Medical Society of the State of New York

2014 Communications Division Report

L. Carlos Zapata, MD, Commissioner

The Communications Division continued to educate and inform physicians in 2014 through social media, *The Daily*, *Enews* and *News of York*. Important issues included the Ebola outbreak, out-of-network legislation, the imminent e-prescribing mandate and ICD-10.

Twitter impressions reached a high of 16,000 during the height of the Ebola crisis, with 93 link clicks (an average of 3 per day), 21 retweets and 21 replies. We have steadily increased our followers each month and have almost 1,000 to date.

MSSNY’s Facebook reach continues to grow as well. We began 2015 with 851 page likes. The average daily impressions hit 227 in 2014 and daily reach hit 278. In the first week of 2015 our post reach is up 420 percent and engagement is up 289 percent.

In February 2015, *News of New York* will be published in a digital format. Moving forward, members will receive an email with a link to the digital *News of New York*.

The Communications Division continues to open new channels with major media outlets. Following is a list of 2014 MSSNY media coverage, including interviews with Dr. Kleinman and other MSSNY experts on a variety of topical issues.

**Media Coverage Report**

*January 1*st thru *December 31*st, 2014

*New York Amsterdam News* 12/31/14
The Life of the Party Can Cause Death on the Road
(MSSNY mention)

*Everyday Health.com* 12/17/14
Growing Evidence of Fracking's Health Risks
(MSSNY referenced)

*New York Amsterdam News* 12/10/14
Coping with Arthritis and the Weather
(MSSNY mention)

*EHRIntelligence.com* 12/3/14
New Calls for Meaningful Use Reporting Changes, ICD-10 Delay
(MSSNY referenced)

*Crain's New York Business* 12/2/14
Docs and Insurers Spar Over Bills
(MSSNY President Andrew Kleinman, MD quoted)
Laws that Conflict with the Ethics of Medicine: What Should Doctors Do?
(MSSNY referenced)

Crains’ Health Pulse 11/14/14
MSSNY on Network Adequacy
(MSSNY President Andrew Kleinman, MD quoted)

Healthday 11/24/14
Some Newly Insured Under ‘Obamacare’ May Have Trouble Finding Doctors
(MSSNY President Andrew Kleinman, MD quoted)

Rochester Democrat and Chronicle 11/17/14
Doctors, Others Face Choices on Health Coverage
(MSSNY VP of Legislative and Regulatory Affairs Moe Auster quoted)

Changes Announced to Make Insurance Marketplace Easier to Use
(MSSNY President Andrew Kleinman, MD quoted)

BBC Radio 10/30/14
5Live
(MSSNY President Andrew Kleinman, MD interviewed re: NY State’s Ebola plan)

USA Today 10/28/14
Some Doctors Wary of Taking Insurance Exchange Patients
(MSSNY President Andrew Kleinman, MD quoted)

Journal News White Plains 10/14/2014
Cuomo Names Task Force to Fight AIDS
(MSSNY Member William Valenti, MD, Infectious Disease Specialist)

Timesunion.com 10/05/14
Commentary: Health Deserves a Shot in the Arm
(MSSNY Member William Valenti, MD, Infectious Disease Specialist)

Poughkeepsie Journal 9/29/2014
View: Article on Pain Treatment, Addiction Ignores Facts
(MSSNY President Andrew Kleinman, MD Letter to the Editor)

The New York Times 9/27/14
Doctors Billing Practices
(MSSNY President Andrew Kleinman, MD Letter to the Editor)

Newsday 9/27/14
Urgent Care Centers Booming on LI
(MSSNY President Andrew Kleinman, MD quoted)

Poughkeepsie Journal 9/14/2014
Painkiller Epidemic: Thousands Die but Few Doctors Disciplined
(MSSNY President Andrew Kleinman, MD quoted)
Taking Down the Shingle
(MSSNY President Andrew Kleinman, MD quoted)

CPH Doctors Joining Medical Society NYS
(MSSNY referenced)

NY State Physicians and Public Health Officials Launch ‘Immunize NY’
(MSSNY Member William Valenti, MD, Infectious Disease Specialist quoted)

NY Doctor Population on the Rise
(MSSNY VP of Legislative and Regulatory Affairs Moe Auster quoted)

NY Doctors: Staying or Leaving?
(MSSNY VP of Legislative and Regulatory Affairs Moe Auster quoted)

Report: Doctors on the Rise in NY
(MSSNY VP of Legislative and Regulatory Affairs Moe Auster quoted)

Report: Doctor Shortage no Linked to Malpractice Premiums
(MSSNY VP of Legislative and Regulatory Affairs Moe Auster quoted)

NY State Physicians and Public Health Officials Launch ‘Immunize NY’
(MSSNY members William Valenti, MD and Monica Sweeney, MD quoted)

Matter of Conscience-Depression
(MSSNY member Dr. Frank Dowling interviewed)

State Physicians, Public Health Officials Launch “Immunize NY”
(MSSNY members William Valenti, MD and Monica Sweeney, MD quoted)

Matter of Conscience-Depression
(MSSNY member Dr. Frank Dowling interviewed)

(MSSNY’s William Valenti, MD discusses “Immunize NY”)

MSSNY member William Valenti, MD guest, discusses Ebola Virus

A Health Trade-Off That’s Here To Stay: Lower Cost, Limited Choice
(MSSNY President Andrew Kleinman, MD posted comment)
New York Times-Letter To The Editor 7/25/14
The Phony "Narrow Network Scare"
(Submitted By MSSNY President Andrew Kleinman)

New York Times-Letter To The Editor 7/19/14
To Prevent Surprise Bills, New Health Law Rules Could Widen Insurer Networks
(Submitted By MSSNY President Andrew Kleinman)

MD News Long Island 7/14
Maria Basile, MD Elected President Of The Suffolk County Medical Society

ModernHealthcare 7/8/14
Medicaid In New York
(MSSNY President Andrew Kleinman, MD quoted)

Press & Sun Bulletin Binghamton 7/7/14
Cuomo Signs Medical Marijuana Bill Into Law
(MSSNY quoted)

The Journal News White Plains 7/7/14
Cuomo Signs Medical Marijuana Bill Into Law
(MSSNY quoted)

Fios 1 Verizon-Westchester 6/25/14
(MSSNY President Andrew Kleinman discusses hospital mergers with host Nick Gurock.

The Oneonta Daily Star 6/21/14
Area Patient: Pot Bill Is Disappointing
(MSSNY Referenced)

Insurancenewsnet.com 6/17/14
Westchester Physicians Lead State Medical Society
(MSSNY President Andrew Kleinman, MD and MSSNY Vice Speaker Kira Geraci, MD)

MD News Lower Hudson/Bronx 6/14
Michael H. Rosenberg, MD Elected Chair Of The Board MSSNY

Modern Healthcare 6/17/14
Few Doctors Want To Work For VA: Survey
(MSSNY Referenced)

Crain's Health Pulse 6/12/14
MSSNY To Help VA
(MSSNY President Andrew Kleinman, MD quoted)

ModernHealthcare 6/10/14
VA Story
(MSSNY President Andrew Kleinman, MD quoted)

The Buffalo News 6/9/14
Number Of Primary Care Physicians Plummets In Western NY
(MSSNY Assistant Treasurer Thomas J. Madejski quoted)
capitalnewyork.com 6/4/14
From My Inbox - Wellpoint’s Cancer Treatment Guidelines
(MSSNY President Andrew Kleinman, MD quoted)

Crain’s New York Business 6/3/14
End-Of-Life Care: Nobody Ever Wants to Talk About It
(MSSNY Assistant Treasurer Thomas J. Madejski quoted)

Utica Observer Dispatch 6/2/14
Bill Cuts Through Alphabet Soup of Health Care Credentials
(MSSNY President Andrew Kleinman, MD quoted)

United Press International-UPI.com 5/28/14
Medical Groups, Experts Call on 3 To 5 Year New York Fracking Moratorium
(MSSNY referenced)

Greenwichpost.com 5/25/14
Greenwich Resident Elected President of Medical Society Of The State Of New York
(MSSNY press release - Dr. Kleinman)

Elmira Star Gazette, Greater Binghamton Press, Sun Bulletin NYS 5/24/14
Physicians Contribution to the Economy
(Press Release submitted by Mike Cherenson/Success Communications on behalf of Dr. Kleinman)

Associated Press 5/21/14
NY Doctors’ Group Wants Credentials on Display
(MSSNY referenced)
AP Story also ran on multiple news websites, including wsj.com; libn.com, postjournal.com,
washingtontimes.com, troyrecord.com, gazette.com, brooklynnewyork.com etc.
(coverage resulted from MSSNY’s Governmental Affairs/Success Communications Press Conference)

nbcnewyork.com 5/21/14
NY Doctors’ Group Wants Health Care Professionals to #MakeItClear
(MSSNY President Andrew Kleinman, MD quoted)
(resulted from MSSNY’s Governmental Affairs/and Success Communications Press Conference)

Crain’s Health Pulse 5/20/14
Health Exchange Fix Tops MSSNY Agenda
(MSSNY President Andrew Kleinman, MD quoted)

Ctnews.com 5/19/14
Greenwich Man to Lead Medical Society Of New York
(MSSNY press release - Dr. Kleinman)

Crain’s Health Pulse 5/19/14
MSSNY Targets Network Listings
(MSSNY President Andrew Kleinman, MD quoted)

LeaderHerald.com 5/17/14
Marijuana A Medicine for N.Y. to Avoid
(MSSNY Referenced)

AlbanyTimesUnion.com 5/16/14
Optometrists See Need for Added Authority
(MSSNY Treasurer Charles Rothberg, MD quoted)
**MD News Magazine-Long Island, Lower Hudson and Mid Hudson Editions 5/14**

People In The News

Announcement - Andrew Kleinman, MD elected MSSNY President

**Crain’s Health Pulse 5/13/14**

Exchange Contracts
(MSSNY President Andrew Kleinman, MD quoted)

**New York Post 5/13/14**

Right Rx To Halt NY’s Doctor Drain
(Editorial by MSSNY President Andrew Kleinman, MD)
*Submitted By Success Communications

**Utica Observer Dispatch 5/12/14**

Effect of Nurse Practitioner Law Unclear
(MSSNY Senior VP for Legislative and Regulatory Affairs Liz Dears quoted)

**Armonk Daily Voice 5/7/14**

Dr. Rosenberg Named Chairman of Board at Medical Society of New York
(MSSNY BOT Chairman Michael H. Rosenberg, MD quoted)

**Crain’s Health Pulse 5/1/14**

MSSNY Pushes DOC ID Bill
(MSSNY referenced)

**Modern Healthcare 5/1/14**

Crain’s New York Business 4/29/14
ICD-10 Delay Causing Pains for Docs
(MSSNY/SCMS Member Christine Doucet, MD quoted)

**New York Post 4/30/14**

Doctors Group Rips New York Version of ObamaCare
(MSSNY President Andrew Kleinman, MD quoted)

**Syracuse Post 4/29/14**

Docs Mad at State for not Expanding Coverage Offered by Obamacare Health Plans
(MSSNY President Andrew Kleinman, MD quoted)

**Queens Chronicle 4/18/14**

MDs Give Economy First-Aid Too
(MSSNY President Andrew Kleinman, MD quoted)

**Long Island Business News 4/9/14**

New York Targets ‘Surprise’ Healthcare Bills
(MSSNY Treasurer Charles Rothberg, MD quoted)

**Crain’s 4/8/14**

Reforms Alter Pay Model for New York Doctors
(MSSNY VP for Legislative and Regulatory Affairs, Moe Auster quoted)

**The Buffalo News 4/5/14**

Lobbyists Ready to Get to Work now that State Budget is Completed
(MSSNY Senior Vice President & Chief Legislative Counsel, Liz Dears quoted)
**Albany Times Union 4/4/14**  
No More Surprise Medical Charges  
(MSSNY President Sam Unterricht, MD quoted)

**Bloomberg News 4/4/14**  
Surprise Medical Bills Lead to Protection Laws: Health  
(MSSNY President-Elect Andrew Kleinman, MD quoted)

**The Buffalo News 4/4/14**  
Doctor Shortage Found in Western New York, Upstate  
(MSSNY Assistant Treasurer Thomas Madejski, MD quoted)

**Crains Health Pulse 4/3/14**  
Out-Of-Network Coverage to be Determined  
(MSSNY referenced)

**Newsday 3/31/14**  
More than 812k in New York sign up For Health Insurance  
(MSSNY President Sam Unterricht, MD quoted)

**Albany Times Union 3/31/14**  
Enrollment Season Ends for State’s Obamacare Website  
(MSSNY Senior Vice President & Chief Legislative Counsel, Liz Dears quoted)

**Albany Times Union, Capitol Confidential Blog 3/24/14**  
Lawsky pushes out-of-network insurance protections  
(MSSNY Vice President of Legislative & Regulatory Affairs, Moe Auster quoted)

**Politico Magazine 3/4/14**  
After a Good Start, State May Exchange Rules  
(MSSNY Vice President of Legislative & Regulatory Affairs, Moe Auster quoted)

**Buffalo Business First 3/11/14**  
NY Legislation Pits Doctors Against Dentists  
(MSSNY quoted)

**Newsday 2/19/14**  
Many LI Doctors Confused by NY Health Exchange Plans  
(MSSNY President Sam Unterricht, MD quoted)

**CentreDaily.com 2/27/14**  
Cuomo Proposing Out-Of-Network Health Coverage  
(MSSNY Senior Vice President & Chief Legislative Counsel Liz Dears quoted)

**Syracuse.com 2/25/14**  
Should New York Allow Nurse Practitioners to Break Free From Doctors?  
(MSSNY President Sam Unterricht, MD quoted)

**Crain’s Health Pulse 2/13/14**  
Docs push for ICD-10 delay  
(MSSNY President Sam Unterricht, MD quoted)

**Crain’s Health Pulse 2/7/14**  
SGR Fix Introduced  
(MSSNY Vice President of Legislative & Regulatory Affairs, Moe Auster quoted)
**Crain’s Health Pulse 2/7/14**
Docs Oppose Urgent-Care Regs  
(MSSNY Senior Vice President & Chief Legislative Counsel Liz Dears quoted)

**Syracuse Post Standard 1/26/14**
Medical Marijuana: Unproven Cure-all or Good Option for New York’s Seriously Ill?  
(MSSNY President Sam Unterricht, MD quoted)

**Albany Times Union 1/15/14**
State’s Obamacare Troubles Heard  
(MSSNY President-Elect, Dr. Andrew Kleinman MD quoted)

**CapitolNewYork.com 1/13/14**
New York Doctors, Insurers Testify on Health Law ‘Chaos’  
(MSSNY President-Elect, Dr. Andrew Kleinman MD quoted)

**Syracuse.com 1/13/14**
Nearly One Third of New Yorkers Enrolled in Obamacare are Under Age 35  
(MSSNY President-Elect, Dr. Andrew Kleinman MD quoted)

**New York Times 1/13/14**
Mixed Reports on State Health Exchange  
(MSSNY President-Elect, Dr. Andrew Kleinman MD quoted)

**Insurance Journal 1/23/14**
N.Y.Gov Calls For Medical Bill Dispute Protection  
(MSSNY Senior Vice President & Chief Legislative Counsel Liz Dears quoted)

**WNYC.org 1/13/14**
Legislators Probe Rollout of New York State Health Exchange  
(MSSNY Member Doctor, Patricia McLaughlin MD quoted)

**ForwardTimesOnline 1/2014**
Antibiotics Can be the Wrong Medicine  
(MSSNY referenced)

**Press Releases**
1. MSSNY President Responds to Out-of-Network Legislation in State Budget – 4/1/14
2. New York’s Physicians Continue to be Major Economic Engine for the State of New York - 4/16/14
3. MSSNY President Andrew Kleinman, MD Responds to Wellpoint’s Cancer Drug “Incentive” Program - 5/30/14
4. NY Medical Society President Applauds Senator Schumer’s Resident Physician Shortage Act - 6/6/14
5. “MSSNY Physicians Are Offering Their Services to All Veterans” States Andrew Kleinman, MD, President of the Medical Society of the State of New York - 6/11/14
6. MSSNY Member Kira Geraci, MD, Elected to AMA Council on Science and Public Health - 6/16/14
7. NY State Physicians and Public Health Officials Launch “IMMUNIZE NY” - 8/13/14

8. MSSNY Urges Patients Facing Surgery to Protect Themselves from “Surprise” Bills – 9/29/14

9. Statement of MSSNY President Andrew Y. Kleinman, MD Regarding Beginning of Open Enrollment Period for Coverage Through New York’s Health Insurance - 11/13/14

10. Medical Society of the State of New York Selects DrFirst as Official E-prescribing Solution - 12/12/14

Press Release Newswire Pick-Ups
Medical Society of the State of New York Selects DrFirst as Official E-prescribing Solution – 12/12/14

1. Rockwell Global Capital (Melville, NY)  
   MELVILLE, NY
2. Maxim Group (Woodbury, NY)  
   WOODBURY, NY  
   Circ/Aud: 433
3. CEO World News (New York, NY)  
   NEW YORK, NY
4. International Business Times (NY, NY)  
   NEW YORK, NY  
   Circ/Aud: 2314855
5. Buffalo (NY) News  
   BUFFALO, NY  
   Circ/Aud: 356241
6. MarketWatch (NY)  
   NEW YORK, NY  
   Circ/Aud: 3490578
7. Network Journal (New York, NY)  
   NEW YORK, NY  
   Circ/Aud: 425
8. Worth (NY, NY)  
   NEW YORK, NY  
   Circ/Aud: 721
9. Securities Technology Monitor (New York, NY)  
   NEW YORK, NY  
   Circ/Aud: 2000
10. Minyanville (New York, NY)  
    NEW YORK, NY  
    Circ/Aud: 222938
11. Nation's Restaurant News (New York, NY)  
    NEW YORK, NY  
    Circ/Aud: 132958
12. WallStreetSelect (New York, NY)  
    NEW YORK, NY  
    Circ/Aud: 2788