

**Medical Society of the State of New York  
Media Coverage Report  
May 22 - Sept. 4, 2019**

**Social Media Stats – 28 Day Summaries**



**MSSNYTWEET**

**Tweets: 103**  
**Tweet impressions: 81K +68.2%**  
**Profile visits: 425 +33.2%**  
**Mentions: 248 +17.5%**  
**Followers: 2,537 +31**

**Tweet of surprise billing video that was boosted.**  
**Impressions: 43,545 (3,936 organic, 39,609 promoted)**  
**Media views: 11,527 (1,335 organic, 10,192 promoted)**  
**Total engagements: 492**  
**Media engagements: 205**  
**Detail expands: 167**  
**Likes: 46**  
**Retweets: 27**  
**Profile clicks: 23**  
**Link clicks: 15**  
**Hashtag clicks: 5**  
**Replies: 3**  
**Follows: 1**

**MSSNY\_YPS**

**Tweets: 15**  
**Tweet impressions: 2,302 +108.1%**  
**Profile visits: 11 +37.5%**  
**Mentions: 10**  
**Followers: 324 +3**



**Page Views: 962 +10%**  
**Page Likes: 13 +2**

Followers: 1,796 +12  
Post Reach: 4,382 +276%  
Post Engagements: 1040 +46%  
Videos: 1,295 3-Second Video Views: up 100% (Surprise Billing Video – organic)



Instagram

Mssnygram (7 day Summary)

Posts: 15 +10  
Impressions 944 +100%  
Followers: 240 +2  
Profile Visits: 36 +20  
Website clicks: 19 +10  
Reach: 170 +164

#### Media Coverage May 22 – Sept. 4, 2019

- **In Good Health – 05/27/19 (June 2019 issue)**  
[Meet Your Doctor](#)  
(Q&A with MSSNY's William M. Valenti, MD)
- **Att.net – 05/28/19**  
[Cuomo on Pot, Politics and Priorities as End of 2019 Legislative Session Nears](#)  
(MSSNY mentioned)
- **In Good Health – CNY's Healthcare Newspaper -05/29/19**  
[Meet Your Doctor](#)  
(MSSNY member Dr. Robert Morgan profiled)
- **Buffalo News – 05/29/19**  
[Cuomo on pot, politics and priorities as end of 2019 legislative session nears](#)  
(MSSNY mentioned)
- **NY Daily News – 05/30/19**  
[Anti-vaxxers circulate photo of Bronx assemblyman fighting to strengthen state vaccine laws, claim he's flipping them off](#)  
(MSSNY mentioned)
- **Hartford Business Journal – 05/30/19**  
[Doc groups ramp-up opposition to recreational weed](#)  
(MSSNY Immediate Past President, Dr. Thomas Madejski mentioned)
- **Morano Forever Podcast – 05/30/19**  
[Marijuana Legalization](#)

(MSSNY Immediate Past President Dr. Thomas Madejski debates recreational marijuana with author, Richard Stratton)

- **Smyrna – Clayton Sun Times – 05/31/19**  
[State Medical Societies oppose recreational marijuana legalization](#)  
(MSSNY mentioned)
- **The Buffalo News – 05/31/19**  
[Families reel from fatal crashes as NY eyes tougher seat belt laws](#)  
(MSSNY mentioned)
- **Albany Times Union – 06/3/19**  
[Letter: Aid-in-dying claims don't reflect reality](#)  
(MSSNY President, Dr. Arthur Fougner quoted)
- **Times Herald Record (Record Online) – 06/03/19**  
[Reaction mixed on allowing lethal medication for terminally ill](#)  
(MSSNY President, Dr. Arthur Fougner quoted)
- **Journal Inquirer – 06/03/19**  
[Physicians group opposes legal pot](#)  
(MSSNY Immediate Past President Dr. Thomas Madejski quoted)
- **WDEL 101.7 FM / 970 AM**  
[Medical Society of Delaware opposes legal weed](#)  
(MSSNY mentioned)
- **Lockport Union Sun & Journal – 06/07/19**  
[Cuomo wants feds to keep noses out of state pot regs](#)  
(MSSNY mentioned)
- **Oneonta Daily Star – 06/09/19**  
[Cuomo signs letter seeking federal pot cooperation](#)  
(MSSNY mentioned)
- **Crain's New York Business - 06/09/19**  
[City's largest business group supports bill to end religious exemptions for vaccines](#)  
(MSSNY mentioned)
- **Oneonta Daily Star 0 -6/13/19**  
[N.Y. bans religious waivers for vaccination](#)  
(MSSNY mentioned)
- **ThisistheBronx.info – 06/13/19**  
[Vaccine Bill To Be Made Law](#)

(MSSNY mentioned / President Dr. Arthur Fougner quoted)

- **Crain's New York Business / Health Pulse – 06/14/19**

[Cuomo signs ban on nonmedical vaccine exemptions](#)

(MSSNY President Dr. Arthur Fougner quoted)

- **In Good Health – 6/23/19 (July 2019 issue)**

[Meet Your Doctor](#)

Q&A with Monroe County Medical Society Dr. Lisa Smith

- **My Journal Courier – 06/23/19**

[Behind NY's failed effort to legalize pot](#)

- MSSNY mentioned)

Also ran in

[Times Union](#)

[Laredo Morning Times](#)

[San Antonio Express News](#)

- **Morning Consult – 07/02/19**

[Congress, Don't Harm Patients With The Wrong Surprise Medical Bills Solution](#)

(Op-Ed by MSSNY EVP/CFO Phil Schuh and CMA CEO Dustin Corcoran)

- **Crain's Health Pulse / NY Business 07/12/19**

[Legislation on Medicaid DSH cuts, surprise billing pass House committee](#)

(MSSNY President Dr. Arthur Fougner quoted)

- **Buffalo Business First – 07/15/19**

[Medical malpractice cases pay out most in New York](#)

(MSSNY President Dr. Arthur Fougner quoted)

- **Bloomberg.com -07/17/19**

[Anthem's Fight with Doctors Shows Risks for Surprise-Billing Fix](#)

(MSSNY mentioned)

- **Becker's Spine Review – 07/19/19**

[Spine surgeon leader to know: Dr. Michael Brisman of Neurological Surgery PC](#)

(MSSNY member Dr. Michael Brisman mentioned)

- **Democrat & Chronicle 07/30/19**

[Opioid pills: See the staggering number of painkillers that flooded each New York county](#)

(MSSNY President Dr. Arthur Fougner quoted)

- Also ran in

[LoHud](#)

[Ithaca Journal](#)

[Star Gazette](#)

[PressConnects](#)  
[Poughkeepsie Journal](#)

- **Becker's Spine Review -08/05/19**  
[Orthopedic surgeon Dr. Holden Heitner joins Samaritan Health](#)  
(MSSNY member Dr. Holden Heitner mentioned)
- **Crain's Health Pulse – 08/05/19**  
[State to require expanded coverage for mammograms](#)  
(MSSNY President Dr. Arthur Fougner quoted)
- **New York Amsterdam News – 08/15/19**  
[Neck pain can be a real you-know-what](#)  
(MSSNY mentioned)
- **Cardiology Magazine (American College of Cardiology) – 08/23/10**  
[Heart of Health Policy | Tobacco 21 Count Continues](#)  
(MSSNY mentioned)
- **Buffalo News – 08/25/19**  
[Another Voice: Protect against surprise medical bills, but preserve access, too](#)  
(Op-Ed by MSSNY President, Dr. Arthur Fougner)
- **Crain's Health Pulse / NY Business – 08/26/19**  
[Zocdoc's new pricing rankles New York doctors](#)  
(MSSNY mentioned)
- **LoHud – 05/21/19**  
[Vaccinations: Will New York soon end religious exemptions amid measles outbreak?](#)  
(MSSNY President, Dr. Arthur Fougner appears in [video](#))

Also appeared in  
[Democrat & Chronicle \(video\)](#)  
[Northjersey.com \(video\)](#)  
[Ithaca Journal](#)  
[Poughkeepsie Journal](#)  
[PressConnects](#)  
[Star Gazette](#)