



Communications Report

Social Media 30 Day Overview

May 16 - June 14, 2022



@mssnytweet



@MSSNY_YPS



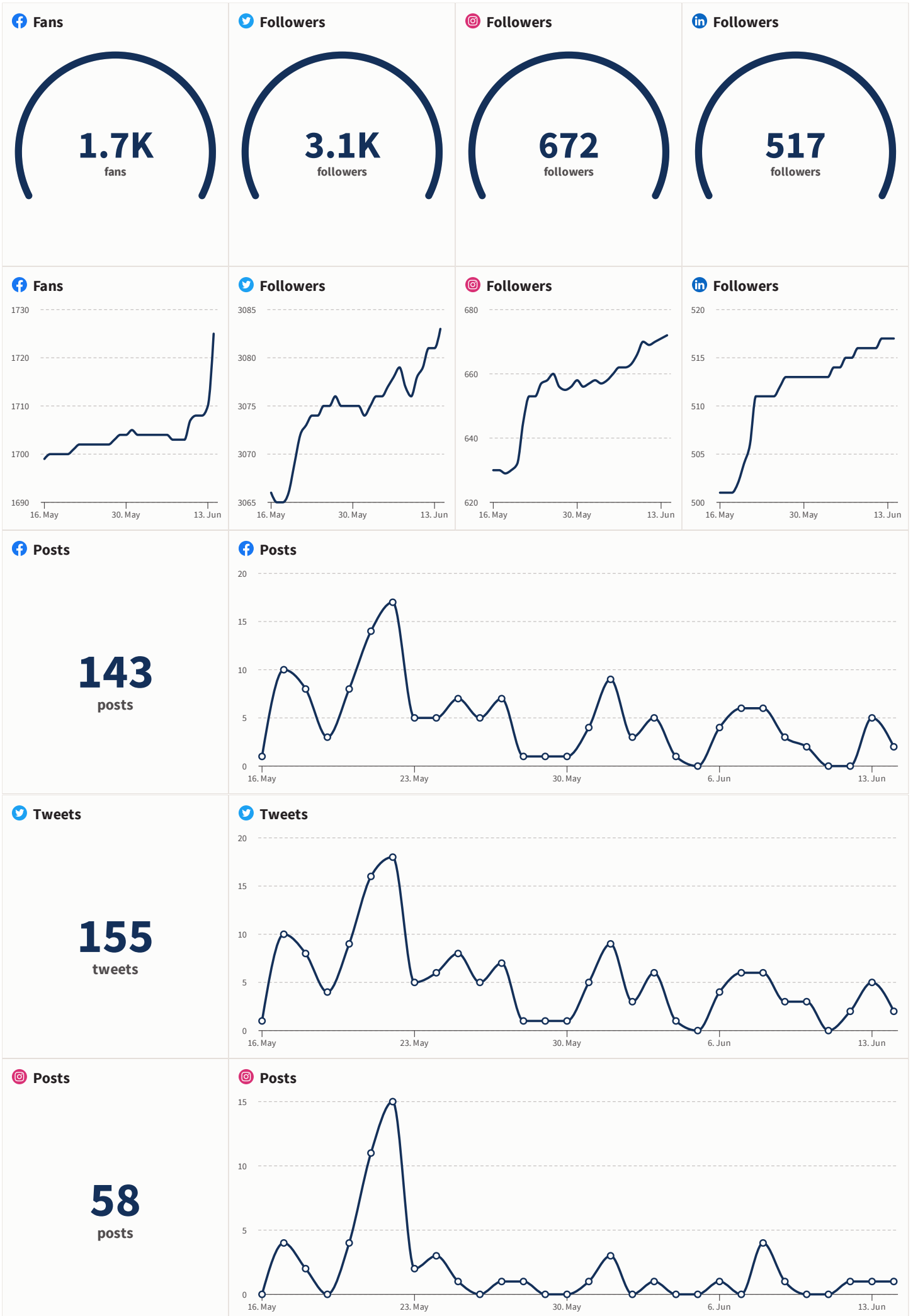
mssnygram



Medical Society of the State of New York

Social Media Highlights:

May was an excellent month for MSSNY's social media with a lot of traction surrounding HODweekend. We increased our followers across all platforms and engagement also spiked. We would like to thank all of our social media ambassadors and followers who liked, shared, and posted on MSSNY's behalf this month. Your support is greatly appreciated.



posts



engagements

engagements

engagements

engagements

303

309

81

11

8

266

217

12

56

6

2

clicks

clicks

620

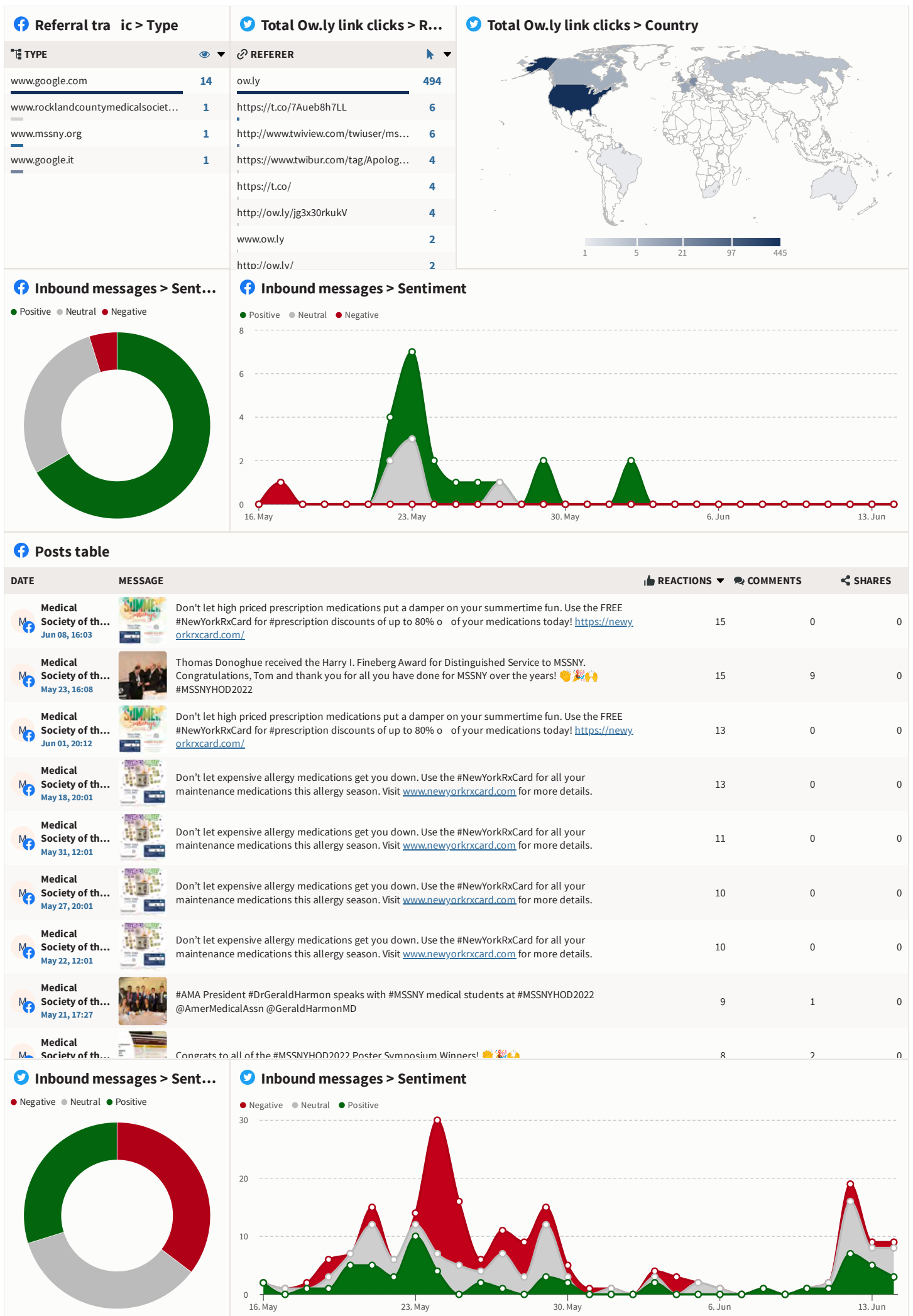
1.7K















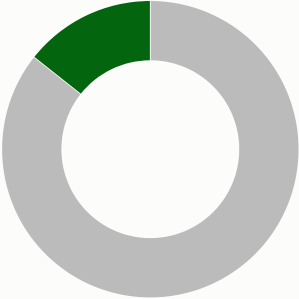
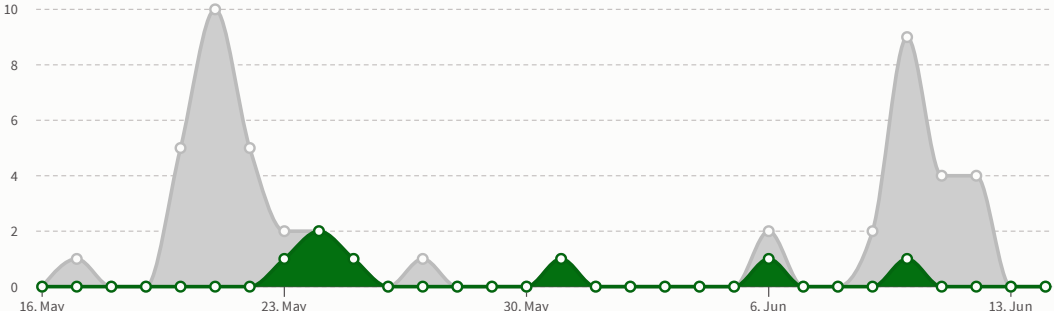












clicks



















clicks

clicks

clicks



Tweets table									
DATE	MESSAGE	RET...	QUO...	LIKES	REPL...	IMPR...	ENG...	% ENG...	
 @mssnytweet Jun 12, 15:47	 @docblp receives her Presidential Medal during the NY Delegation Caucus at the @AmerMedicalAssn annual mtg in Chicago. Thank you for your dedicated service...	3	1	17	2	498	69	13.86%	
 @mssnytweet May 23, 14:44	 A few more from #MSSNYHOD2022 because these are too good not to share. #Congrats to our new President @ParagMehta6! https://twitter.com/mssnytweet/stat...	3	1	16	2	899	87	9.68%	
 @mssnytweet May 21, 13:27	 #DrLanceAustein asks #AMA President how can restore the prestige of being a #physician at #MSSNYHOD2022 @DrAustein @AmerMedicalAssn https://twitter.com/...	3	1	15	1	2,819	60	2.13%	
 @mssnytweet May 22, 21:15	 Thank you to #Butterfly for being a sponsor of #MSSNYHOD2022 @ButterflyNetInc https://twitter.com/mssnytweet/status/1528484611155804165/photo/1	1	0	12	0	813	57	7.01%	
 @mssnytweet May 21, 17:27	 #AMA President #DrGeraldHarmon speaks with #MSSNY medical students at #MSSNYHOD2022 @AmerMedicalAssn @GeraldHarmonMD https://twitt...	5	0	12	0	427	52	12.18%	
 @mssnytweet May 22, 19:10	 Thank you to #Caipa and #HealthfirstNY for being sponsors of #MSSNYHOD2022 CAIPA MSO CAIPA MSO CAIPA Coalition of Asian-American IPA @HealthfirstN...	0	1	9	0	497	25	5.03%	
 @mssnytweet May 21, 18:14	 #MSSNY President #DrJosephSellers and his son #DrWilliamSellers at #MSSNYHOD2022. #ThankYou for your leadership, Dr. Sellers https://twitter.com/mssn...	2	0	8	0	197	34	17.26%	
 @mssnytweet May 21, 17:20	 #MLMIC Chief Medical Officer #JohnLombardoMD addresses #MSSNYHOD2022 MLMIC @MLMIC https://twi...	2	0	8	0	183	25	13.66%	
 @mssnytweet	 Business as usual for incoming President @ParagMehta6 at #MSSNYHOD2022 #waterburyalohat	3	0	7	0	255	38	14.9%	
<div> <div>Inbound messages > Sent...</div> <div> <div> <div>Neutral</div> <div>Positive</div> </div>  </div> </div> <div> <div>Inbound messages > Sentiment</div> <div> <div> <div>Neutral</div> <div>Positive</div> </div>  </div> </div>									
Posts table									
DATE	MESSAGE	LIKES	COMMENTS						
 mssnygram May 23, 14:44	 A few more from #MSSNYHOD2022 because these are too good not to share. #Congrats to our new President #DrParagMehta!	37	3						
 mssnygram May 21, 17:30	 #AMA President #DrGeraldHarmon speaks with #MSSNY medical students at #MSSNYHOD2022	26	0						
 mssnygram May 22, 18:06	 #MSSNYHOD2022 that's a wrap! Thank you to our leadership, delegates, and staff for a productive meeting and fabulous celebration. Thanks as well to all of our sponsors for your support.	25	0						
 mssnygram May 20, 21:36	 More of the fantastic entries in the #MSSNYHOD2022 Poster Symposium	24	0						
 mssnygram Jun 12, 23:40	 #MSSNY Past President #DrBonnieLitvack receives her presidential medal at the NY delegation caucus of the #AMA Annual meeting in Chicago	22	0						
 mssnygram May 20, 21:15	 #MSSNYHOD2022 Poster Symposium. Amazing work! 🎉👏	22	0						
 mssnygram May 21, 18:16	 #MSSNY President #DrJosephSellers and his son #DrWilliamSellers at #MSSNYHOD2022. #ThankYou for your leadership, Dr. Sellers	20	0						
 mssnygram May 21, 12:58	 #AMA President #DrGeraldHarmon discusses representing #physicians with a unified voice, removing obstacles that interfere with patient care, leading the charge to confront public health crises, and driving the future of medicine. #MSSNYHOD2022	16	0						
 mssnygram	 Congrats to the winners of the #MSSNYHOD2022 Poster Symposium	14	0						

in Posts table								
DATE	MESSAGE	REAC...	COM...	SHA...	CLICKS	IMPR...	ENG...	
 Medical Society of th... May 22, 21:15	 Thank you to #Butterfly for being a sponsor of #MSSNYHOD2022 @ButterflyNetInc	10	0	2	8	189	10.58%	
 Medical Society of th... May 22, 12:00	 Thank you to our sponsors #MSSNYHOD2022	5	0	0	5	127	7.87%	
 Medical Society of th... May 17, 14:00	 You don't have to face healthcare system changes and challenges alone. #CHS helps providers succeed in value-based care and improve patient outcomes. Our provider partners have generated \$300M in...	5	0	2	3	71	12.68%	
 Medical Society of th... May 22, 19:45	 Thank you to the #NYSocietyofPAs for being a sponsor at #MSSNYHOD2022 New York State Society of PAs @NYSSPA	4	0	0	4	92	8.7%	
 Medical Society of th... May 22, 16:25	 Thank you to #CollaborativeHealthSystems for being a sponsor at #MSSNYHOD2022 CollaborativeHealth	4	1	2	4	92	11.96%	
 Medical Society of th... May 21, 13:36	 #MSSNY Past President #DrCharlesRothberg discusses health equity with AMA President #DrGeraldHarmon at #MSSNYHOD2022 @MSSNYRothberg @GeraldHarmonMD @AmerMedicalAssn	3	0	0	2	64	6.25%	
 Medical Society of th... May 27, 15:37	 MSSNY Update 5-27-2022: The End of the 2022 NYS Legislative Session, Challenges and Successes. Listen to the #podcast now! https://lnkd.in/gB3zy_bQ / Link in bio	2	0	0	0	30	6.67%	
 Medical Society of th... May 21, 17:27	 #AMA President #DrGeraldHarmon speaks with #MSSNY medical students at #MSSNYHOD2022 @AmerMedicalAssn @GeraldHarmonMD	2	0	0	7	53	16.98%	
 Medical Society of th...	 #DrMonicaSweeney asks #DrEugeneHeslin, "What is it that #NYSDOH	2	1	0	7	70	14.29%	

MSSNY in the News
01/18/22 – 06/14/22

LoHud (USA Today Network) – 01/18/22

COVID hit home for 1.8 million New Yorkers since Dec. 1. How omicron changed the pandemic

<https://www.lohud.com/story/news/coronavirus/2022/01/18/covid-hit-home-new-yorkers-how-changed-them/9121084002/>

(MSSNY immediate past president, Dr. Bonnie Litvack quoted)

Also ran in [Yahoo News](#)

[City & State NY -01/24/22](#)

[The 2022 Health Care Power 100](#)

[New York leaders who are saving lives.](#)

[\(MSSNY President Dr. Joseph Sellers #57\)](#)

WHLF – 93.5 – 01/26/21

[New York Cancer & Blood Specialists Joins the Medical Society of the State of New York](#)

(NYCBS announces membership with MSSNY)

Epoch Times – 01/27/22

[Challenge to New York Revoking Religious Exemptions for School Vaccinations Reaches Supreme Court](#)

(MSSNY immediate past president, Dr. Bonnie Litvack quoted)

Also ran in [Free Republic](#)

Rochester First (WROC) – 02/01/22

[What Rochester doctors are saying about new sub-variants of omicron](#)

(MSSNY President Dr. Joseph Sellers Quoted)

Capital Tonight – 02/07/22

[Advocates: NYS Legislature must bring back funding to veterans mental health initiative](#)

(MSSNY mentioned)

Also ran in [FingerLakes1.com](#)

[Monroe Sun – 02/17/22](#)

[Could Greenwich doctor have remedy for 4th Congressional District's ills?](#)

(Dr. Michael T. Goldstein New York County Medical Society chairman of the Board of Trustees profiled)

Times Union – 02/21/22

[N.Y. doctors say proposed law would prevent care delays, cut red tape](#)

(MSSNY mentioned)

Politico – 02/24/22

[New York Playbook PM: Healthcare](#)

(MSSNY mentioned: Lorna Breen Health Care Provider Protection Act Statement)

WRBG CBS News 6 Albany

[Medical professionals rally around telehealth payment reform](#)

(MSSNY President Dr. Joseph Sellers Quoted)

WTEN News 10 Albany (ABC)

[Advocates call for telehealth funding in state budget](#)

(MSSNY SVP Legislative Affairs Moe Auster quoted)

Crain's Health Pulse -03/30/22

[Little consensus on budget proposals to cut red tape for health care professions](#)

(MSSNY President Dr. Joseph Sellers quoted)

AMA – 03/30/22

[Why race, ethnicity can help determine COVID-19 severity risk](#)

(MSSNY mentioned)

Crain's Health Pulse -04/01/22

[Physician payments plummet after state health plan upends surprise-billing process](#)

(MSSNY EVP Troy Oeschner quoted)

Syracuse.com -04/08/22

[Provide people with disabilities supports to live, not tools to die](#) (Guest Opinion by Anita Cameron)

(MSSNY mentioned)

Greenwich Sentinel – 04/12/22

[Michael Goldstein announces candidacy for CT's 4th Congressional District](#)

(Dr. Michael T. Goldstein New York County Medical Society chairman of the Board of Trustees mentioned)

Fox News – 04/28/22

[Measles cases surge among children following COVID lockdowns](#)

(MSSNY President Dr. Joseph Sellers quoted)

Spectrum News – 04/29/22

[Physician assistants want pandemic-era rules made permanent](#)

(MSSNY President-Elect Parag Mehta, MD interviewed)

Medscape – 05/06/22

[Innocent Doctor Sued After 'Secret' Medical Expert Approves: Fuels 18-Month Legal Nightmare](#)

(Morris Auster, JD, Senior Vice President and Chief Legislative Counsel quoted)

Greenwich Sentinel – 05/09/22

[Goldstein Plans for a Primary](#)

(Dr. Michael T. Goldstein New York County Medical Society chairman of the Board of Trustees mentioned)

The Buffalo News – 05/20/22

[The mass shooting in Buffalo was more than a crime. It was another volley in a public health crisis](#)

(MSSNY President Dr. Joseph Sellers Quoted)

Also ran in [Rome News Tribune](#)

[Marietta Daily Journal](#)

New York Times – 05/21/22

[Adams Resists New Mandates as Covid Rises](#)

(Dr. Stephen Danziger, *member of the Covid-19 Task Force of the Medical Society of the County of Kings (Brooklyn)*)

Malone Telegram – 05/23/22

[Local doctor elected speaker of state medical society](#)

(#MSSNY Speaker Dr. William Latreille mentioned)

New India Times -05/24/22

[Dr. Parag Mehta elected President of Medical Society of the State of New York](#)

(MSSNY President Dr. Parag Mehta mentioned)

The South Asian Times – 05/24/22

[Indian American Parag Mehta elected President of NYS Medical Society](#)

(MSSNY President Dr. Parag Mehta mentioned)

Desi Talk -05/27/22

[Dr. Parag Mehta elected President of Medical Society of the State of New York](#)

(MSSNY President Dr. Parag Mehta mentioned)

Crain's Health Pulse – 06/07/22

[A look at major health care bills that passed the state Legislature this session](#)

(MSSNY President Dr. Parag Mehta mentioned)

Long Island Press – 06/10/22

[New Hires and Promotions on Long Island](#)

(MSSNY President Dr. Parag Mehta mentioned)

Newsday – 06/14/22

[People on the Move](#)

(Announcements for MSSNY President, Dr. Parag Mehta, President Elect, Dr. Paul Pipia and Assistant Treasurer, Dr. Frank Dowling)