

Medical Society of the State of New York
Media Coverage Report
January 3rd - February 20th, 2018

Social Media Stats



MSSNY

28 day summary with change over previous period

Tweets 158 up 6%

Tweet impressions 34.7k up 2%

Profile visits 1128 up 40.5%

Mentions 137 up 1%

Followers 2,196 up 39

MSSNY_YPS

28 day summary with change over previous period

Tweets 169 up 3.7%

Tweet impressions 9791 up 2%

Profile visits 98 up 2.1%

Mentions 24 up 60%

Followers 304 up 13



28 day summary with change over previous period

Page Views 451 Total Page Views up 44%

Page Previews 50 up 72%

Page Likes 14

Reach 3595 up 105%

Post Engagements 1261 up 62%

Media Coverage January 3 – February 20, 2018

- **New York Amsterdam News – 01/04/18**
[Do not let glaucoma stealthily steal your sight](#)
(MSSNY Mentioned)

- **ABC News – 7 Fort Meyers / Naples, FL - 01/08/18 -**
[Dr. Gino Clement Bottino joins The Oncology Institute of Hope and Innovation](#)
(MSSNY Delegate Dr. Gino Clement Bottino mentioned)
- **1199 SEIU – 01/16/18**
[New York’s Healthcare Community Increasingly Concerned as Funding Deadline Approaches](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)
- **Crain’s Health Pulse – 01/02/18**
[Cuomo looks to expand retail health clinics](#)
(Moe Auster, MSSNY Senior VP Legislative and Regulatory Affairs quoted)
- **New York Daily News – 01/21/18**
[Cuomo proposes allowing retail establishments to operate in-store medical clinics](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)
- **Crain's Health Pulse – 01/22/18**
[Deadline nears for Cuomo's decision on Lavern's Law](#)
(MSSNY mentioned)
- **Crain's Health Pulse – 01/26/18**
[Essen Medical buys seven urgent-care centers](#)
(MSSNY member Dr. Sumir Sahgal mentioned)
- **NY Post – 1/28/18**
[Cuomo’s smart attack on the flu — and MDs’ monopoly on basic care](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)
- **Rome Sentinel – 01/29/18**
[Vakani joins Mohawk Valley Health System Medical Group](#)
(MSSNY member Dr. Vishal Vakani mentioned)
- **Crain's Health Pulse – 01/30/18**
[Albany legislators to vote on revised Lavern's Law](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)
- **Politico New York Healthcare – 01/30/18**
[Lavern’s Law Latest](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)
- **Modern Healthcare – 01/30/18**
[Fewer doctors are opting out of Medicare](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)
- **New York Daily News – 01/31/18**
[Cuomo signs Lavern’s Law, giving cancer patients more time to sue for malpractice](#)
(MSSNY President Dr. Charles Rothberg, MD quoted)

- **Rochester Democrat and Chronicle – 02/01/18**
[Physicians, not insurance companies, should prescribe patient care](#)
 (Op-Ed by Monroe County Medical Society President, Dr. Peter Ronchetti)
- **D Healthcare Daily – 02/08/18**
[Let's See How Many Dallas Doctors Have Opted Out of Medicare](#)
 (MSSNY President Dr. Charles Rothberg, MD quoted)
- **New York Amsterdam News - 02/08/17**
[Reward your heart for its faithful service](#)
 (MSSNY mentioned)
- **The Buffalo News – 02/14/18**
[Dr. Milford C. Maloney, 90, cardiologist, chief of medicine at Mercy Hospital](#)
 (Obituary for Dr. Milford C. Maloney, past president of the Erie County Medical Society)
- **Newsday- 02/16/18**
[Gas-fueled leaf blowers create stress, too](#)
 (MSSNY mentioned)
- **Rochester Democrat and Chronicle – 02/19/18**
[How easy is it to see your doctor on a moment's notice?](#)
 (MSSNY / MCMS members Dr. Ralph Pennino, Dr. Edith Grannum, Dr. Edward Lewis and MCMS past President, Dr. Joseph DiPoala Jr. quoted)