Medical Society of the State of New York
Media Coverage Report
Sept. 1 2017 – Oct. 16, 2017

Social Media Stats

MSSNY
28 day summary with change over previous period
Tweets 140 up 15.7%
Tweet impressions 28.7k up 43.8%
Profile visits 840 up 25.9%
Mentions 84 up 34.9%
Followers 2,108 up 30

MSSNY_YPS
Tweets 137 up 23.4%
Tweet impressions 9382 up 16.6%
Profile visits 61
Mentions 31
Followers 291

Results from Jul 26, 2017 - Aug 22, 2017
Page Views 292 Total Page Views up 6%
Page Previews 36
Page Likes 17 up 3%
Reach 5,026 up 7%
Post Engagements 929
Press Coverage

Albany Times Union – 09/06/17
Dr. Alexios Apazidis Completes Successful Discectomy & Fusion Surgery Using SpineFrontier’s A-CIFT SoloFuse™ Less Exposure Surgery Technology
(MSSNY Member, Dr Dr. Alexios Apazidis mentioned)

Physician’s Practice: Diagnostic Imaging – 09/16/17
3 Reasons to Stay with Your Current EHR Vendor
(MSSNY President Dr. Charles Rothberg quoted)

Middletown Town Herald Record 09/17/17
Letter: Cuomo: Reject proposed medical liability law
(Letter to the Editor from MSSNY Member Stephanie Zeszutek)

National Catholic Register – 09/18/17
Assisted Suicide Denied in New York
(MSSNY mentioned)

Albany Times Union – 09/25/17
Letter: Bill too one-sided on medical malpractice
(Letter to the Editor from MSSNY President Dr. Charles Rothberg, MD)

Politico New York Healthcare – 09/27/17
Republicans Concede on Obamacare Repeal
(MSSNY President Dr. Charles Rothberg, MD’s statement picked up)

Monroe County Post – 09/27/17
Monroe County Medical Society joins ABMS
(Monroe County Medical Society mentioned along with Exec. Dir. Peter Bell)

Newsday – 09/28/17
New York’s aid-in-dying advocates look to 2018
(MSSNY mentioned)

SILive – 09/30/17
Costly medical marijuana pushes patients to street sales
(MSSNY mentioned)

Newsday – 10/2/17
NY hospital and physician groups gear up to help Puerto Rico
((MSSNY President Dr. Charles Rothberg quoted))

AP & 119 others – 10/2/17
NY hospital, doctors prepare medical aid for Puerto Rico
Trump to survey Puerto Rico; HHS will broaden support of healthcare facilities damaged by Hurricane Maria
(MSSNY mentioned)
Buffalo News – 10/08/17
Another Voice: International medical students are good for health care
(MSSNY mentioned)

New York Amsterdam News -10/12/17
Healthy aging: Doable and it beats the alternative
(MSSNY President Dr. Charles Rothberg, MD quoted)

Newsday – 10/12/17
President Trump signs executive order on health care
(MSSNY President Dr. Charles Rothberg, MD quoted)

Politico – 10/13/17
New York Healthcare Digest
(MSSNY President Dr. Charles Rothberg, MD quoted)

True Viral News – 10/13/17
Trump signs order to provide ‘Obamacare relief’
(MSSNY President Dr. Charles Rothberg, MD quoted)