

MSSNY Communications

Media Coverage Report 10/21/20 – 01/04/21

Social Media Stats – (30 days)



MSSNYTWEET

Tweets: 104
Tweet impressions: 805
Profile Visits: 799 + 44.5%
Mentions: 233 + 5%
Clicks: 3.6K
Engagements: 102
Followers: 2919 +11

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a dark blue rectangular background.

facebook

Post Reach: 489
Page Views: 360
Post Engagements: 276
New Likes: 10 +5%
New Followers: +10
Total Likes: 1667



Instagram

Mssnygram
Posts: 8
Engagement: 38
Impressions 1,178 +77
Profile Visits: 52 +10
Followers: 469 +90

Media Coverage 10/28/20 – 01/04/21

Crain's Health Pulse – 10/28/20

[State taps 25 health leaders to help reduce administrative costs](#)

(MSSNY Senior Vice President and Chief Legislative Counsel, Moe Auster mentioned)

Democrat & Chronicle – 10/30/20

[Buckle up: New York to mandate safety belt use in rear seats Sunday](#)

(MSSNY Sr. Vice President/Managing Director
Public Health and Education in video clip)

Press Republican – 10/31/20

[Docs say legal weed would be bad medicine for New York's fiscal ailments](#)

(MSSNY President Dr. Bonnie Litvack quoted)

Also ran in [Niagara Gazette](#)

[Lockport Union-Sun & Journal Online](#)

[Daily Star](#)

[Orleans Daily Herald](#)

Crain's Health Pulse – 11/02/20

[Medical societies urge states to weigh negative effects of legalizing recreational marijuana](#)

(MSSNY mentioned)

Marijuana Moment 11/2/20

[State Medical Societies Team Up To Condemn Marijuana](#)

[Legalization Efforts Amid COVID](#)

(MSSNY mentioned)

Crain's Health Pulse – 11/05/20

[As NJ voters say yes on recreational marijuana, health experts remain cautious](#)

(MSSNY President Dr. Bonnie Litvack quoted)

WGRZ-TV NBC – 11/13/20

[Town Hall to Discuss the COVID-19 Rates on the Rise](#)

(MSSNY President Dr. Bonnie Litvack interviewed)

Democrat & Chronicle – 11/16/20

[As COVID-19 surges, NY health care leaders concerned about repeat of PPE shortages](#)

(MSSNY President Dr. Bonnie Litvak and former president Dr. Andrew Kleinman quoted)

Also ran in:

[LoHud](#)

[Star Gazette](#)

[Ithaca Journal](#)

[Pressconnects](#)
[Wayne Post](#)
[Observer-Dispatch](#)
[Wellsville Daily Reporter](#)
[Times Telegram](#)
[MSN.com](#)
[RecordOnline](#)

Crain's Health Pulse – 11/16/20

[Physicians urge against looming Medicare cuts](#)
(MSSNY President Dr. Bonnie Litvack quoted)

CNY Central – 11/16/20

[Doctors advice to a safe Thanksgiving during the pandemic](#)
(MSSNY President Dr. Bonnie Litvack quoted)

Medpage Today – 11/16/20

[AMA Policy Throws Shade on Diehard HCQ Docs](#)
(MSSNY VP Dr. Parag Mehta and Dr. Robert Frankel quoted)

Medpage Today – 11/16/20

[AMA Delegates Examine COVID-19 Telehealth Change](#)
(MSSNY Past President Dr. Robert Goldberg quoted)

City & State NY – 11/17/20

[7 Staten Islanders who stepped up to fight COVID-19](#)
(MSSNY's Dr. John Maese Honored)

Capital Tonight – 11/18/20

[MSSNY President: COVID 19 Disinformation Hurts Medical Community](#)
(MSSNY President Dr. Bonnie Litvack featured)

News 8 Rochester (CBS) / Rochester First – 11/18/20

[Survey: physicians waiting weeks for PPE orders as costs and COVID-19 cases rise](#)
(MSSNY President Dr. Bonnie Litvack featured)

Crain's Health Pulse – 11/19/20

[At a Glance - PPE Support](#)
(MSSNY statement covered)

Star Gazette – 11/19/20

[Religious groups take New York's house of worship limits to U.S. Supreme Court](#)
(MSSNY mentioned)

Spectrum News Hudson Valley – 11/20/20

[Medical Society of New York Cheers PPE Bill](#)
(MSSNY President Dr. Bonnie Litvack quoted)

Rochester First – 11/20/20

[COVID-19 testing supply and demand in Monroe County, push to expand](#)

(MSSNY President Dr. Bonnie Litvack quoted)

Rochester First – 11/20/20

[Sunrise Smart Start: Thursday, November 19](#)

(MSSNY mentioned)

Buffalo Business First – 11/20/20

[Unlike elsewhere in the U.S., health insurance remains competitive in WNY](#)

(MSSNY President Dr. Bonnie Litvack quoted)

City & State – 11/30/20

[How powerful Black women are correcting inequalities](#)

(Jaqueline Williams, former MSSNY associate director for legislative policy and communications, division of governmental affairs, mentioned)

Spectrum News Albany – 12/01/20

[Vast Majority of NY Doctors to Take COVID Vaccine](#)

(MSSNY President Dr. Bonnie Litvack quoted)

WNET Albany (ABC affiliate) -12/01/20

[Governor Cuomo outlines challenges with vaccine distribution](#)

(MSSNY President Dr. Bonnie Litvack quoted)

Also ran in [MyTwinTiers.com](#)

[Rochester First](#)

[LocalSYR](#)

Crain's Health Pulse – 12/02/20

[Physician Vaccination](#)

(MSSNY Mentioned)

Politico – 12/03/20

[New York City to receive 500,000 Covid-19 doses but faces the battle of buy-in](#)

(MSSNY Mentioned)

News 12 Long Island – 12/03/20

[Nassau Executive Curran describes COVID-19 vaccine distribution as 'military-style campaign'](#)

(MSSNY President Dr. Bonnie Litvack quoted)

Spectrum News Albany – 12/03/20

[What Role Will Doctors Play in Vaccine Distribution?](#)

(MSSNY President Dr. Bonnie Litvack quoted)

CNY Central – 12/03/20 (Briskin PR)

[Doctors say COVID-19 vaccine is worth it, despite possible side-effects](#)

(MSSNY President Dr. Bonnie Litvack interviewed)

WGRZ – 2 Buffalo (NBC Affiliate) – 12/08/20 (Briskin PR)

[2 On Your Side Answers Questions About The Coronavirus Vaccine](#)

(MSSNY President Dr. Bonnie Litvack interviewed)

Crain's Health Pulse – 12/09/20

[MEDICARE CUTS](#)

(MSSNY Statement / President Dr. Bonnie Litvack quoted)

ABC News 10 / Fox News 23 – Empire State Weekly – 12/13/20

[Empire State Weekly Vaccine Distribution and New Hospital Metrics](#)

(MSSNY President Dr. Bonnie Litvack interviewed)

ABC News 10 – 12/14/20

[Possible reactions to Pfizer vaccine: Is it safe for everyone?](#)

(MSSNY President Dr. Bonnie Litvack interviewed)

Wall Street Journal – 12/14/20

[New York City Kicks Off Covid-19 Vaccine Drive](#)

(MSSNY mentioned)

Crain's Health Pulse – 12/15/20

[State's medical society opposes congressional committees' surprise-billing proposal](#)

(MSSNY Statement / President Dr. Bonnie Litvack quoted)

Real Clear Health – 12/16/20

[Sen. McConnell Must Shut the No Surprises Act's Door to Socialized Health Care](#)

(MSSNY mentioned)

Tea Party Nation – 12/16/20

[House's Lame Duck 'No Surprises Act' Is Overflowing With Really Awful Surprises](#)

(MSSNY mentioned)

Sun Community News

[Former Plattsburg Student Appointed Delegate to NYS Medical Society](#)

(Eunice Choe appointed MSSNY student delegate)

Wellesville Daily Reporter (USA Today Network) – 12/22/20

[How medical experts describe COVID fatigue on the front lines](#)
(MSSNY President Dr. Bonnie Litvack quoted)

Also ran in [Times Telegram](#)

[Observer Dispatch](#)

[The Leader](#)

[USA Today](#)

The Post-Star – 12/28/20

[Irongate Family Practice to get vaccine after two-week wait](#)
(MSSNY President Dr. Bonnie Litvack quoted)

CNY Central – 12/31/20 (Briskin PR)

[When can the general public start getting their COVID-19 vaccines?](#)
(MSSNY President Dr. Bonnie Litvack interviewed)

Stat News – 01/04/21

[‘Still waiting for my turn’: Primary care doctors are being left behind in the vaccine rollout](#)
(MSSNY mentioned)