Medical Society of the State of New York
Media Coverage Report
August 23 – October 21, 2016

Social Media Stats

mssnytweet
28 day summary
Followers 1,816 up 20
Tweets 97 up 9.0%
Tweet impressions 24.7K up 31.9%
Profile visits 548 up 53.5%
Mentions 115 up 22.3%

MSSNY_YPS
28 day summary
Followers 220 up 9
Tweets 98 up 7.7%
Tweet impressions 4,633 up 16.1%
Profile visits 31 up 121.4%
Mentions 8 up 33.3%

We kicked off a Facebook ad campaign for membership partnering with the New York County Medical Society on 10/21. Results in next report.

Page Summary
Last 28 days
1091 Likes
Page Views – up 200%
Reach – 2562
Post Engagement – 322
The Buffalo News – 08/27/16
Opinion - Another Voice: I-STOP changes won’t hurt fight against opioid abuse
(Letter to the Editor from MSSNY president Dr. Malcolm Reid, MD & VP, Dr. Thomas Madejski)

Healthcare Business Daily News - 09/07/16
AMA and MSSNY urge New York State officials to reject Anthem-Cigna merger as anticompetitive
(MSSNY President, Dr. Malcolm Reid quoted)

Becker’s Hospital Review – 09/08/16
AMA, physicians press NY state to reject Anthem-Cigna deal
(MSSNY President, Dr. Malcolm Reid quoted)

The Canadian Business Journal – 09/08/16
AMA and MSSNY: Anthem-Cigna Deal Is Bad Medicine For New York State
(MSSNY President, Dr. Malcolm Reid quoted)

Modern Healthcare – 09/08/16
AMA, consumers urge N.Y. regulators to reject Anthem-Cigna merger
(MSSNY President, Dr. Malcolm Reid quoted)

Marketwired News – 09/08/16
AMA and MSSNY: Anthem-Cigna Deal Is Bad Medicine For New York State
(MSSNY President, Dr. Malcolm Reid quoted)

The Hill – 09/12/16
Opioid epidemic must also be a call to arms for healthcare IT
(MSSNY mentioned)

Health Payer Intelligence – 09/12/16
AMA Urges NY Regulators to Reject Health Insurance Mergers
(MSSNY President, Dr. Malcolm Reid quoted)

Becker’s ASC Review – 09/12/16
AMA, Medical Society of the State of NY implore regulators to block Anthem-Cigna merger — 4 highlights
(MSSNY President, Dr. Malcolm Reid quoted)

WAFB.com – 09/12/16
Main Medical Association Selects Dr. First’s Rcopia and EPCS Gold Software as Recommended E-prescribing Solution
(MSSNY Mentioned)

HIS Talk – 09/14/16
Reader’s Write: the Surgeon General’s Rallying Cry Against the Opioid Epidemic Must Also Be a Call to Arms for Healthcare
(MSSNY mentioned)

**New York Amsterdam News – 09/15/16**
*Take a Loved One to the Doctor Day*
(MSSNY mention)

**Health Payer Intelligence - 9/21/16**
*New findings from the American Medical Association show that two health insurance acquisitions could reduce competition significantly in 24 states.*
(MSSNY mentioned)

**Crain’s Health Pulse – 09/23/16**
*How New York's independent docs are getting squeezed financially*
(MSSNY Member Dr. Patricia McLaughlin quoted)

**Nation News - 09/25/16**
*“TONY BEST: Kudos for Bajans in America”*
(Former MSSNY President, Dr. Milton Haynes mentioned)

**Fox News Carolina – 09/29/16**
*Dr. Saeed Bajwa Appointed Director of Neurosciences at UHS, Johnson City*
(MSSNY member Dr. Saeed Bajwa mentioned)

**Politico New York - 009/30/2016**
*Cuomo vetoes two bills related to electronic prescriptions*
(MSSNY President, Dr. Malcolm Reid quoted)

**Times – Herald – 10/01/16**
*New York's medical pot program is an obstacle course*
(MSSNY mentioned)

**Tapinto.net – 10/06/16**
*Speaker at Olean General Breakfast Series Stresses Documenting End-of-Life Wishes*
(MSSNY member Dr. Pat Bomba quoted)

**Politco – 10/11/16**
*Got to Go to Moe’s*
(MSSNY’s Moe Auster promoted to senior vice president for legislative and regulatory affairs)