



## Communications Report

# Social Media 30 Day Overview

**July 25 - Aug. 23, 2022**

 @mssnytweet

 @mssnygram

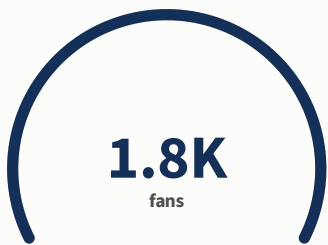
 @mssny

 @mssny

### **Social Media Highlights:**

This past month, key social media outreach has been done to promote advocacy issues, such as preventing medicare cuts, qualified reviewers for insurance claims and vetoing the wrongful death bill. We have also worked with our social media ambassadors to have them spread the word on these issues, creating toolkits and sample posts to share.

f Fans



t Followers



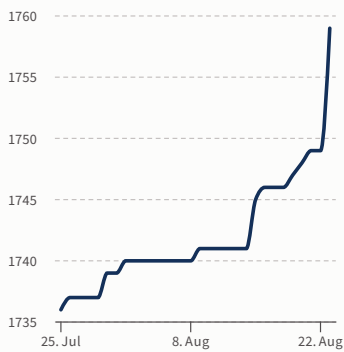
@ Followers



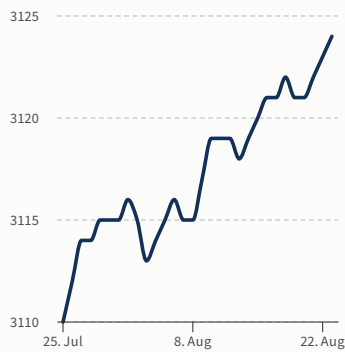
in Followers



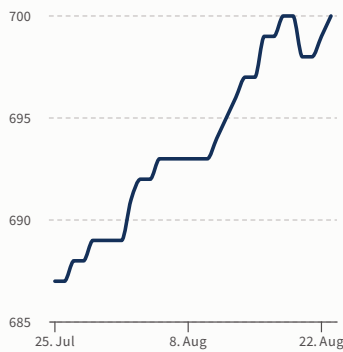
f Fans



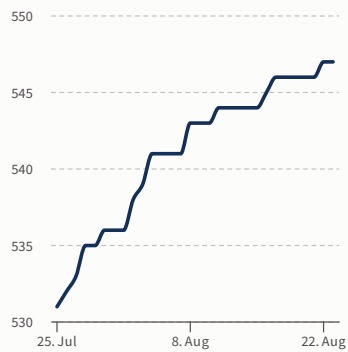
t Followers



@ Followers



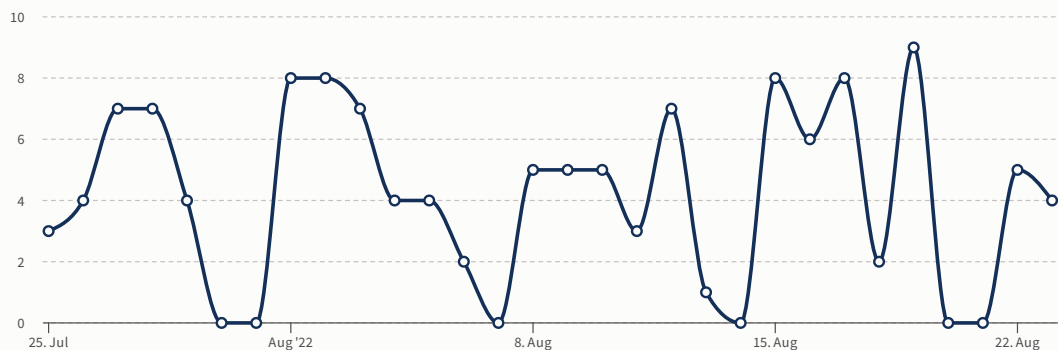
in Followers



f Posts

126  
posts

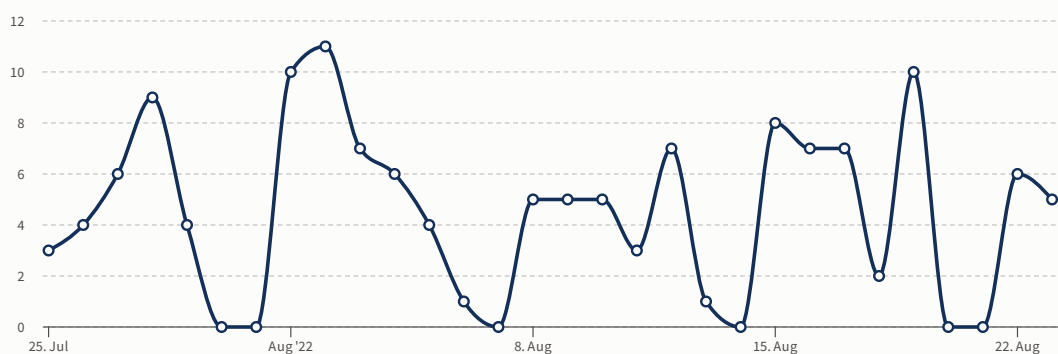
t Posts



t Tweets

136  
tweets

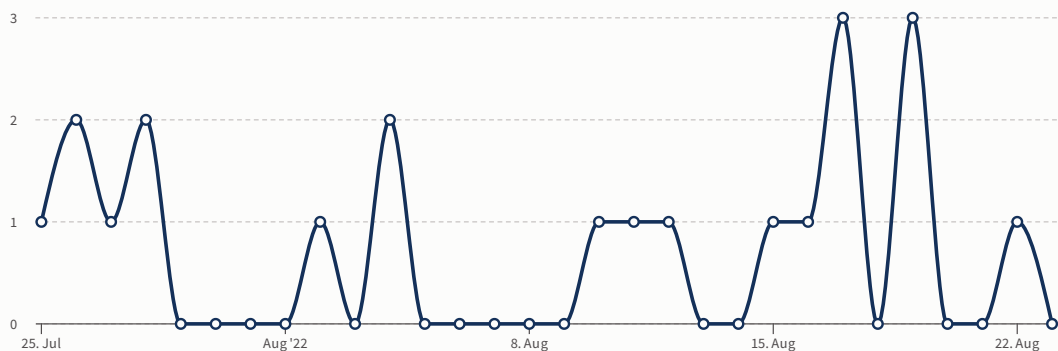
t Tweets

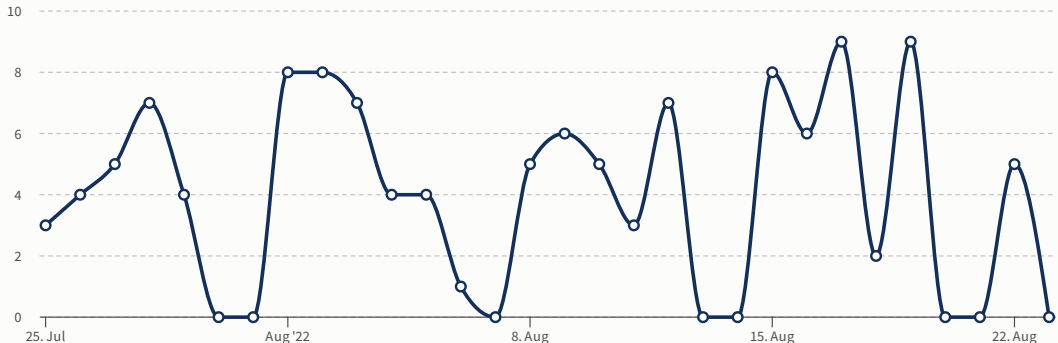


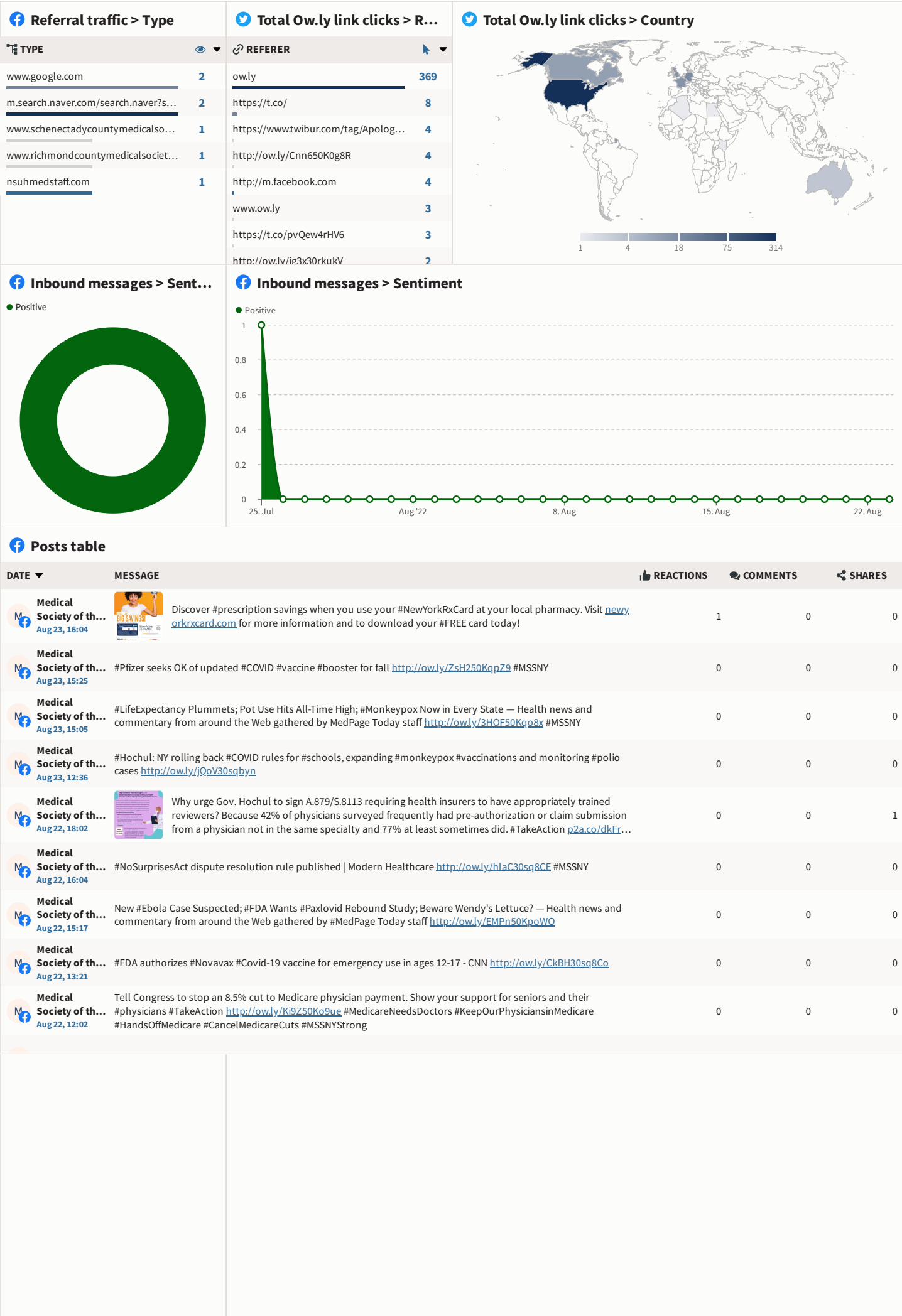
@ Posts

21  
posts

@ Posts















<div><div><div></div></div><div>Posts</div></div> <div><div>120</div><div>posts</div></div>	<div><div><div></div></div><div>Posts</div></div> <div></div>		
<div><div><div></div></div><div>Page engagement (all)</div></div> <div><div>172</div><div>engagements</div></div>	<div><div><div></div></div><div>Post key interactions</div></div> <div><div>230</div><div>engagements</div></div>	<div><div><div></div></div><div>Post engagement</div></div> <div><div>111</div><div>engagements</div></div>	<div><div><div></div></div><div>Page engagement</div></div> <div><div>17</div><div>engagements</div></div>
<div><div><div></div></div><div>Page engagement (all) &gt; ...</div></div> <div><div>Reactions</div><div>162</div></div> <div><div>Comments</div><div>5</div></div> <div><div>Shares</div><div>5</div></div>	<div><div><div></div></div><div>Post key interactions &gt; Type</div></div> <div><div>Likes</div><div>120</div></div> <div><div>Retweets</div><div>95</div></div> <div><div>Replies</div><div>11</div></div> <div><div>Quote tweets</div><div>4</div></div>		<div><div><div></div></div><div>Page engagement &gt; Type</div></div> <div><div>Reactions</div><div>17</div></div> <div><div>Comments</div><div>0</div></div> <div><div>Shares</div><div>0</div></div>
	<div><div><div></div></div><div>Post engagement &gt; Post t...</div></div> <div><div>Photo</div><div>111</div></div>		
<div><div><div></div></div><div>Post Ow.ly traffic</div></div> <div><div>950</div><div>clicks</div></div>	<div><div><div></div></div><div>Post Ow.ly traffic</div></div> <div><div>2.5K</div><div>clicks</div></div>	<div><div><div></div></div><div>Post Ow.ly traffic &gt; Page</div></div> <div><div>Medical Society of the...</div><div>950</div></div>	<div><div><div></div></div><div>Post Ow.ly traffic &gt; Account</div></div> <div><div>@mssnytweet</div><div>2.5K</div></div>
<div><div><div></div></div><div>Page content clicks</div></div> <div><div>150</div><div>clicks</div></div>	<div><div><div></div></div><div>Post clicks</div></div> <div><div>54</div><div>clicks</div></div>	<div><div><div></div></div><div>Page clicks</div></div> <div><div>30</div><div>clicks</div></div>	<div><div><div></div></div><div>Post clicks</div></div> <div><div>28</div><div>clicks</div></div>



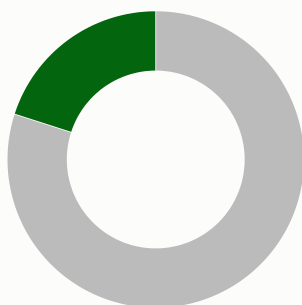


## Tweets table

DATE ▼	MESSAGE	RET...	QUO...	LIKES	REPL...	IMPR...	ENG...	% ENG...
 @mssnytweet Aug 23, 18:00	N.Y. State to Get Fewer #Monkeypox Vials Under New US Vaccination Strategy #Hochul pushes back on plan aimed at stretching stockpile. Dose-extending strategy can yield five doses from one v...	0	0	0	0	0	0	0%
 @mssnytweet Aug 23, 16:03	 Discover #prescription savings when you use your #NewYorkRxCard at your local pharmacy. Visit <a href="http://newyorkrxcard.com">http://newyorkrxcard.com</a> for more information and to...	0	0	0	0	20	0	0%
 @mssnytweet Aug 23, 15:25	#Pfizer seeks OK of updated #COVID #vaccine #booster for fall <a href="http://ow.ly/pYcQ50KqPZ7">http://ow.ly/pYcQ50KqPZ7</a> #MSSNY	0	0	1	0	33	1	3.03%
 @mssnytweet Aug 23, 15:05	#LifeExpectancy Plummets; Pot Use Hits All-Time High; #Monkeypox Now in Every State — Health news and commentary from around the Web gathered by MedPage Today staff <a href="http://ow.ly/FfsS50Kqo...">http://ow.ly/FfsS50Kqo...</a>	0	0	0	0	49	3	6.12%
 @mssnytweet Aug 23, 12:36	#Hochul: NY rolling back #COVID rules for #schools, expanding #monkeypox #vaccinations and monitoring #polio cases <a href="http://ow.ly/jQoV30sqbYn">http://ow.ly/jQoV30sqbYn</a>	1	0	1	0	66	2	3.03%
 @mssnytweet Aug 22, 18:01	 Why urge Gov. Hochul to sign A.879/S.8113 requiring health insurers to have appropriately trained reviewers? Because 42% of #physicians surveyed...	0	0	0	0	58	1	1.72%
 @mssnytweet Aug 22, 15:55	#NoSurprisesAct dispute resolution rule published   Modern Healthcare <a href="http://ow.ly/hlaC30sq8CE">http://ow.ly/hlaC30sq8CE</a> #MSSNY	0	0	0	1	31	1	3.23%
 @mssnytweet Aug 22, 15:17	New #Ebola Case Suspected; #FDA Wants #Paxlovid Rebound Study; Beware Wendy's Lettuce? — Health news and commentary from around the Web gathered by #MedPage Today staff <a href="http://ow.ly/V...">http://ow.ly/V...</a>	0	0	0	0	58	1	1.72%
 @mssnytweet Aug 22, 13:21	#FDA authorizes #Novavax #Covid-19 vaccine for emergency use in ages 12-17 - CNN <a href="http://ow.ly/CkBH30sq8Co">http://ow.ly/CkBH30sq8Co</a>	3	0	3	0	176	18	10.23%
 @mssnytweet	Tell Congress to stop an 8.5% cut to Medicare physician payment.							

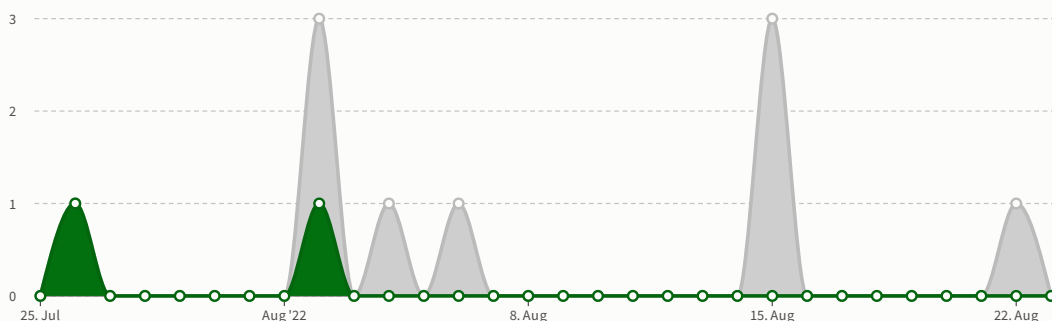
### Inbound messages > Sent...

● Neutral ● Positive





















### Inbound messages > Sentiment


















● Neutral ● Positive



## Posts table

DATE ▼	MESSAGE	LIKES	COMMENTS
 mssnygram Aug 22, 18:02	 Why urge Gov. Hochul to sign A.879/S.8113 requiring health insurers to have appropriately trained reviewers? Because 42% of physicians surveyed frequently had pre-authorization or claim submission from a physician not in the same specialty and 77% at least sometimes did. #TakeAction <a href="https://p2a.co/dkFrkxd">p2a.co/dkFrkxd</a> / Link in bio #MSSNYStrong	6	0
 mssnygram Aug 19, 20:03	 #MSSNY is calling on @govkathyhochul to veto Senate Bill S74A. The bill is well intentioned but currently too vague. Without key clarifications, the legislation has the potential to make insurance unaffordable for New York physicians, nurses and other providers. This reverses the State's current investments in retention of our health care hero workforce and...	7	0
 mssnygram Aug 19, 18:36	 Register now for #MSSNY's September 21st Medical Matters Live Webinar #Vaccines for Adults and Children. <a href="http://ow.ly/cKiC50Koe4n">http://ow.ly/cKiC50Koe4n</a> / link in bio	4	0
 mssnygram Aug 19, 12:03	 Why urge Gov. Hochul to sign A.879/S.8113 requiring health insurers to have appropriately trained reviewers? Because 86% of #physicians had a pre-auth request /claim denied based on the review of a HCP that didn't specialize in their specialty <a href="https://p2a.co/dkFrkxd">p2a.co/dkFrkxd</a> / link in bio	4	0
 mssnygram Aug 17, 17:40	 Urge Governor Hochul to Sign Legislation Requiring Health Insurers to Have Appropriately Trained Reviewers before deciding to deny coverage for a treatment or prescription medication for a patient. #TakeAction now! <a href="https://p2a.co/dkFrkxd">https://p2a.co/dkFrkxd</a> / Link in bio #MSSNYStrong	6	0
 mssnygram Aug 17, 14:04	 What action can you take to improve #physician wellbeing leading up to #NPSADay? Identifying and removing low-value work. For resources on how to get rid of "stupid stuff," visit <a href="http://allinforhealthcare.org">allinforhealthcare.org</a> . #FirstRespondersFirst	3	0
 mssnygram Aug 17, 14:04	 These are non-normal times. To better support #physicians, health care leaders must adjust expectations to allow more flexibility and autonomy. Visit <a href="http://allinforhealthcare.org">allinforhealthcare.org</a> for guidance on implementing a strategy. #NPSADay #FirstRespondersFirst	3	0
 mssnygram Aug 16, 14:04	 Save the date! 9/23/22! Be there! #MSSNY	8	0
 mssnygram	 #MSSNY is calling on @govkathyhochul to veto Senate Bill S74A. The bill is well intentioned but currently too vague. Without key clarifications the legislation has the potential to make insurance unaffordable for #NY #phvsicians #nurses	13	0

## in Posts table

DATE ▼	MESSAGE	👍 REAC...	💬 COM...	🔗 SHA...	🖱️ CLICKS	👁️ IMPR...	% ENG...
 <b>Medical Society of th...</b> Aug 22, 18:01	 Why urge Gov. Hochul to sign A.879/S.8113 requiring health insurers to have appropriately trained reviewers? Because 42% of physicians surveyed frequently had pre-authorization or claim submission fro...	0	0	0	1	12	8.33%
 <b>Medical Society of th...</b> Aug 22, 15:50	#NoSurprisesAct dispute resolution rule published   Modern Healthcare <a href="http://ow.ly/hlaC30sq8CE">http://ow.ly/hlaC30sq8CE</a> #MSSNY	0	0	0	0	7	0%
 <b>Medical Society of th...</b> Aug 22, 15:17	 New #Ebola Case Suspected; #FDA Wants #Paxlovid Rebound Study; Beware Wendy's Lettuce? — Health news and commentary from around the Web gathered by #MedPage Today staff <a href="http://ow.ly/68G...">http://ow.ly/68G...</a>	0	0	0	0	14	0%
 <b>Medical Society of th...</b> Aug 22, 13:21	 #FDA authorizes #Novavax #Covid-19 vaccine for emergency use in ages 12-17 - CNN <a href="http://ow.ly/CkBH30sq8Co">http://ow.ly/CkBH30sq8Co</a>	0	0	0	0	6	0%
 <b>Medical Society of th...</b> Aug 22, 12:01	 Tell Congress to stop an 8.5% cut to Medicare physician payment. Show your support for seniors and their #physicians #TakeAction <a href="http://ow.ly/Fuyp50Ko9ug">http://ow.ly/Fuyp50Ko9ug</a> #MedicareNeedsDoctors...	0	0	0	0	12	0%
 <b>Medical Society of th...</b> Aug 19, 20:42	 #MSSNYPulse: #MSSNY Helps Practice Recoup \$64,000 <a href="http://ow.ly/6TMn50KolFU">http://ow.ly/6TMn50KolFU</a>	0	0	0	0	4	0%
 <b>Medical Society of th...</b> Aug 19, 20:39	 #NYSDOH HEALTH ADVISORY: Update #2 Regarding #Poliovirus in New York State <a href="http://ow.ly/X00N50KolAp">http://ow.ly/X00N50KolAp</a>	0	0	0	0	6	0%
 <b>Medical Society of th...</b> Aug 19, 20:26	 In case you missed it, today's Healthcare Worker Bonus (HWB) Program Town Hall Webinar is now posted for viewing. <a href="https://lnkd.in/gYtq-Pad">https://lnkd.in/gYtq-Pad</a>	0	0	0	0	8	0%
 <b>Medical Society of th...</b> Aug 19, 19:25	 #MSSNY is asking #NYS #physicians to join us in asking #GovernorKathyHochul to veto Senate Bill S74A. As currently written, the language is so vague it threatens the ability of physicians and	0	0	0	1	22	4.55%

## **MSSNY in the News 06/14/22 – 08/09/22**

### **Techlive – 06/14/22**

[Medicare Drug Price Negotiation In The Spotlight At AMA Annual Meeting](#)

(MSSNY Delegate David Jakubowicz, MD, quoted)

### **Spectrum News Albany - Capital Tonight 06/21/22**

[How New York parents can navigate COVID-19 vaccine questions](#)

(MSSNY Immediate Past President, Dr. Joseph Sellers interviewed)

### **The Recorder (Amsterdam, NY) – 06/24/22**

[Anger and joy at Supreme Court abortion ruling](#)

(MSSNY President Dr. Parag Mehta quoted)

Also ran in [The Leader-Herald](#) (Gloversville, NY)

[The Daily Gazette](#) (Schenectady, NY)

### **Syracuse.com – 06/25/22**

[Roe v. Wade overturned: What they're saying on historic day](#)

(MSSNY President Dr. Parag Mehta quoted)

### **Times Union – 06/30/22**

[New York's vaccine mandate for health care workers dodges Supreme Court review](#)

(MSSNY immediate past president, Dr. Joseph Sellers quoted)

### **Medscape – 07/01/22**

[Insurer Delays Prior Authorization, Patient Loses Leg and Pelvis, Then Dies](#)

(MSSNY mentioned)

### **HR Dive – 07/01/22**

[SCOTUS won't hear challenge to health worker vaccine mandate](#)

(MSSNY mentioned)

### **The Hill – 07/13/22**

[The Supreme Court: Principled originalism or partisan politics?](#)

(MSSNY mentioned)

### **Medpage Today – 07/14/22**

[These Are the Largest Physician Groups in Medicine Today](#)

(MSSNY immediate past president, Dr. Joseph Sellers quoted)

### **Times Union – 07/19/22**

[Commentary: Wrongful-death liability bill is the wrong plan for New York](#)

(Opinion from MSSNY President Dr. Parag Mehta)

**Newsday – 07/31/22**

[Nassau police pay, midterm elections, wrongful death law, and more](#)

(Opinion from MSSNY President Dr. Parag Mehta)

**Buffalo News: 07/31/22**

[Another Voice: Bill to increase wrongful death damages would be devastating to New York doctors and patients](#)

(Op-Ed from Erie County Medical Society President. Dr. Robert Armstrong)

**Newsday -08/01/22**

[Prior authorization from insurance companies often delays treatment for patients](#)

(Opinion from MSSNY members Dr. Jeff Vacirca and Dr. David A. Eagle)

**Gothamist – 08/03/22**

[NY doctors, legislators call on Biden to make monkeypox drug TPOXX easier to access](#)

(MSSNY President Dr. Parag Mehta and NYCMS President Dr. Erick Eiting quoted)

**WRGB-TV CBS 6 Albany – 08/04/22**

[Hochul questioned on 'Grieving Families Act'. "I know it's critically important"](#)

(MSSNY President, Dr. Parag Mehta and EVP, Troy Oechsner interviewed)

**The Citizen – 08/9/22**

[Letter: Eating fruits, vegetables helps health and planet](#)

(Opinion from MSSNY's Dr. Phillip Gioia)