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)

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
(MSSNY mentioned)

Politico Pro – 04/24/17
Medical Society authorizes survey on aid in dying
(MSSNY President, Dr. Charles Rothberg, MD quoted)

WXII 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 Slupchynskyj, 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 WMCHealth*
(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**
*WMCH ealth adds physician*
(MSSNY member Dr. Zoe Weinstein mentioned)