



Communications Report

February 23, 2023

Social Media:

Focus is on advocacy issues for CPH funding, Scope of Practice, Excess Medical Malpractice funding, and Medicaid Managed Care. We are also focusing on promoting in-house events/news such as Physician Advocacy Day, HOD, the MLMIC discount, Medical Matters and the WPLA webinars.

In addition to organic social media posts for WPLA we have also set up social media ad campaigns on LinkedIn, X, and Facebook targeting female physicians to boost registration. This will be augmented by advertising in Pulse, Insider and through email blast campaigns.

Misc.:

The transition from The Daily to Smart Brief is in full swing. We are working closely with them on newsletter design, content and protocols. Launch date for the change is April 1st (no fooling 😊!).

Press Releases

February 2nd, 2024

[MSSNY and MLMIC Announce an Exclusive 10% Discount on Medical Liability Insurance for Qualifying Members of MSSNY](#)

January 17th, 2024

[MSSNY Applauds Rep. Stefanik for Legislation to Help Address Physician Shortages by Reallocating Unused Conrad-30 Waivers](#)

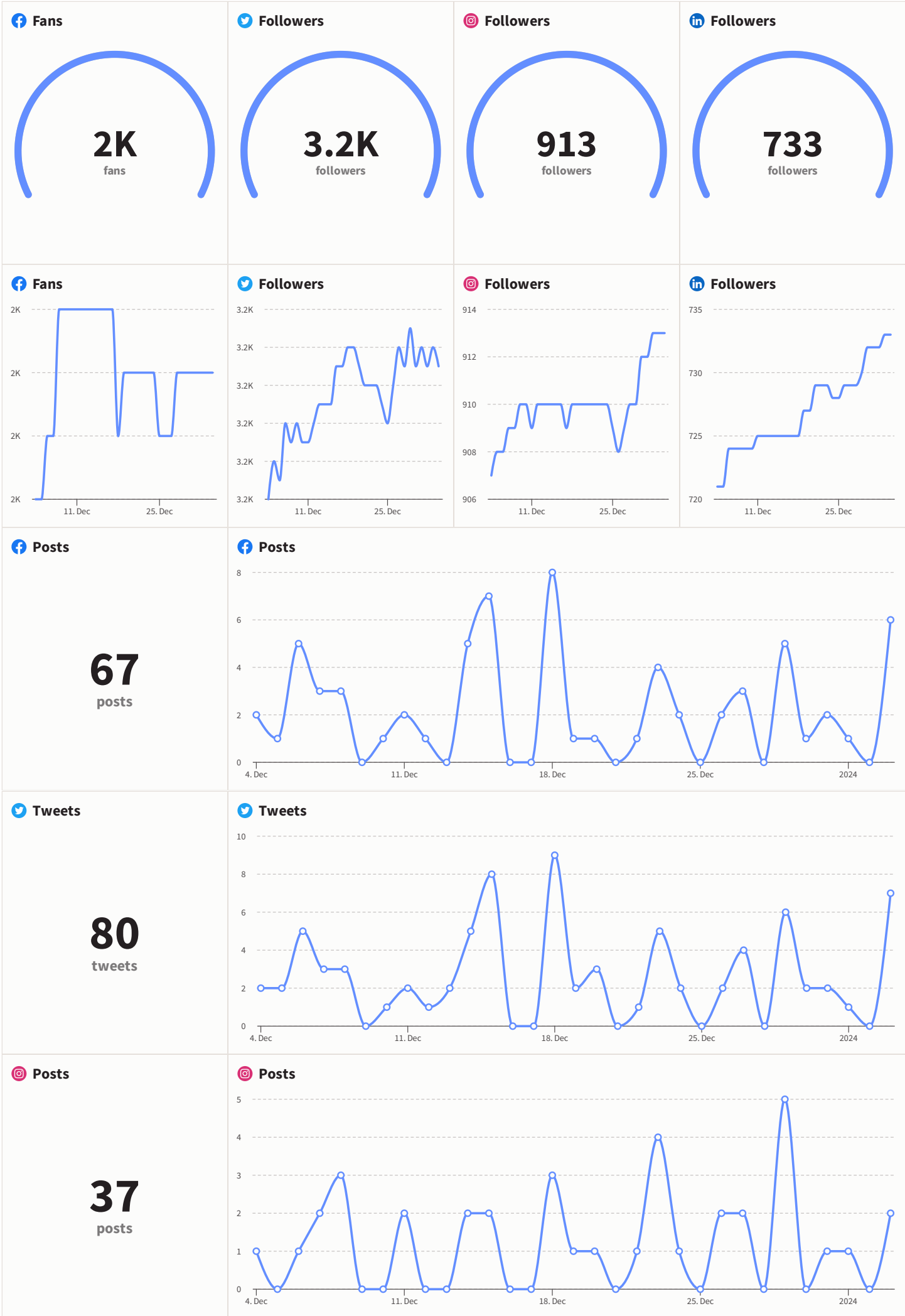
January 17th, 2024

[Executive Budget a "Mixed Bag" for Patient Access to Care](#)

January 10th, 2024

[New York Physicians Applaud Governor Hochul for State of the State Goals to Address Gaps in Patient Access to Healthcare](#)

Media Coverage: [MSN.com](#), [Rochester Democrat & Chronicle](#), [Newsday](#), [Times Union](#), [City & State NY](#)



<div>in Posts</div> <div>62 posts</div>	<div>in Posts</div>		
<div>f Page engagement (all)</div> <div>121 engagements</div>	<div>t Post key interactions</div> <div>87 engagements</div>	<div>i Post engagement</div> <div>165 engagements</div>	<div>in Page engagement</div> <div>97 engagements</div>
<div>f Page engagement (all) > ...</div> <div>Reactions95</div> <div>Comments13</div> <div>Shares13</div>	<div>t Post key interactions > T...</div> <div>Likes58</div> <div>Retweets27</div> <div>Quote tweets2</div> <div>Replies0</div>	<div>i Post engagement > Type</div> <div>Photo post131</div> <div>Reel34</div>	<div>in Page engagement > Type</div> <div>Reactions81</div> <div>Comments12</div> <div>Shares4</div>
<div>f Post Ow.ly traffic</div> <div>41 clicks</div>	<div>t Post Ow.ly traffic</div> <div>142 clicks</div>	<div>f Post Ow.ly traffic > Page</div> <div>Medical Society of the S...41</div>	<div>t Post Ow.ly traffic > Acco...</div> <div>@mssnytweet142</div>
<div>f Page content clicks</div> <div>39 clicks</div>	<div>f Post clicks</div> <div>19 clicks</div>	<div>in Page clicks</div> <div>161 clicks</div>	<div>in Post clicks</div> <div>94 clicks</div>

Media Coverage

Times Union – 02/12/24

[Grieving Families Act Must Be Changed Before Being Considered Again](#)

Letter to the Editor from MSSNY's Dr. Jacob Moalem

MSN.com – 02/12/24

[Rochester Black History: Dr. Anthony Jordan Devoted His Life to Serving Needy](#)

MSSNY's Dr. Anthony Jordan honored

Also appeared in [Rochester Democrat & Chronicle](#)

Newsday – 02/07/24

[Physicians Should Lead for Patients](#)

Letter to the Editor by NCMS President Dr. David Podwall

Newsday 02/05/24

[Nurse practitioners, physician assistants playing larger roles in health care — why some doctors are pushing back - Newsday](#)

MSSNY President Paul A. Pipia interviewed

Times Union – 02/05/24

[State must keep doctors' supervision of physician assistants, nurse practitioners](#)

Letter to the Editor from MSSNY President Dr. Paul Pipia

City & State NY – 01/16/24

[2024 Healthcare Power 100](#)

MSSNY President Dr. Paul Pipia #44