Medical Society of the State of New York
Media Coverage Report
January 5 – February 21, 2017

Social Media Stats

mssnytweet
28 day summary
Followers 1,903 up 32
Tweets 151 up 21.8%
Tweet impressions 23.2k up 1.2%
Profile visits 858 up 45.94%
Mentions: 104 up 25.3%

MSSNY_YPS
28 day summary
Followers 241 up 8
Tweets 149
Tweet impressions 9,857 up 41.1%
Profile visits 51 up 37.8%
Mentions 22 up 633.38%

Last 28 days
Total Likes: 1179 up 20
Page Views 42 up 121%
Reach 1203 up 39%
Post Engagement 370 up 37%
Media Coverage

TWC Capital Tonight – 12/21/16
Opponents of Step Therapy Call for Reform
(Moe Auster, MSSNY senior vice president of legislative and regulatory affairs interviewed)

Crain's Health Pulse – 12/19/16
Uncertainty in Washington clouds start of new legislative session in Albany
(Moe Auster, MSSNY senior vice president of legislative and regulatory affairs quoted)

New York Amsterdam News – 01/05/17
If Stranded in a Snowstorm, strive to stay warm and awake
(MSSNY mentioned)

Albany Times Union – 01/10/17
The calendar: Dates to watch in 2017 session
(MSSNY mentioned)

News 12 Long Island – 01/12/18
Republican–led Senate to Move Forward on Obamacare Repeal
(President Elect Dr. Charles Rothberg interviewed)

Central New York MD News – Jan / Feb 2017
MSSNY’s 2017 Legislative Program
(Article by Former chief executive officer of the Onondaga County Medical Society, Gerald N. “Jerry” Hoffman)

Modern Healthcare - 01/25/17
AMA, AHA form coalition to reform prior authorization requirements
(MSSNY Mentioned)

BioPortfolio - 01/24/17
Health Care Coalition Calls for Prior Authorization Reform
(MSSNY mentioned)

Health Data Management - 01/25/17
Provider groups ask payers for prior authorization reform
(MSSNY mentioned)

Managed Health Care Connect - 01/25/17
Health Groups Call For Prior Authorization Reform
(MSSNY mentioned)

Becker's ASC Review - 01/25/17
Medical Group Management Association releases set of prior authorization principles alongside provider organizations
(MSSNY mentioned)
16 provider organizations develop preauthorization principles to relieve administrative burden (MSSNY mentioned)

Prior authorization needs streamlining, new healthcare coalition including AMA, MGMA says (MSSNY mentioned)

Health Care Coalition Calls for Prior Authorization Reform (MSSNY mentioned)

AMA, Health Care Coalition Call for Prior Authorization Reform (MSSNY mentioned)

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Health Care Coalition Calls for Prior Authorization Reform (MSSNY mentioned)

Major organizations aim to change prior authorization requirements (MSSNY mentioned)

MGMA And Coalition Partners Release New Prior Authorization Principles (MSSNY mentioned)

Tony Best: Obamacare a lifesaver (Dr. Milton Haynes, chairman of the MSSNY Committee to Eliminate Racial and Ethnic Healthcare Disparities quoted)

Company news: Joseph Maldonado joined CNY Care Collaborative (Former MSSNY President Dr. Joseph Maldonado mentioned)

Health Navigator NY – What is Telemedicine? (President Elect, Dr. Charles Rothberg interviewed)

Dr. Charles Gibbs Retires from Post (MSSNY Member Dr. Charles Gibbs mentioned)
Patient Daily – 02/05/17
Major medical organizations call for prior authorization reforms
(MSSNY mentioned)

Medscape – 02/07/17
Medical Coalition Calls for Prior Authorization Reform
(MSSNY mentioned)