

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%

The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font, centered within a blue rectangular background.

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)

Politico – 10/11/16

[Got to Go to Moe's](#)

(MSSNY's Moe Auster promoted to senior vice president for legislative and regulatory affairs)

