	Total Recipients	5,412
3	Total Delivered	5,343
4	Total Failed	69
5	Percent Delivered	98.7
6	Unique Email Opens	2,050
7	Unique Email Open Rate (%)	38.4
8	Average # of Links per Bulletin	8.3
9	Unique Bulletin Link Clicks	529
10	Click Rate (%)	9.9
11	Unique SMS Clicks	3
12	Total SMS Clicks	3
13	Facebook Clicks	143
14	Twitter Clicks	77



State of Iowa - Bulletin Analytics Details Report

Sent Bulletin List for the period 03/15/2016 through 04/13/2016

	Sent Date	Bulletin Subject	To	Delivery Status	Total Recipients	Percent Delivered	Unique Bulletin Link Clicks	Bulletin Visibility
1	04/08/2016 10:47 AM CDT	Notice of Petition Pursuant to 657--27.2(17A)	Subscribers of BOP_Controlled Substances, BOP_Pharmacies, BOP_Pharmacists, BOP_Pharmacists-Interns, BOP_Pharmacy Support Persons, BOP_Pharmacy Technicians, BOP_Press Releases, or BOP_Wholesalers/Manufacturers,	Succeeded	214	100.0	34	Public
2	04/08/2016 07:58 AM CDT	State of Iowa BOP_Press Releases Update	Subscribers of BOP_Press Releases	Succeeded	176	100.0	20	Public
3	03/31/2016 03:14 PM CDT	B. Braun Medical Inc. Issues Voluntary Nationwide Recall	Subscribers of BOP_Pharmacies	Succeeded	86	100.0	5	Public
4	03/24/2016 03:51 PM CDT	National Take-Back Day April 30	Subscribers of BOP_Newsletter	Delivered	1618	99.3	86	Public
5	03/24/2016 03:30 PM CDT	DEA 222s	Subscribers of BOP_Pharmacies, BOP_Pharmacists, BOP_Pharmacists-Interns, or BOP_Pharmacy Technicians,	Succeeded	68	100.0	0	Public
6	03/23/2016 08:30 AM CDT	March 2016 Newsletter	Subscribers of BOP_Newsletter	Delivered	1602	99.1	177	Public
7	03/15/2016 12:30 PM CDT	Iowa Board of Pharmacy welcomes GovDelivery	Subscribers of BOP_Newsletter	Delivered	1648	97.5	207	Public