The Communications Division Report

January 2016

(Press clips are attached)

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

- MSSNY website redesign is 99% complete and should be live by the end of the month. We believe we have achieved our goal to make it more functional, more responsive in design and more user-friendly and look forward to feedback when it is live.

- Due to Search Engine Optimization (SEO), MSSNY’s revenue-producing courses—Infection Control and Child Abuse courses Course have had an uptick in traffic.

Social Media

- Our social media presence continues to grow. (See Statistics below.)

Stats:

- Twitter followers are up to 1493 from 1383. This is a gain of 110 followers in two months.

- December stats: Tweet impressions 19.3K, Profile visits 390, Mentions 120.

- We are just under 1000 page likes on Facebook.

- In an effort to grow our Instagram presence, we encourage all Councilors and Executives to send in photos from their events. Additionally, please forward information regarding colleagues’ accomplishments both professionally and personally.

Current Communications Department Initiatives

- 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.

Josh Cohen, MD, MPH

Commissioner of Communications Division
COMMUNICATIONS DIVISION REPORT

Medical Society of the State of New York
Media Coverage Report

Medscape – 11/9/15
NY Docs Must Complete 4-Hour CME to Prescribe Marijuana
(MSSNY mentioned)

Capital New York – 11/10/15
State hopeful providers get ‘modest payments’ for Health Republic customers
(MSSNY mentioned)

CBS 2 Local – 11/12/15
Growing Popularity Of Urgent Care Clinics Has Some Primary Doctors Concerned
(Dr. Michael Goldstein, President NY County Medical Society interviewed)

AAPS News - November 2015
Correspondence
(MSSNY mentioned in blurb about Athenahealth)

Syracuse.com – 11/16/15
NY hospitals, doctors fear Health Republic meltdown will cost them millions
(MSSNY mentioned)

Buffalo Business First – 11/17/15
Hospitals, physicians worry about millions owed by Health Republic
(MSSNY President, Dr. Joseph Maldanado, MD quoted)

Newsday – 11/17/15
Doctors want what they’re owed by soon-to-be defunct Health Republic
(MSSNY President, Dr. Joseph Maldanado, MD quoted)

Riverhead Local – 11/17/15
Health care providers face staggering losses in wake of insurance company’s demise, some fear for survival
(MSSNY mentioned)

Becker’s Hospital Review – 11/17/15
Why the Health Republic shutdown has NY hospitals, physicians worried
(MSSNY mentioned)

Newsday – 11/19/15 (print edition w/ different headline than yesterday)
Medical society asks state to cover insurer’s debts
(MSSNY President, Dr. Joseph Maldanado, MD quoted)
Associated Press – 11/14/15
Health Co-Op Failure in NY Leaves Doctors Owed Millions
(MSSNY President, Dr. Joseph Maldonado, MD quoted)

Crain’s Health Pulse - 11/25/15
EmblemHealth’s HIP plan to drop solo docs from its networks
(MSSNY executives Elizabeth Dears Kent and Morris Auster mentioned)

Fierce Health Player – 11/25/15
Arizona the latest CO-OP to fail, will shut down at year’s end
(MSSNY President, Dr. Joseph Maldonado, MD quoted)

Wall Street Journal - 11/27/15
New York Health Co-Op’s Collapse Hits Physicians
(MSSNY President, Dr. Joseph Maldonado, MD, VP Dr. Charles Rothberg, & Dr, Scott Hayworth, President of Mount Kisco Medical Group MD quoted)

Times Telegram – 11/27/15
Health plan failure leaves local unpaid bills
(MSSNY mentioned)

EC News – 11/30/15
Top Family Practitioner Martin S. Tesher, MD to be Published in The Leading Physicians of the World as New Member of the International Association of Healthcare Professionals
(MSSNY member Dr. Martin Tesher mentioned)

Crain’s Health Pulse – 12/1/15
EmblemHealth explains dropped docs
(Dr. Michael Goldstein, president of the New York County Medical Society, quoted)

Crain’s Health Pulse – 12/1/15
Docs want DFS action on networks
(MSSNY mentioned)

ACEP Now – 12/03/15
ACEP Advocating for You on Balance Billing and Fair Payment Issues
(MSSNY mentioned)

Bankrate – Insurance Blog – 12/03/15
Half of Obamacare co-ops call it quits
(MSSNY mentioned)
Times Herald Record – 12/05/15
Medical marijuana production on schedule
(MSSNY mentioned)

Times Herald Record – 12/05/15
Medical marijuana production on schedule
(MSSNY mentioned)

WRGZ - 2 – 12/7/15
How to spend $1B surplus? Health Republic providers, brokers want a cut
(MSSNY mentioned)

NY Post – 12/8/15
Emblem Health boots 750 doctors thanks to Obamacare
New York County Medical Society President, Dr. Michael Goldstein quoted / MSSN mentioned).

Poughkeepsie Journal 12/08/15
Health Republic providers, brokers want state funds
(MSSNY mentioned)

Politico – 12/8/15
Health Republic Sent Out Bad Checks to Doctors
(MSSNY mentioned)

Lockport Journal – 12/8/15
County lawmakers call for study on compressor health risks
(MSSNY mentioned)

Oneonta Daily Star— 12/8/15
Feds to pipeline firm: Can stations be combined?
(MSSNY mentioned)

Becker's Hospital CFO – 12/8/15
$1B state surplus should pay uncompensated care costs from Health Republic demise
(MSSNY mentioned)

Oneonta Daily Star / Bakken.com – 12/9/15
Area officials urge health study of gas projects
(MSSNY mentioned)

Rocket News – 12/9/15
ObamaCare Will Cost US Economy Equivalent of Two Million Jobs - Town Hall -RocketNews
(MSSNY mentioned)

Southern Tier – Time Warner Cable News – 12/09/15
Rally Held in Albany on Proposed Pipelines in the Capital Region
(MSSNY mentioned)

Lockport Journal – 12/10/15
Niagarans help staff an Albany presser on gas infrastructure (MSSNY mentioned)

The Daily Caller / KBET 790 Talk Now - 12/11/15
Many Obamacare Co-ops Are Leaving Patients, Doctors In The Cold (MSSNY President, Dr. Joseph Maldonado, MD quoted)

Oswego county Weeklies – December 2015
Dr Uva presented Lifetime Achievement Award by state association (Dr. Uva, MSSNY member mentioned)

CMA Net.org – 12/22/15
CMA again calls on CMS to delay meaningful use stage 3 and reform stage 2 (MSSNY mentioned)

December, 2015, Part 1, The Unfolding Disaster That Is Obama Care: Broken Promises, Broken Economics, and More (MSSNY mentioned)

LegalNews.com – 12/30/15
Changes in Healthcare and Employment Law have Far-Reaching Consequences (MSSNY President, Dr. Joseph Maldonado quoted)

Times Herald Record – 01/04/16
Delays loom for state’s medical marijuana plans (MSSNY Mentioned)

Times Herald Record – 01/05/16
Company to offer kosher medical pot (MSSNY Mentioned)

Buffalo Business First – 01/06/16
Providers, insurers slam state on Health Republic demise (MSSNY President, Dr. Joseph Maldonado quoted)

Associated Press Article – 01/06/16
NY health care providers seek $200M for unpaid bills to failed Health Republic insurance (headlines vary, article is the same) (MSSNY President, Dr. Joseph Maldonado quoted)

Also picked up by:
The Daily Reporter (Greenfield, Indiana), The Post-Journal (Jamestown, NY), The Ithaca Journal, INO.com - 01/06/16, Lockport Union- Sun Journal, Insurance News Net 01/07/16, RocketNews – 01/11/16
Newsday – 01/06/16
Health Republic demise: Insurers in NY call for changes in setting premiums
(MSSNY President, Dr. Joseph Maldonado quoted)

The Reminder - 01/06/16
New procedure could help obese
(MSSNY member Dr. Matthew R. Brackman, MD, FACS quoted)

Crain’s Health Pulse 01/07/16
Insurers and providers agree Health Republic's demise was 'predictable'
(MSSNY President, Dr. Joseph Maldonado quoted)

Press Releases
- Medical Society Surveys NY Physicians about Health Republic Claims – 11/17/15