



Contact: Jenny Irlmeier
Director, Communications & Marketing
Iowa Pharmacy Association
8515 Douglas Avenue, Ste 16
Des Moines, IA 50322
jirlmeier@iarx.org
515-270-0713 (office)

IPA Launches Updated Web Site

DES MOINES (April 15, 2008) The Iowa Pharmacy Association (IPA) launched its updated Web site – www.iarx.org – the end of February. The site was redesigned to add additional features and resources, and for easier navigation.

Some of the improvements of the IPA Web site include:

- Home page “quick links” for upcoming events and programs that allows users to jump to a specific Web site page;
- Individualized page information for IPA events and programs;
- Additional resources and tools on health literacy, continuous quality improvement, preceptor development, medication reconciliation, and government affairs; and
- Archived newsletters and press releases.

“We wanted a Web site that was easy to navigate as well as a source of pharmacy information for our members. Our Web site is a benefit and we feel it is a useful tool for our members,” said Thomas R. Temple, CEO and Executive Vice President of the Iowa Pharmacy Association.

Over the course of the next several weeks, IPA will be communicating with its membership to highlight the new features of the Web site as well as some of the other resources available to its members.

The Iowa Pharmacy Association is the state professional society of pharmacists, united for the purpose of advancing public health, particularly the pharmaceutical care of all Iowans.

###