

The Communications Division Report

September 17, 2015

Press clips attached

The Communications Division has accomplished the following goals set forth since the last Council meeting:

- *eNews* has been redesigned with a new streamlined layout that links to a revamped WordPress website created specifically to host the MSSNY newsletter. Feedback has been positive on the new user friendly design – especially with regard to viewing on mobile devices.
- *News of New York* has also been fine tuned to a more user-friendly digital layout. Feedback has also been positive on this revised version, especially on the direct links to seminars and to source material.
- Our partnership with NYRX to offer prescription discount cards to MSSNY member physician has been very successful thus far, generating requests for the cards from over 100 practices in just 3 weeks.
- There has been a significant increase in interest on the CME courses offered by MSSNY since we have been promoting courses such as Infection Control and Child Abuse on our website and through social media.

Social Media

- We have incorporated social media into the *News of New York* and *eNews* and our presence on Twitter and Facebook continues to grow.

Stats:

- Twitter followers are up to 1331, which is double the amount of followers since September 2014.
- Current Tweet Impressions from June to the present averaging 22K per month (increase of over 40% since Feb. 2015)
- Twitter profile visits average over 500 per month since Jan. 2015
- Twitter mentions: 120 over the past 28 days (an increase of 41.2%)
- We are just under 1000 page likes on Facebook.
- We have also recently created the Instagram account *MSSNYGRAM* and will begin to incorporate this into our social media profile for relevant topics.

Current Communications Department Initiatives

- The redesign of MSSNY's website is a top priority. The goal is to not only make it look great but also make it more functional, responsive in design and user-friendly.
- We will continue our efforts to grow our social media presence. Initiatives include live tweeting from MSSNY events, incorporating Instagram into our efforts on a more frequent basis and exploring a YouTube channel with commentary / helpful tips from member physicians.
- We will continue to alert physicians on the upcoming March 2016 e-prescribing deadline, urging members to take advantage of the discount available through DrFirst, our vetted vendor of freestanding e-prescribing software .
- We will continue to develop a protocol that will limit the large number of emails that are sent out.

Josh Cohen, MD, MPH

Commissioner of Communications Division

MSSNY COMMUNICATIONS DIVISION REPORT

Medical Society of the State of New York Media Coverage Report March 1, 2015 thru September 10, 2015

New York Newsday – 03/01/15

Bill to Delay E-prescribing May Reach Cuomo's Desk on Monday
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Bloomberg BNS Health IT Law & Industry Report - 3/2/15

New York Legislature Approves Delay in E-Prescription Requirement
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Albany Times Union – 3/5/15

Doctor Data Site Faces Termination
(MSSNY Mention)

Boonville Herald (Boonville, NY) - 3/3/15

New Ob/Gyn Practice Opens Rome Practice in March
(MSSNY Member Dr. Diana Wallace mentioned)

Medscape – 03/04/15

New York E-Prescribing Mandate May Go Into Effect This Month
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Poughkeepsie Journal 03/09/15

Taxes at Work
(MSSNY mentioned)

Bloomberg BNA 3/10/15

Gov. Cuomo Signs Bill Delaying New York's E-Prescription Requirement
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Lohud The Journal News – 3/11/15

Fat-melting Compound May Soon Cure Double Chins
(MSSNY President Dr. Andrew Kleinman, MD quoted)

New York Amsterdam News - 3/12/15

Skin irritation or contact dermatitis?
(MSSNY mention)

Democrat and Chronicle – 3/13/15

Cuomo Signs Bill to Delay E-Prescription Deadline
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Newsday – 3/13/15

Gov. Cuomo Signs Bill to Delay Mandatory E-Prescribing for a Year
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Glens Falls (NY) Post-Star - 03/13/2015

Cuomo approves delay in electronic prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

AP - 03/13/2015

Cuomo approves delay in electronic prescriptions -
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Rochester (NY) Democrat & Chronicle – 03/14/15

Cuomo signs bill to delay e-prescription deadline
(MSSNY President Dr. Andrew Kleinman, MD quoted)

The Citizen – 03/14/15

Electronic Prescriptions Delayed
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Oneida (NY) Daily Dispatch 03/14/2015

Cuomo approves delay in electronic prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Rochester Democrat and Chronicle Blogs (NY) - 03/13/2015

Cuomo signs bill to delay e-prescription deadline

Wall Street Journal (NY, NY) - 03/13/2015

Cuomo approves delay in electronic prescriptions -
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Journal News (The) (White Plains, NY) - 03/13/2015

Cuomo signs bill to delay e-prescription deadline
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Press & Sun Bulletin – 03/14/15

Cuomo approves delay in electronic prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Post-Standard - 03/14/2015

Cuomo OKs delay in electronic prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Daily Sentinel - 03/14/2015

Cuomo signs delay in electronic prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Daily Courier-Observer -03/14/2015

Electronic Rx Delay Approved By Cuomo
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Malone Telegram - 03/14/2015

Cuomo OKs delay in electronic prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Adirondack Daily Enterprise (Saranac Lake, NY) - 03/14/2015

Cuomo Approves Delay in Electronic Prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Daily Gazette (Schenectady, NY) - 03/14/2015

Governor Approves Delay in Prescription Drug Legislation
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Post-Star (Glens Falls, NY) - 03/14/2015

Electronic Prescriptions Delay OK'd
(MSSNY President Dr. Andrew Kleinman, MD quoted)

The Post-Journal – Jamestown, NY - 03/14/15

Cuomo Approves Delay of Electronic Drug Prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Journal News Sunday (Rockland Edition) - 03/15/2015

Best of the Blogs - Cuomo Signs Bill to Delay E-Prescription Deadline
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Houston Chronicle – 3/16/15

Cuomo Approves Delay in Electronic-Prescriptions
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Fierce EMR – 3/16/15

New York Grants One-Year Reprieve on E-Prescribing Requirement
(MSSNY Mention)

NY 1 – 3/17/15

Governor Delays Prescription Law Aimed at Preventing Drug Abuse
(MSSNY President Dr. Andrew Kleinman, MD interviewed)

Rockwell Global Capital (Melville, NY) - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Buffalo (NY) News - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

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Network Journal (New York, NY) - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

International Business Times (NY, NY) - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Securities Technology Monitor (New York, NY) - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

CEO World News (New York, NY) - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Wall Street Select (New York, NY) - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Nation's Restaurant News (New York, NY) - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Minyanville (New York, NY) - 03/19/2015

SOAPware announces e-prescribing for controlled substances (EPCS)
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Modern Healthcare 03/21/2015

N.Y. e-prescribing delay sounds cautionary note for other states
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Forbes - 03/23/15

Obamacare at Five Years Old: A Disappointment
(MSSNY Referenced)

Crain's Pulse – 03/27/15

NY Docs on 'Doc Fix'
(MSSNY, Vice-President, Legislative and Regulatory Affairs, Moe Auster Quoted)

Newsday - Queens Edition (Long Island, NY) - 03/30/2015

NY Starts Out-Of-Network Health Coverage Protections
(MSSNY President Dr. Andrew Kleinman, MD quoted)

AP - 03/30/2015

NY Starts Out-Of-Network Health Coverage Protections
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Oneida Daily Dispatch - 03/30/2015

NY Starts Out-Of-Network Health Coverage Protections
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Crain's Health Pulse - 03/30/2015

NY Hostile Territory for Docs
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Rome Daily Sentinel – 03/10/15

Protecting Bones Topic at Beeches
(MSSNY mention)

Malone Telegram 3/30/15

NY Starts Out-of-Network Health Coverage Protections
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Cortland Standard –3/30/15

Out-of-network health coverage protections begin
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Leader-Herald (Gloversville, NY) 03/30/15

N.Y. starts new health coverage protections
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Press Republican (Plattsburgh, NY) – 03/31/15

NY starts out-of-network health coverage protections
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Observer-Dispatch (Utica, NY) 03/31/15

NY starts out-of-network health coverage protections
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Oneida Daily Dispatch 3/31/15

NY Starts Out-of-Network Health Coverage Protections
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Glen Falls Post-Star –3/31/15

Health Coverage Protections Start
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Crain's Health Pulse - 04/1/2015

Surprise billing law good for patients' financial health
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Buffalo Law Journal – 04/06/15

New State Law Eliminates Surprise Medical Bills
(MSSNY mentioned)

CNBC 04/07/15

could a New Coding System Hurt Your Doctor's Practice
(MSSNY President Dr. Andrew Kleinman, MD quoted)

Buffalo Business First - 04/10/15

Profile On MSSNY Member Dr. Sandra Block

Buffalo Business First - 04/10/15

Profile On MSSNY Member Dr. Patricia Bomba

Albany Times Union - 4/22/15

Patient, Doctors' Groups Urge Mandated Meningitis Vaccine
(MSSNY Mentioned)

Oneida Daily Dispatch – 04/22/15

Thousands of Nurses Rally against NY Staffing Cuts
(MSSNY Mention)

Bloomberg BNA – 05/06/15

New York Medical Society Settles Long-Standing Suit with United Healthcare
(MSSNY President Dr. Joseph Maldonado, MD quoted)

Yonkers Tribune – 05/05/15

Westchester Physician Bonnie Litvack Elected Assistant Secretary of NY State Medical Society

Crain's Health Pulse – 05/08/15

NY docs grapple with Medicare reporting hurdles
(Former MSSNY President Dr. Andrew Kleinman, MD quoted)

Rome Sentinel – May 11, 2015

Doctor elected president of state Medical Society

Newsday – May 14, 2015

LI People on the Move

Long Island hires and promotions: Dr. Charles Rothberg, Medical Society of New York

Family Practice News – May 15, 2015

UnitedHealth Group Agrees to \$11.5 Million Settlement
(MSSNY President Dr. Joseph Maldonado, MD quoted)

Newsday – May 25, 2015

LI People on the Move

Long Island hires and promotions: Medical Society of the State of New York, Dr. Luis Carlos Zapata

CBS 6 – Albany – May 28, 2015

Insurers use "Step Therapy" for drug coverage
(MSSNY President Dr. Joseph Maldonado, MD quoted)

Utica Observer Dispatch – 05/31/15

Maldonado Elected President of State Medical Society

CBS 6 – Albany – June 1, 2015

The Real Deal: PA programs surge during doctor shortage
(MSSNY President Dr. Joseph Maldonado, MD quoted)

LongIsland.com – June 1, 2015

Movement Builds against Dangers of Powdered Caffeine and Liquid Nicotine
(Former MSSNY President Dr. Andrew Kleinman, MD quoted)

Newsday – June 9, 2015

Advocates: Reduce addiction by mandating docs' pain management courses

(MSSNY quoted)

Newsday – June 10, 2015

Bill targets drug overprescription

(MSSNY quoted)

The Saratogian – 06/10/15

Advocates: Law should require training for doctors who prescribe pain medication

(MSSNY quoted)

Oneida Daily Dispatch – 06/11/15

Advocates want pain med training for doctors

(MSSNY quoted)

iHealth Beat – 06/22/15

State Medical Societies Offer Recommendations for ICD10 Transition

(MSSNY mentioned)

Institute of Science in Technology – ISIS Report 06/24/15

The ‘Deadly Dangers of Saturated Fat’ & the ‘Superlative Safety of Statins’

(Article by MSSNY award winning doctor, Paul J. Rosch)

Long island Business Moves – 6/24/15

Movers & Shakers

(MSSNY YPS Councilor D. Carlos Zapata election coverage)

MDNews – June 2015

Rome Physician Elected President of the Medical Society of the State of New York

(MSSNY President Dr. Maldonado – Announcement)

Innovate LI – July 18, 2015

Dr. Charles Rothberg - VP of MSSNY Mention

The Buffalo News – July 22, 2015

Op-Ed by MSSNY President Dr. Joseph Maldonado

Blackstar News – 7/31/15

Sean Thompson, Noted Orthopedic Surgeon, Opens Two New Facilities

(MSSNY Member)

Crain's Health Pulse 08/07/15

A new NICU, and a birthing center

(MSSNY member Dr. Lisa Eng, MD mentioned)

The Daily Star – 08/12/15

Officials urge study of compressors, pipelines

(MSSNY Mention)

The Pulse / WHYY-FM Philadelphia, PA 08/13/15

Surprise! When your hospital is in-network but your doctor isn't
(Former MSSNY President Dr. Andrew Kleinman, MD quoted)

Seattle/Local Health Guide - 08/13/15

The hospital is in network, but not the doctor – New York tries a fix
(Former MSSNY President Dr. Andrew Kleinman, MD quoted)

Healthcare finance – 08/13/15

Balance billing law working in New York as other states eye program
(Former MSSNY President Dr. Andrew Kleinman, MD quoted)

Rochester Democrat & Chronicle 08/13/15

Another call for upfront pricing on health care
(MSSNY mention)

Buffalo Business First – 08/15/15

Physician survey: NYS health insurance coverage inadequate, confusing
(MSSNY President Dr. Joseph Maldonado, MD quoted)

BloombergBNA – Health Insurance Report 08/19/15

New York Governor Vetoes 'Provider Prevails' Medicaid Rx Legislation
(Morris M. Auster, MSSNY Vice President of Legislative and Regulatory Affairs, quoted)

Journal-News - 08/19/15

The Hospital Is In Network, But Not the Doctor: N.Y. Tries New Balance Billing Law
(Former MSSNY President, Dr. Andrew Kleinman, MD quoted)

Insurance & Financial Advisor – 08/19/15

N.Y. enacts in-network/out-of-network balance bill law, other states may follow
(Former MSSNY President, Dr. Andrew Kleinman, MD quoted)

MedCity News–08/21/15

Balance billing reform is removing burden on patients when hospital is in network but doctor is not
(Former MSSNY President, Dr. Andrew Kleinman, MD quoted)

AMA Wire – 08/21/15

Ruling could give insurers more leeway to terminate physicians
(MSSNY mentioned)

US News & World Report & The Austin Times – 08/24/15

Understanding Your Electronic Medical Records - The pros, the cons and the future of EMRs.
(MSSNY's health information technology committee chairman, Dr. Sal Volpe, MD quoted)

Crain's New York Business – 08/25/15

Stuck figuring out which health plan to sign up for? This startup can help
(Former MSSNY President, Dr. Andrew Kleinman, MD quoted)

Orchid Recovery Center Blog – 08/25/15

Medical Task Force Teaming Up to Battle Opiate Epidemic
(MSSNY mention)

Physician's Briefing - 08/28/15

AMA: Ruling Makes It Easier for Insurers to Terminate Doctors
(MSSNY Mention)

Doctor's Lounge – 08/28/15

Ruling Makes It Easier for Insurers to Terminate Doctors
(MSSNY Mention)

Modern Healthcare – 08/29/15

Surprise bills put hospitals in middle of insurer, doctor disputes
(MSSNY mention)

AMA: Ruling makes it easier for insurers to terminate doctors

Court ruling eases insurers' ability to terminate clinicians from their network
(MSSNY mention)

Medical Xpress – 08/31/15

AMA: Ruling makes it easier for insurers to terminate doctors
(MSSNY mention)

Crain's Health Pulse – 09/01/15

Small practices less prepared for new ICD-10 diagnostic system
(MSSNY President, Dr. Joseph Maldonado, MD quoted)

MSN.com, Virtualization Conference & Expo, Digital Journal 09/02/15

Fat Injections Enhance Facelift Results, States Scarsdale Plastic Surgeon
(Article on MSSNY Member Physician, Dr. Neil Goldberg, MD)

Utica Observer-Dispatch – 09/09/15

Underinsured have minimal coverage with high costs
(MSSNY mention)

Politico – 09/09/15

Insurance mergers
(statement from MSSNY President, Dr. Joseph Maldonado, listed)

The New York Times – Opinion Pages 09/09/15

A Flawed Medical Malpractice System
(Written by MSSNY President , Dr. Joseph Maldonado & Kenneth E. Raske)

Press Releases

- Leading Health Organizations Join Forces with State Legislators to Work to Include E-cigarettes in Clean Air Law – Joint Press Release with American Cancer Society Cancer Action Network – 05/13/15
- Statement by MSSNY President Joseph Maldonado, MD on Decreases in Opioid Use in New York State – 6/9/15
- MSSNY Survey Details Physician Concerns With Inadequate Health Insurance Coverage Faced By Patients – 08/13/15
- Statement From MSSNY President Joseph Maldonado, MD In Response To AMA's Analyses Of Proposed Insurance Mergers – 09/-08/15