

**Medical Society of the State of New York  
Media Coverage Report  
June 5, 2017 - August 25, , 2017**

**Social Media Stats**



**MSSNY**

**28 day summary with change over previous period**

**Tweets 146 up 23.7%**

**Tweet impressions 39.7K up 35.2%**

**Profile visits 976 up 6.4%**

**Mentions 81 up 19.8%**

**Followers 2,082 up 32**

**MSSNY\_YPS**

**Tweets 120 9.1%**

**Tweet impressions 6,655 7.3%**

**Profile visits 80 up 15.8%**

**Mentions 19 up 5.0%**

**Followers 287 up 2**

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

**Results from Jul 26, 2017 - Aug 22, 2017**

**Page Views 319 Total Page Views up 5%**

**Page Previews 48 up 14%**

**Page Likes 13 up 19%**

**Reach 5,126 up 57%**

**Post Engagements 1,363 up 9%**

## **Press Coverage**

**AP (Hosted) - 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)  
(MSSNY President Dr. Charles Rothberg, MD quoted)

**Also ran in:**

**WXXI News - 06/06/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**MPN Now 06/05/17**

[Cuomo: NY will keep 'Obamacare' protections](#)

**Lake Placid News 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**PIX 11 06/05/17**

[NY will keep Affordable Care Act protections, even if federal government repeals](#)

**The Troy Record (AP) 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**Westport-News - 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**New Canaan News - 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**Greenwich Time - 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**The Daily Star (AP) 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**AuburnPub.com - 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**Recordonline.com 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**NY Daily News - 06/05/17**

[Cuomo: State will keep Affordable Care Act protections](#)

**True Viral News 06/05/17**

[NY will keep Affordable Care Act protections, even if federal government repeals](#)

**Crain's Health Pulse – 06/06/17**

[Hospital and physician groups fight Lavern's law](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**Modern Healthcare – 06/06/17**

[Health insurers question legality of New York's new Medicaid policy](#)

(MSSNY mentioned)

**University Chronicles – 06/06/17**

[Exceptional Neurologist, Ellen J. Braunstein, MD, FAAN, will be Highlighted in The Leading Physicians of the World](#)

(MSSNY member Dr. Ellen J. Braunstein, MD, FAAN, mentioned.)

**New York Amsterdam News – 06/08/17**

[Reduce your risk of urinary tract infections](#)

(MSSNY mentioned)

**New York Amsterdam News – 06/12/17**

[Hydrate well, stay cool to avoid heat-related illness](#)

(MSSNY mentioned)

**Verizon Fios**

Coverage of MSSNY's Meningitis Week Press Conference

**Short Version** <http://tinyurl.com/ya2pfa7q>

**Long version** <http://tinyurl.com/y8lcda3>

**Telemundo clip/translation:**

<http://tinyurl.com/ydgwxhhw>

**New York Law Journal – 06/13/17**

[NY Senate Poised to Pass New Limits on Opioid Prescriptions](#)

(Pat Clancy, MSSNY's Sr. Vice President for Public Health and Managing Director)

***The Physiatrist!* – June 2017**

[Why is Advocating for Physiatry Important? Academy Members Share Their Experiences](#)

(MSSNY mentioned)

**FOX KVVU-TV – 6/14/17**

[The Medical Society of the State of New York \(MSSNY\) and DrFirst Offer MSSNY Physician Members a Mobile E-Prescribing App](#)

(MSSNY mentioned)

**Becker's Hospital Review**

[NY medical society partners with DrFirst e-prescribing app](#)

(MSSNY mentioned)

**Becker's Hospital Review – 06/16/17**

[8 recent vendor contracts, go-lives](#)

(MSSNY mentioned)

**Lohud - 06/16/17**

[Imbalance malpractice reform jeopardizes healthcare](#)

(Letter to the editor from MSSNY President, Dr. Charles Rothberg)

**Albany Times Union – 06/19/17**

[Medication price cuts a good first step to affordability](#)

(MSSNY mentioned)

**SILive.com – 06/21/17**

[RUMC honors 2 members of medical center's community](#)

(MSSNY member Dr. Publius Martins honored)

**Press Republican – 06/21/17**

[Newsmakers](#)

MSSNY Vice Speaker, Dr. William Latreille mentioned)

**Modern Healthcare – 06/21/17**

[Physicians prepare for Medicare ID changes without clear CMS guidance](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**Crain's Health Pulse – 06/22/17**

[State lawmakers pass Lavern's Law on session's final day](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**CityLimits.org – 06/23/17**

[Next 100 Days: Worry Trump Will Stymie NY's Fledgling Medical Marijuana Industry](#)

(MSSNY President Dr. Charles Rothberg, MD and Immediate Past President, Dr. Malcom Reid, MD quoted)

**Crain's Health Pulse – 06/26/17**

[Lobbyists shift focus to Cuomo's desk](#)

(MSSNY mentioned)

**New York Times – 06/29/17**

[Trump Nominates Indiana Health Commissioner as Surgeon General](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**Health Medicine Network – 06/30/17**

[Trump Nominates Indiana Health Commissioner as Surgeon General](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**USA Today – 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)  
(MSSNY statement included)

**Also ran in:**

**The Tennessean – 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**The Commercial Appeal - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Springfield News-Leader - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Democrat and Chronicle - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**My Northshore NOW - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Lake Country NOW - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**The Asbury Park Press (AP) - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**HometownLife.com - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Courier-Journal - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Central Florida Future - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Post-Crescent - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**The Newark Advocate - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**WaukeshaNow - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**The Californian - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**LoHud.com - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Northwest Now - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Ruidoso News - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**The News Leader (AP) - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Chambersburg Public Opinion - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**Tallahassee Democrat - 06/30/17**

[Trump nominates Indiana doctor for surgeon general](#)

**[Buffalo News – 06/30/17](#)**

[Another Voice: Bill would exacerbate WNY doctor shortages](#)

(Op-Ed by MSSNY Pres. Elect Dr. Tom Madejski & Erie County Medical Society Pres. Dr. Willie Underwood)

**[Hospital Newsletter – 07/02/17](#)**

[State Assembly Health Committee’s Passage of Tobacco 21 Could Save Lives, Money](#)

(MSSNY mentioned)

**[Politico Tip Sheet – 07/05/17](#)**

[Trump Nominates New Surgeon General](#)

(MSSNY mentioned)

**[Insurance News Net – 07/10-17](#)**

[Sometimes the Co-Pay is More than the Price](#)

(MSSNY mentioned)

**[SILive.com – 07/13/17](#)**

[Staten Island Doctor has a “Thirst” for Making Meaningful Movies](#)

(MSSNY member, Dr. Armin Tehrany mentioned)

**[Newsday – 07/15/17](#)**

[370,000-plus Llers could be affected by GOP health bills](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**[Think Healthier – 07/15/17](#)**

[Trump Taps Indiana's Health Commissioner as Next Surgeon General](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**Dunkirk Observer - 07/16/17**

[No cure of exodus for physicians](#)

Op-Ed from Brian D. Meagher, MD, president of the Chautauqua County Medical Society.

**Long Island Business News – 07/18/17**

[The cancer clock](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**New York Amsterdam News – 07/19/17**

[Hydrate well, stay cool to avoid heat-related illness](#)

(MSSNY mentioned)

**SILIVE.com – 07/22/17**

[Dr. Albert Accettola, 99, noted Island surgeon, dies](#)

(MSSNY member Dr. Albert Accetola mentioned)

**Canandaigua Daily Messenger – 07/22/17**

[Patients, physicians don't benefit from medical liability bill](#)

(Op-Ed from Dr. Peter Ronchetti, President of the Monroe County Medical Society)

**Lehigh Valley Live – 07/24/17**

[Funeral for doctor who helped found Hunterdon Medical Center](#)

(MSSNY member Dr. Albert Accetola mentioned)

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**Rome Sentinel – 07/24/17**

[AMP Urology now seeing patients in Rome](#)

MSSNY members Bashar Omarbasha, MD, FICS, and Wael F. Muakkassa, MD mentioned

**Hospital Newspaper – 07/24/17**

[Rachelle Leong, MD, Joins Barnabas Health Medical Group](#)

(MSSNY member Dr. Rachelle Leong, MD mentioned)

**Albany Times Ujion – 07/26/17**

[Letter: Bill before Cuomo costly to health care](#)

(Letter to Editor from Dr. Michael Gruenthal, President, & Dr. Gregory Threatte, President-elect of Medical Society of the County of Albany)

**Syracuse.com -08/01/17**

[Medical liability bill will drive doctors out of New York \(Your letters\)](#)

Letter to the Editor from Dr. Mary Abdulky, President of the Onondaga Co. Medical Society

**Rewire – 08/02/17**

[Can Surgeon General Pick Balance Politics With Public Health?](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

**Becker's Spine Review -8/10/17**

[Spine surgeon leader to know: Dr. Andrew Cappuccino of Buffalo Spine Surgery](#)

(MSSNY member Dr. Andrew Cappucino mentioned)

**Orthopedics this week – 08/15/17**

[99 Year Old Former NYU Professor and Orthopedic Surgeon Dies](#)

(MSSNY member Dr. Albert Accetola mentioned)

**Albany Times Union – 08/19/17**

[Prisoners deserve proper legal, health care](#)

(MSSNY mentioned)

**Poughkeepsie Journal -8/21/17**

[Reform needed in medical liability system to keep physicians from leaving the state](#)

(Letter to the editor from President-elect, Dutchess County Medical Society, Jai Jalaj, MD)

**Newsday – 08/23/17**

[Solar eclipse: Docs say eye damage could reveal itself later](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

Also appeared in [True Viral News](#)