

**Medical Society of the State of New York
Media Coverage Report
Oct. 16, 2017 – January 2, 2017**

Social Media Stats



MSSNY

28 day summary with change over previous period

Tweets 132 up 3.1%

Tweet impressions 75k up 26.3%

Profile visits 673 up 3.7%

Mentions 98 up 7.7%

Followers 2,155

MSSNY_YPS

28 day summary with change over previous period

Tweets 134 up 8.1%

Tweet impressions 7841 up 2.1%

Profile visits 68

Mentions 40

Followers 291



28 day summary with change over previous period

Page Views 292 Total Page Views up 8%

Page Previews 36

Page Likes 17 up 3%

Reach 2026 up 9%

Post Engagements 729

Media Coverage October 20017 – January 2018

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)

Albany Times Union – 10/17/17

["Date of discovery" bill could harm medicine in N.Y](#)

(Op-Ed by MSSNY member Dr. Robert J. Rapoport)

Lohud.com – 10/21/17

[Attack the opioid crisis from all angles](#)

(MSSNY mentioned)

NY Daily News – 10/23/17

[Patients rights groups push Cuomo to back Lavern’s Law](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

NY Law Journal – 10/23/17

[The Missing Link in Lavern’s Law](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

Politico New York Healthcare – 10/24/17

[Cuomo extends Clean Indoor Air Act](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

Behavioral Health News – Fall 2017

[The NYSPA Report: Medication Assisted Treatment \(MAT\) for Opioid Use Disorder - Effective but Still Underutilized](#)

(MSSNY Secretary Dr. Frank Dowling, MD quoted)

Crain’s Health Pulse – 10/30/17

[MSSNY president denounces potential CVS/Aetna merger](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

RomeSentinel.com (AP) • 10/30/17

[Siddiqi joins Family Medicine Residency faculty](#)

(MSSNY member Donish Siddiqi, MD mentioned)

Oswego County News Now • 1/6/17

[Hats off to Dr. Corey Varnum](#)

(MSSNY delegate Dr. Corey Varnum mentioned)

Long Island Weekly – 11/7/17

[Draw The Line At Ingesting Toxins](#)

(MSSNY mentioned)

Crain's Health Pulse – 11/16/17

[New York medical society to implement national diabetes prevention program](#)

(MSSNY President Dr. Charles Rothberg, MD & VP and Education director for Public Health, Pat Clancy quoted)

Rochester Democrat & Chronicle – 11/21/17

[Doctors deserve the right to collectively negotiate](#)

(Op-Ed by Monroe County Medical Society President, Dr. Peter Ronchetti)

Politico Pro - 11/27/2017

[Nurse practitioners await Cuomo's action on two bills, hope for new tax credit in budget](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

Utica Observer-Dispatch – 11/28/17

[Sharing Electronic Health Records Growing](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

Albany Times Union – 12/01/17

[NYC Plastic Surgeon, Dr. Douglas Senderoff to Speak at "The Aston Baker Cutting Edge Aesthetic Surgery Symposium 2017"](#)

(MSSNY member Dr. Douglas Senderoff mentioned)

Newsday – 12/02/17

[Tiny eye implant with titanic impact helps glaucoma patients](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

Albany Times Union – 12/04/17

[Medical society worries about CVS Aetna deal](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

CBS New York – 12/04/17

[CVS-Aetna Deal: What It Could Mean For Consumers Nationwide](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

Long Island Business News – 12/05/17

[Doctors raise concerns over CVS buy of Aetna](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

Crain's Health Pulse – 12/05/17

[NY medical society pans \\$69B CVS-Aetna deal](#)

(MSSNY President Dr. Charles Rothberg, MD quoted)

News 10 Albany (ABC Affiliate) – 12/06/17
[Local surgeons discover deficiencies in NY hospital](#)
(MSSNY mentioned)

Acuris – 12/06/17
Aetna/CVS faces skepticism from doctors
(MSSNY President Dr. Charles Rothberg, MD quoted)

Bloomberg Law – 12/07/17
[CVS-Aetna Merger Could Face N.Y. Obstacles](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)

NB Herald – 12/07/17
[Antonio Alfonso, MD, Presented with the Albert Nelson Marquis Lifetime Achievement Award by Marquis Who's Who](#)
(MSSNY member Antonio Alfonso, MD, mentioned)

Pharmacy Choice – 12/08/17
[Albany Med Releases Study Unveiling Deficiencies in Specialized Services at New York Hospitals](#)
(MSSNY mentioned)

WGRZ Buffalo – 12/11/17
[UB Med School facility has shining potential](#)
MSSNY President-elect Dr. Tom Madejski quoted)

Albany Times Union – 12/11/17
[SightMD Continues Expansion As Noted Cataract Surgeon Craig Richter, MD Announces New Ophthalmology Office In Huntington](#)
(MSSNY member Dr. Craig Richter, MD mentioned)

Crain's Health Pulse 12/14/17
[Medical groups urge Cuomo to veto Lavern's Law](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)

ModernHealthcare – 12/20/17
[Fewer doctors are opting out of Medicare](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)

New York Amsterdam News – 12/29/17
[Protect Skin from Outdoor Cold and Indoor Heat](#)
(MSSNY Mentioned)

Crain's Health Pulse – 01/02/18
[MSSNY takes aim at insurers](#)
(Moe Auster, MSSNY Senior VP Legislative and Regulatory Affairs quoted)