

**Medical Society of the State of New York  
Media Coverage Report  
March 7 – June 5, 2017**

Social Media Stats



**mssnytweet**

**28 day summary**

**Followers..... 2,001 up 29**  
**Tweets..... 140 up 10.1%**  
**Tweet impressions..... 28.8% up 7%**  
**Profile visits..... 567 up 3%**  
**Mentions.....65 up 6.1%**

**MSSNY\_YPS**

**28 day summary**

**Followers..... 271 up 30**  
**Tweets..... 110 up 28.8%**  
**Tweet impressions..... 7502 up 9.1%**  
**Profile visits..... 46 up 2%**  
**Mentions..... 16 up 23.38%**



**Last 28 days**

**Total Likes..... 1216 up 21**  
**Page Views 239.....up 33%**  
**Reach 4469..... up 13%**  
**Post Engagement 1271.....up 1%**

## **Media Coverage**

**Great Neck Record – 03/09/17**

[Local Doc Discusses Cardiac Screening for Athletes](#)

(MSSNY member Dr. Joel Harnick mentioned)

**New York State Osteopathic Medical Society – 03/09/17**

[NYSOMS: DO Day in Albany Held Together With MSSNY Lobby Day](#)

(MSSNY mentioned)

**Federal Telemedicine News – 03/15/17**

[Pharmaceuticals in NY's Proposed Budget](#)

(MSSNY mentioned)

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**White Plains Daily Voice – 03/15/17**

[White Plains Hospital Welcomes Dr. Michael E. Elia, Orthopedic Surgeon](#)

(MSSNY member Dr. Michael E. Elia mentioned)

**National Law Review - 03/21/17**

[New York Medical Society Warns Providers to Avoid Percentage-Based Billing](#)

(MSSNY mentioned)

Also Ran in [Health Law Policy Matters](#)

[JD Supra Business Advisor](#)

**Crain's Health Pulse = 03/23/17**

[State doctors' group stays neutral on AHCA](#)

(MSSNY President-elect, Dr. Charles Rothberg, MD quoted)

**White Plains Daily Voice -04/05/17**

[WPH Allergy And Asthma Specialist Serves Northern Westchester Patients](#)

(MSSNY Speaker Dr. Kira Geraci-Ciardullo mentioned)

**JDSupra - 04/18/17**

[WARNING: New York Percentage Billing Arrangements Under Attack. Medicaid Fraud Unit Is Seeking Recoupment from Providers Using Percentage Billing Arrangements](#)

(MSSNY mentioned)

**Politico Pro – 04/24/17**

[Medical Society authorizes survey on aid in dying](#)

(MSSNY President, Dr. Charles Rothberg, MD quoted)

**WXXI News – 04/24/17**

[New York's medical society will survey doctors on attitudes toward physician assisted dying](#)

(MSSNY President, Dr. Charles Rothberg, MD quoted)

**Crain's Health Pulse – 04/25/17**

[Medical Society takes temperature on assisted suicide](#)

(MSSNY President, Dr. Charles Rothberg, MD quoted)

**Politico Pro Tipsheet – 04/25/17**

[MSSNY Board](#)

(HOD and new officers mentioned)

**Spectrum News: State of Politics - 04/25/17**

[Medical Society to Survey Aid in Dying](#)

(MSSNY mentioned)

**New York Daily News – 04/25/17**

[9/11 hero who died of cancer wanted New York State lawmakers to legalize assisted suicide](#)

(MSSNY mentioned)

**Lockport Union Sun & Journal – 04/25/17**

[Madejski poised to lead state Medical Society](#)

(MSSNY president-Elect Dr. Tom Madejski mentioned)

**The Daily News (Genesee, Wyoming, Orlean Counties) – 04/25/17**

[Albion doctor elected president of medical society](#)

(MSSNY president-Elect Dr. Tom Madejski mentioned)

**The Malone Telegram – 04/26/17**

[Malone doctor in new state](#)

(MSSNY Vice Speaker Dr. William Latreille mentioned)

**ABC – KTRE – 04/26/17**

[NYC Facial Plastic Surgeon Identifies New Anatomic Landmark to Effectively Measure the Reduction of Bulbous Nasal Tips in Ethnic Rhinoplasty...](#)

(MSSNY member Dr. Oleh Slupchynskij, mentioned)

**NY Amsterdam News -04/28/17**

[Chronic Fatigue Syndrome: More than just feeling tired](#)

(MSSNY mentioned)

**Plattsburgh Press Republican – 05/01/17**

[NY doctors give green light to 'aid in dying' survey](#)

(MSSNY mentioned)

**NY Daily News – 05/01/17**

[Opinion - Assisted suicide distorts docs' duty](#)

(MSSNY mentioned)

**Medical Health News – 05/02/17**

[Long Island Hires and Promotions : Medical Society of the State of NY](#)

(MSSNY President, Dr. Charles Rothberg, MD, Vice President Dr. Arthur Fougner, MD and Secretary, Dr. Frank Dowling, MD mentioned)

**Newsday – 05/02/17**

[Long Island hires and promotions: Medical Society of the State of New York](#)

((MSSNY President, Dr. Charles Rothberg, MD, Video President Dr. Arthur Fougner, MD and Secretary, Dr. Frank Dowling, MD mentioned)

**Becker's Spine Review – 05/04/17**

[Dr. Daniel Wilen named Top Doc](#)

(MSSNY member Dr. Daniel Wilen mentioned)

**Buffalo Business First – 05/05/17**

[Reaction comes fast as House votes to repeal health law](#)

(MSSNY President Dr. Charles Rothberg quoted)

**NY Daily News – 05/06/17**

[New York's medical marijuana program suffers as it struggles to grow its number of participating doctors](#)

(MSSNY president Dr. Charles Rothberg quoted)

Also ran in [Global Times](#)

**Hudson Valley News Network - 05/16/17**

[Breast Surgeon Joins WMCHHealth](#)

(MSSNY member Dr. Zoe Weinstein mentioned)

**Auburnpub.com – 05/16/17**

[On this day in history in The Citizen: May 17, 2017](#)

Former MSSNY member and past President of the Cayuga County Medical Society, Dr. Jason L. Wiley, mentioned)

**Crain's Health Pulse – 05/18/17**

[This Manhattan health care marketer wants to advertise on your doctor's wall](#)

(MSSNY president Dr. Charles Rothberg quoted)

**Brighton Pittsford Post – 05/17/17**

[Monroe County Medical Society welcomes new officers](#)

(MSSNY MCMS 2017-18 officers mentioned, **including new Pres. Dr. Peter Ronchetti**)

**Daily Freeman – Business – 05/22/17**

[Mid-Hudson business people 'On the Move': May 22, 2017](#)

(MSSNY member Dr. Zoe Weinstein mentioned)

**Westfair Communications – 06/02/17**

[WMCHHealth adds physician](#)

(MSSNY member Dr. Zoe Weinstein mentioned)