

# MSSNY Communications Division Report

## Council Meeting, Albany NY

March 5, 2019

- Introduction to the new MSSNY Mobile App for the House of Delegates

### Member Benefits

- Job Board  
We have signed on with a profit-sharing, online job-board listing service that posts New York-based positions for physicians, NPS and PAs. It is on our home page and is a banner ad in the weekly *Enews* and in the *News of New York*.
- To date, 650 members have signed on to our national “perks” firm. If you have not used this service, sign on is simple—and you are on your way to discount movie tickets, vacations, concerts, theme parks and restaurants.
- We are soliciting for booths at the April HOD. In addition, we are selling ads for congratulatory messages to Dr. Fougner on his 2019-2020 presidency.

## Media Coverage Report

January 10, 2019 – February 21, 2019

### Social Media Stats – 30 Day Summaries

MSSNYTWEET

Tweets: 120 (+69%)

Tweet impressions: 39k (+29.5%)

Profile visits: 633 (+10%)

Mentions: 235 (+38.2%)

Followers: 2,380 (+20)

**MSSNY\_YPS**

**Tweets: 24 (+4.3%)**

**Tweet impressions: 3295 (+12.1%)**

**Profile visits: 51 (+104%)**

**Mentions: 2 (+214.3%)**

**Followers: 316 (+4)**

**Posts: 95**

**Page Views: 337**

**Followers: 1,474**

**Post Reach: 6032**

**Post Engagements: 1592**

## **Media Coverage January 3 – February 19, 2019**

- **[City & State New York- 01/13/19](#)**  
[The Healthcare Power 50](#)  
[\(MSSNY President Dr. Thomas Madejski #28 on the list\)](#)
- **Newsday – 01/15/19**  
[Cuomo: Legalize recreational pot use, under strict regulation](#)  
(MSSNY quoted)
- **Becker’s Spine Review 01/18/19**  
[Orthopedic surgeon to know: Dr. William Davis Jr. of Northeast Orthopedics & Sports Medicine](#)  
Orthopedic surgeon / MSSNY member William Davis Jr., MD,
- **Newsday 01/20/19**  
[Opioid prescriptions fall 35 percent on Long Island](#)  
(MSSNY President Dr. Thomas Madejski quoted)
- **Becker’s Spine Review – 01/22/19**  
[Dr. Philip Schrank joins Orlin & Cohen Orthopedic Group: 4 things to know](#)  
(MSSNY member, Dr. Philip Schrank, mentioned)
- **Livingston county News – 01/22/19**  
[Legal weed falls flat among area police chiefs](#)  
(MSSNY mentioned)
- **Albany Times Union - -1/29/19**  
[Survey: Majority of New York doctors support assisted death](#)  
(MSSNY Mentioned)
- **Crain’s Health Pulse – 01/19/19**  
[State doctors support aid in dying](#)

- (MSSNY President Dr. Thomas Madejski Quoted)
- **Christian News Network – 01/29/19**  
[After Signing of Bill Allowing Abortion Up Until Birth, Group Pushes to Legalize Assisted Suicide in N.Y.](#)  
 (MSSNY mentioned)
  - **Crain’s New York Business – 01/30/19**  
[Zocdoc to begin charging NY doctors per booking](#)  
 (MSSNY Mentioned)
  - Also appeared in [Modern Healthcare](#)
  - **Syracuse.com – 01/31/19**  
[Jessica Wilcox, MD, joins St. Joseph’s Primary Care Center – West](#)  
 (MSSNY member Jessica Wilcox, MD mentioned)
  - **Newsday – 01/31/19**  
[Letter to the Editor: Consumer website might help patients](#)  
 (Letter to the editor from MSSNY immediate past president, Dr. Charles Rothberg)
  - **Marijuana Times – 02/03/19**  
[Senator Diane Savino on New York’s Cannabis Prospects in 2019](#)  
 (MSSNY president Dr. Thomas Madejski quoted)
  - **Epoch Times- 02/07/19**  
[New York Police Unions Oppose Legalizing Recreational Marijuana](#)  
 (MSSNY mentioned)
  - **Crain’s Health Pulse – 02/12/19**  
[Single-payer push ramps up again; industry groups point out flaws](#)  
 (MSSNY President Dr. Thomas Madejski quoted)
  - **Ithaca Journal – 02/14/19**  
[Police, doctors and educators fighting New York recreational marijuana: What to know](#)  
 (MSSNY President Dr. Thomas Madejski quoted).
  - **Also appeared in [Lohud](#) and [Poughkeepsie Journal](#)**
  - **The Buffalo News - 02/16/19**  
[Another Voice: Big money is behind the rush to marijuana legalization](#)  
 (MSSNY mentioned)
  - **Olean Times herald – 02/17/19**  
[Can single-payer health care work in NY?](#)  
 (Sullivan County Medical Society President Dr. Paul Salzberg quoted)
  - **Crains’ New York Business -02/19/19**  
[Physicians still concerned about recreational marijuana](#)  
 (MSSNY president Dr. Thomas Madejski quoted)
  - **Healthcare Finance News – 02/19/19**  
[DOJ stands by decision in CVS Health and Aetna merger](#)  
 MSSNY mentioned

