



Communications Report

January 4, 2024

Social Media

The focus on social media for the month of December was encouraging the Governor to veto the wrongful death legislation (success!), 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 12/3/23 – 01/3/23 was 3.58 % up from 3.02% during Sept./Oct. 2023 (over 2% is very good!). See stats on pages 3-4.

Department News

We have signed a contract with SmartBrief, the company that will be providing our new daily newsletter (replacing The Daily). SmartBrief will share advertising revenue with MSSNY.

Coming Soon!

We have received confirmation that Dr Pipia will be included in the upcoming *City and State* 2024 Healthcare Power 100 list.

Media Highlights

Media coverage from November to January included: [NY Daily News](#), [Democrat & Chronicle](#), [Syracuse.com](#), and more...

Press Releases

December 2023

[New York Physicians Again Grateful to Gov Hochul for Her Veto of Legislation that Would Have Expanded Awards in Actions for Wrongful Death](#)

[Northeastern Medical Societies Applaud Introduction of Legislation to Stop Steep Medicare Cuts](#)

November 2023

[New York Physicians Outraged at New Medicare Payment Cuts](#)

Media Coverage

NY Daily News – 01/02/24:

[Doctor who delivered NYC’s first New Year baby also delivered dad 23 years ago](#)

(MSCK BOT Chair, Dr. Sherman Dunn mentioned)

Democrat & Chronicle – 12/30/23

[Gov. Hochul vetoes New York Grieving Families Act a second time. What to know](#)

(MSSNY mentioned)

Syracuse.com – 11/21/23

[Liability law will be disaster for NY healthcare](#)

(Guest Opinion by MSSNY members Dr. Jacob Moalem & Dr. Anthony Vine)

The Indian Panorama – 11/21/23

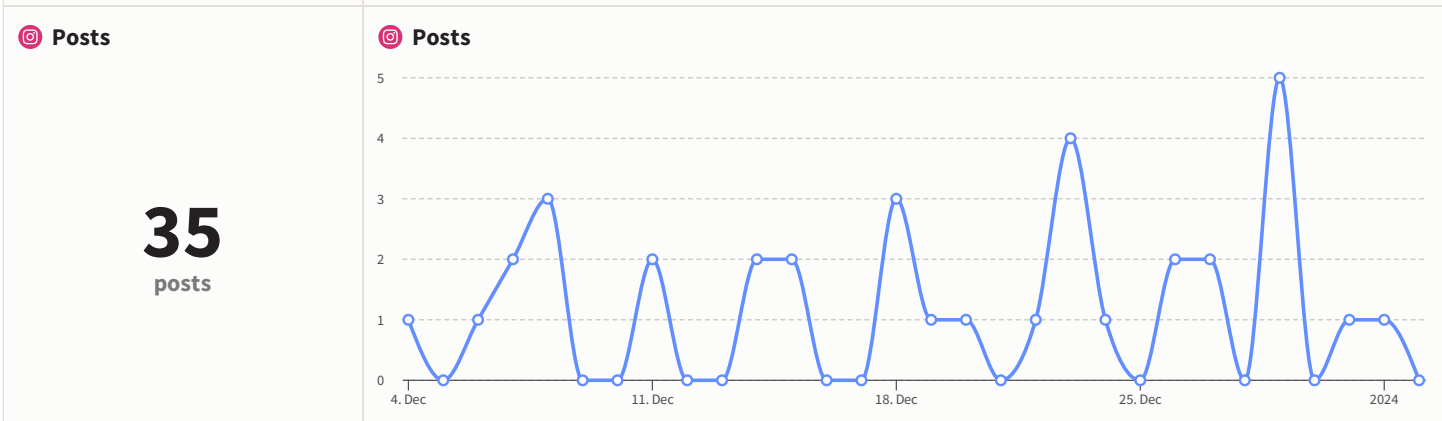
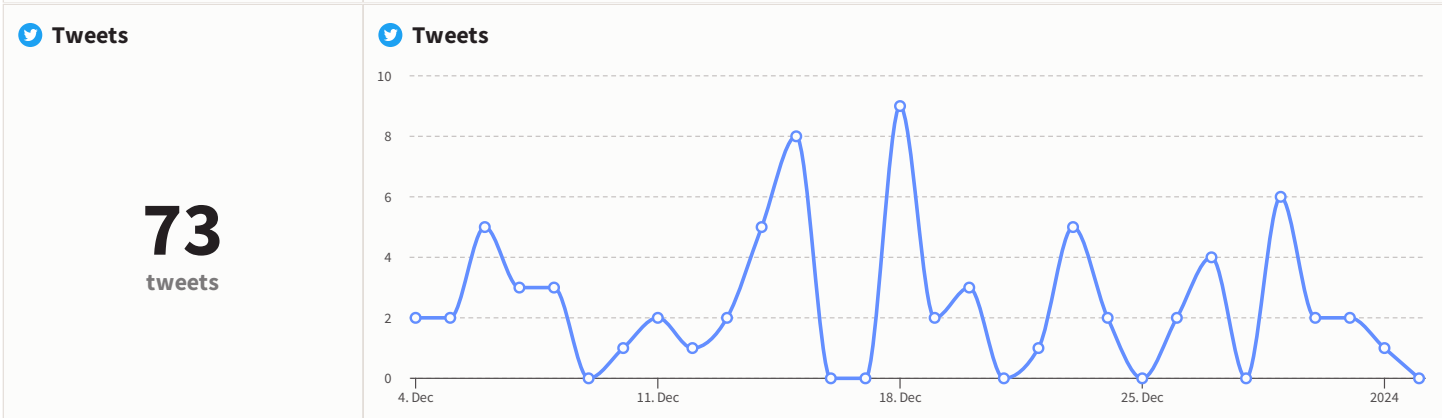
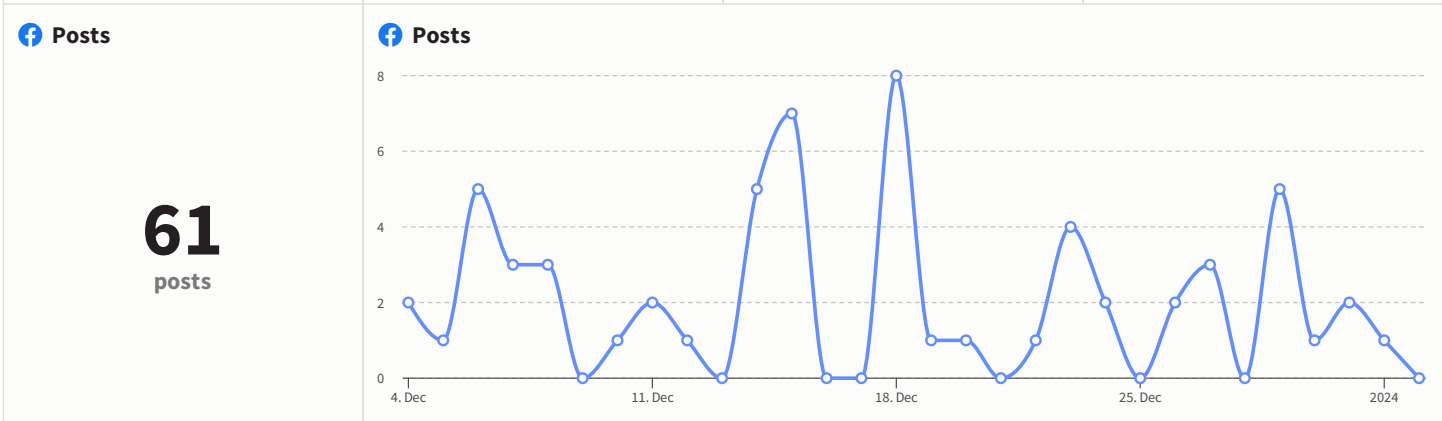
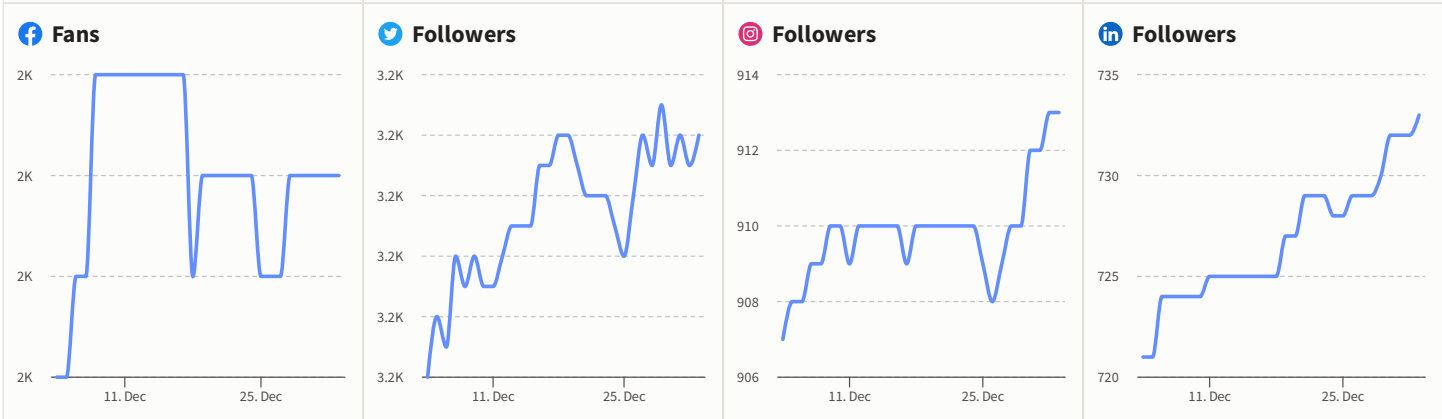
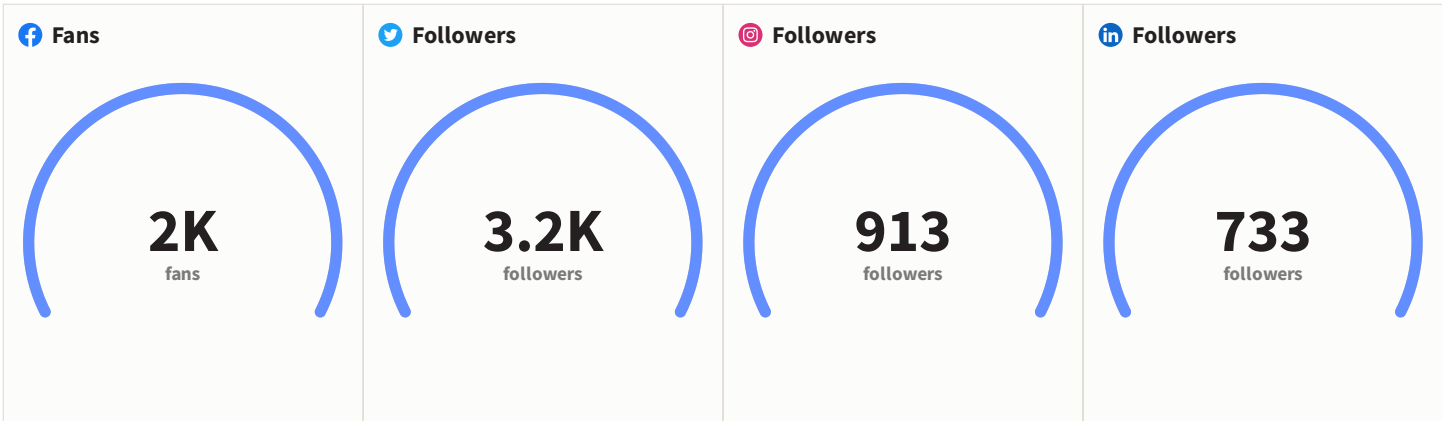
[Dr. Jagdish Gupta bestowed President Gold Medal by the Brooklyn Medical Society in a Bicentennial Year Honor](#)

(MSSNY’s Dr. Jagdish Gupta Honored)

NY Daily News – 11/19/23

[Opinion: Readers sound off on thoughtful disagreement, city budget cuts and health care liability](#)

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



<p>in Posts</p> <p>56 posts</p>	<p>in Posts</p>		
<p>f Page engagement (all)</p> <p>121 engagements</p>	<p>t Post key interactions</p> <p>82 engagements</p>	<p>@ Post engagement</p> <p>161 engagements</p>	<p>in Page engagement</p> <p>74 engagements</p>
<p>f Page engagement (all) > ...</p> <p>Reactions 95</p> <p>Comments 13</p> <p>Shares 13</p>	<p>t Post key interactions > T...</p> <p>Likes 52</p> <p>Retweets 28</p> <p>Quote tweets 2</p> <p>Replies 0</p>	<p>@ Post engagement > Type</p> <p>Photo post 127</p> <p>Reel 34</p>	<p>in Page engagement > Type</p> <p>Reactions 61</p> <p>Comments 10</p> <p>Shares 3</p>
<p>f Post Ow.ly traffic</p> <p>40 clicks</p>	<p>t Post Ow.ly traffic</p> <p>119 clicks</p>	<p>f Post Ow.ly traffic > Page</p> <p>Medical Society of the S... 40</p>	<p>t Post Ow.ly traffic > Acco...</p> <p>@mssnytweet 119</p>
<p>f Page content clicks</p> <p>39 clicks</p>	<p>f Post clicks</p> <p>17 clicks</p>	<p>in Page clicks</p> <p>145 clicks</p>	<p>in Post clicks</p> <p>73 clicks</p>