



Communications Report October 24, 2023

Social Media: TikTok is our newest addition to the MSSNY social media family. Handles for all our social media accounts are as follows:

- [X](#)
- [Instagram](#)
- [Threads](#)
- [TikTok](#)

Continue to find us on [LinkedIn](#) and [Facebook](#) at **Medical Society of the State of New York**.

The focus on social media continues to be pushing for the veto of wrongful death legislation, as well as advocacy on scope of practice, prior authorization and Medicare payment issues. We also continue to promote MSSNY content such as Pulse, CME webinars, podcasts and member spotlights. Average engagement rate across all social channels from 9/18 – 10/24/23 is 3.02% (over 2% is very good!).

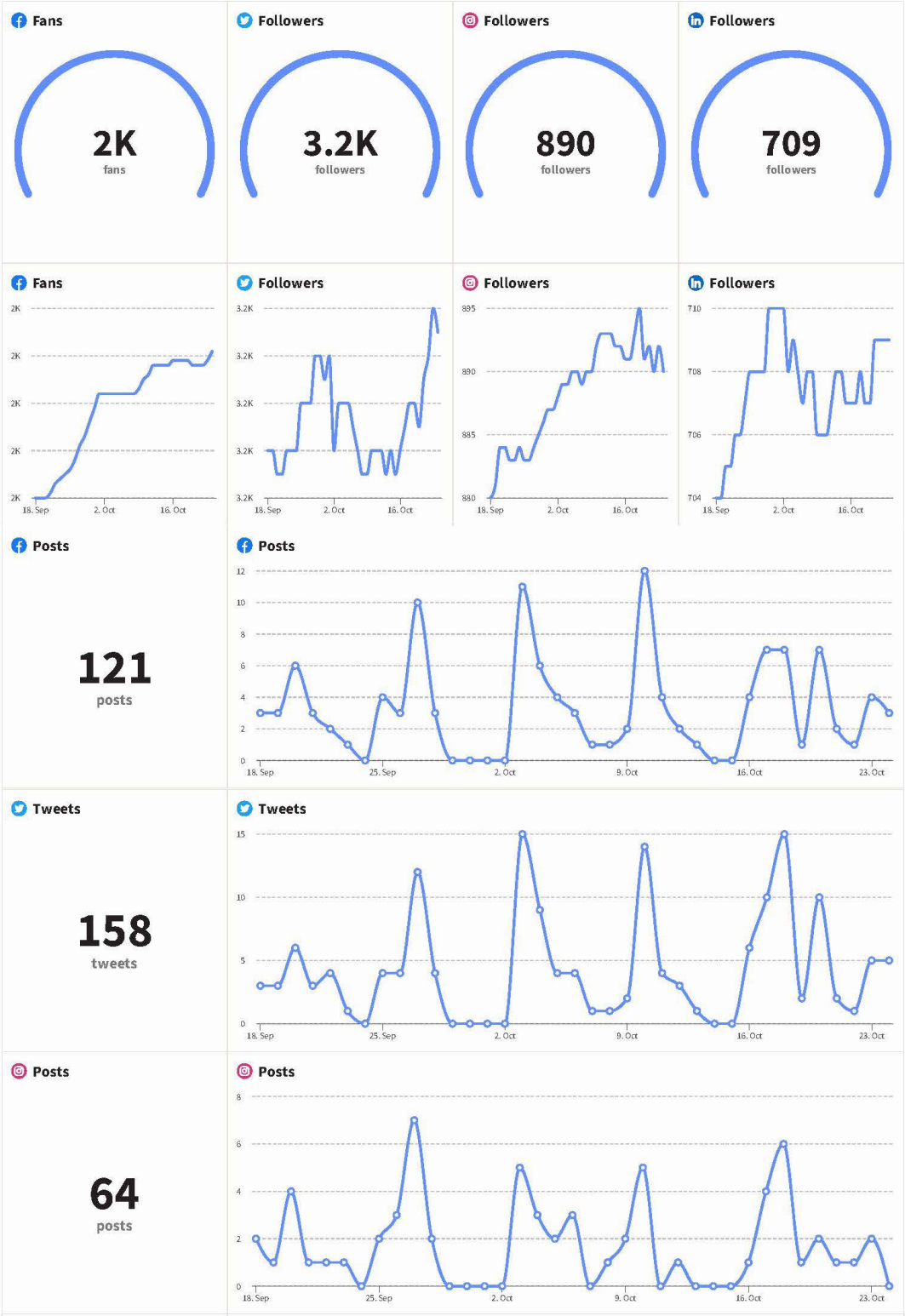
Wrongful Death Advocacy: Advocacy info on wrongful death has been communicated on all available MSSNY channels, including:

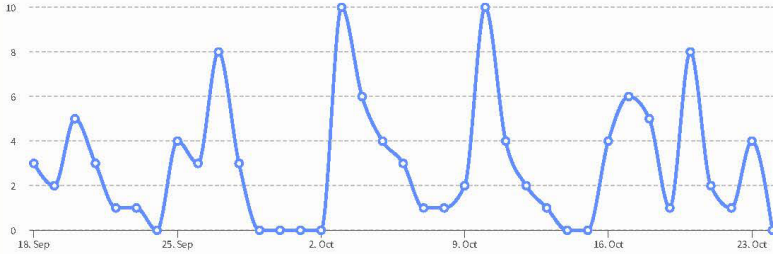
- Newsletters: Pulse (57,000 circ), Insider & Buzz (members only), Capital Update
- Email Blasts
- Social Media: Instagram, Facebook, LinkedIn, Threads, X, including providing content to our social media ambassadors so they can advocate on their channels.
- Website: Latest News, [Online Toolkit](#)
- Press Releases (see press release section)
- Op-Eds (see media coverage section)

SmartBrief: We are looking into the possibility of replacing Bulletin Healthcare's *The Daily* with *SmartBrief* as our daily newsletter. SmartBrief offers an advertising revenue share opportunity for their partners so not only would it provide an excellent source for news, but it would also be a source of income for MSSNY.

Media Coverage: [Becker's ASC Review](#), [Buffalo News](#), [Epoch Times](#), [Newsday](#), [Press Republican](#), [ProPublica](#), [Spectrum News 1 State of Politics](#), [SpineLine Digital](#), [Syracuse.com](#), [Times Union](#), [WCNY – Capitol Pressroom](#) and more...

Social Media – 90 Day Overview



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Press Releases

October 2023

[Dramatic Increase in Use of Prior Authorization and Adverse Impact on Patient Access to Needed Treatments](#)

September 2023

[New York Physicians: "Our Hearts Go Out to the Nassau County Victims of the Tragic Bus Accident in Upstate New York"](#)

Media Coverage

SpineLine Digital – September/October 2023

[Meet the 2023 SpineLine 20 Under 40 Class](#)

MSSNY's Dr. Dan Choi featured

Newsday – 10/04/23

[Intimidated doctors wary of treatment](#)

Letter to the Editor from MSSNY President Paul A. Pipia, MD

Epoch Times – 09/22/23

[Asian physician associations and communities call on New York governor to veto wrongful death bill](#)

(Queens County Medical Society President Dr. Charles Lopresto quoted)

Becker's ASC Review – 09/06/23

[How one state is fighting scope creep](#)

(MSSNY mentioned)

Buffalo News – 09/01/23

[Another Voice: Grieving Families Act still needs revision \(buffalonews.com\)](#)

Op-ed in the *Buffalo News* from Erie County Medical Society President Dr. John Fudyma

Press Republican – 08/30/23

[Letter to the Editor](#) from MSSNY Speaker Dr. William Latreille

Times Union – 08/18/23

[Wrongful-death bill won't improve maternal health outcomes](#)

Letter to the Editor from MSSNY President Dr. Paul Pipia

Syracuse.com – 08/17/23

[Medical liability bill would be catastrophic for Onondaga Co. physicians \(Your Letters\)](#)
[Letter to the editor from Onondaga County Medical Society](#)

ProPublica – 08/14/23

[The Hidden Fee Costing Doctors Millions Every Year](#)

MSSNY Legislative Committee member Dr. Alex Shteynshlyuger featured

Also ran in [NPR](#)

WCNY – Capitol Pressroom – 08/02/23

[New York grapples with potential of telehealth](#)

(MSSNY President Dr. Paul Pipia interviewed)