

Communications Report June 12, 2024

Social Media:

MSSNY's April House of Delegates was the star of our social media over the past 2 months. With coverage of the poster symposium, proceedings of the house, vendors, and of course, everyone's favorite, the president's gala, we saw a nice spike in engagement during the weekend and weeks following HOD.

Other social media campaigns include end of the legislative session advocacy issues, including wrongful death, coverage of medical aid in dying and highlighting press and podcasts from leadership, such as the MLMIC Verdict podcast with new president Dr. Jerome Cohen. See stats on page 2-3.

Media Coverage: <u>The Journal News</u>, <u>Medscape</u>, <u>New York Times</u>, <u>Politico Playbook</u>, <u>WAMC</u> <u>Northeast Public Radio</u>, and more...

Press Releases

May 2024

MSSNY Urges Caution on Proposed CDPHP-Excellus "Affiliation" Thomas Lee, MD, MBA Named Executive Vice President of Medical Society

April 2024

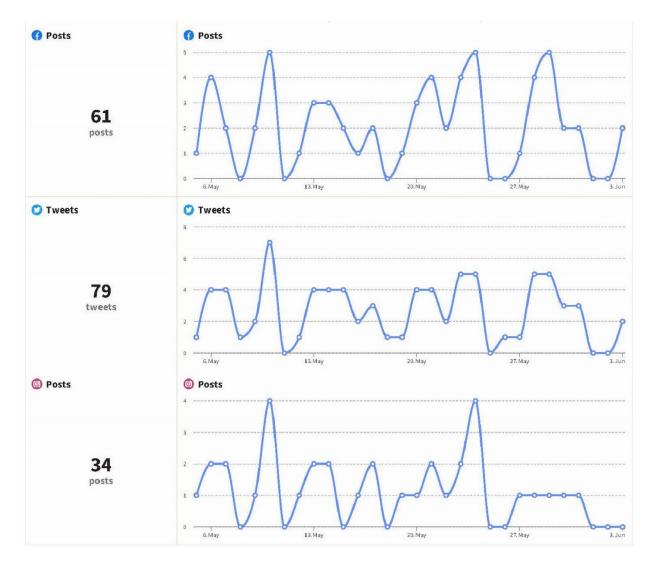
New York Physicians Appreciative that State Budget Takes Steps to Protect Patient Access to Community-Based Physician Care Existence of Valuable Physician Health Program in Jeopardy Due to Budget Dispute Medical Society of the State of New York Supports Medical Aid in Dying Jerome C. Cohen, MD, Elected President of the Medical Society of the State of New York David M. Jakubowicz, MD Elected President-Elect of the Medical Society of the State of New York (MSSNY) Mark J. Adams, MD, MBA, FACR Elected Vice President of the Medical Society of the State of New York

Howard H. Huang, MD Elected Secretary of the Medical Society of the State of New York Bernadette A. Riley, DO Elected Assistant Secretary of the Medical Society of the State of New York

<u>Gregory Pinto, MD, Elected Treasurer of the Medical Society of the State of New York</u> <u>Frank Dowling, MD Elected Assistant Treasurer of the Medical Society of the State of New York</u> <u>L. Carlos Zapata, MD, FACEP, Elected Speaker of the Medical Society of the State of New York</u> <u>Jane M. Simpson, DO FAAFP Elected Vice Speaker of the Medical Society of the State of New</u> <u>York</u>



Social Media - 04/07 - 06/04/24





Media Coverage

Wall Street Journal – 06/12/24 <u>Federal Authorities Say UnitedHealth Can Notify Victims of Massive Data Breach</u> MSSNY President Dr. Jerome Cohen quoted

Crain's Health Pulse – 06/05/24 Wrongful Death MSSNY Mentioned

Politico Pro – 06/05/24

Driving the Day (Wrongful Death) MSSNY President Dr. Jerome Cohen quoted

River Reporter – 06/05/24

Sullivan resident Medical Society of NY president MSSNY President Dr. Jerome Cohen mentioned

USAA News - 06/05/24

<u>New York Bill Would Legalize Killing People In Assisted Suicide</u> MSSNY Mentioned

Buffalo News – 06/05/24 Letter: Legislature must act on medical aid in dying MSSNY mentioned

Press Republican – 06/04/24

Physician assistants rally in Albany | News | pressrepublican.com (MSSNY mentioned

The City – 06/03/24 Grieving Families Act Supporters Hope Third Time's the Charm for Beleaguered Bill | THE CITY – NYC News MSSNY mentioned

New York Times – 06/01/24

Doctor-Assisted Death Is Legal in 10 States. Could New York Be No. 11?

MSSNY Mentioned

Medscape - 05/31/24

From Clinics to Congress: What's Motivating Docs to Lobby Lawmakers

MSSNY President Dr. Jerome Cohen quoted

Politico Playbook -05/30/24

Wrongful Death Opposition MSSNY Mentioned

News 10 Albany - 05/29/24

Essen Health Care Celebrates Dr. David M. Jakubowicz's Historic Achievement as President-Elect of the Medical Society of the State of New York MSSNY President Elect Dr. David Jakubowicz mentioned

Also ran in:

Biotechgate Global	KXAN-TV	The Ironton Tribune
Database	WJMN-TV	The Greenville Advocate
USA Life Sciences Database	WDKY-TV	The Vicksburg Post
<u>The Roanoke-Chowan</u> <u>News-Herald</u>	<u>Free Press The Voice of</u> <u>Your Community Press</u>	The Oxford Eagle
Canadian Insider	<u>Releases</u>	The Frankfort State Journal
The Coastland Times	The Post Searchlight	<u>Andalusia Star-News</u>
BigCountryHomepage.com	The Mazda Pharma Guide	Chinese Wire
KNWA-TV	<u> Ashland - Local Town Pages</u>	The Charlotte Gazette
WCMH-TV	Press Releases	Austin Daily Herald
WJHL-TV	Millcreek Journal	The Jessamine Journal
KOLR-TV	Chester County Press	WGN-AM
KMID-TV	Press Releases	Tryon Daily Bulletin
KTAL NBC6	<u>The Demopolis Times</u>	WPHL-TV
KCAU-TV	Natick Town News	WGNO-TV
WLNS-TV	Tallassee Tribune	KHON-TV
	Beauregard Daily News	WTRF-TV
Queen City News	The Panolian	WSPA-TV
<u>KTLA-TV</u>	Norwood Town News	WFRV-TV
WDTN-TV	The Clemmons Courier	KTVX-TV
KDVR-TV	<u>Claiborne Progress</u>	WTEN

finanzen.net	WYOU-TV	WVLA-TV
KARK-TV	WLAX-TV	WVNY-TV
WCBD-TV	WTTV-TV	Our Quad Cities
Grit Daily News	KLAS-TV	KSEE-TV
The Suffolk News-Herald	Davie County Enterprise	WDHN
KSNW-TV	Record	Cape Coral Living Magazine
WTAJ News	WBOY-TV	(PR Newswire)
WFMZ-TV	WYZZ-TV	WFXV-TV
WSYR-TV	WTWO-TV	KSNT-TV
<u>Myhighplains</u>	KELO-TV	PR Newswire
<u>Bluegrass Live</u>	KRQE-TV	WFXR-TV
KSWB-TV	WREG-TV	Fox 44 News
South Salt Lake Journal	WOWK-TV	KRON-TV
WIVT-TV	WQRF-TV	WGN-TV
Cottonwood Heights Journal	ValleyCentral.com	Shelby County Reporter
KIAH-TV	<u>AP (Hosted)</u>	WHNT-TV
Yahoo! Finance	WYTV-TV	WHTM-TV
DC News Now - DCW 50	WTNH-TV	Everything Lubbock
WDAF-TV	FOX21News - KXRM-TV	KTXL-TV
WANE-TV	WNCN-TV CBS 17	Hattiesburg.com Press
WJBF-TV	The Valley Times-News	<u>Releases</u>
	KHMT-TV	WAVY-TV
WKRN-TV - WKRN News 2	WEHT-TV	WKBN-TV
<u>KETK</u>	Fox 8 News	KDAF-TV (CW33)
<u>WKRG-TV</u>		KTVI-TV

KLST-TV

Observer-Dispatch

The Evening Tribune

Times Telegram

The Leader

Daily Messenger

Ithaca Journal

Star-Gazette

<u>The Journal News -</u> <u>lohud.com</u>

Port Huron Times Herald

The Press & Sun-Bulletin

Daily Dispatcher

<u>Taleout</u>

Biz Daily Online

<u>Sportify</u>

Next Sports Web

Trendy Reporter

Oriental News Today

Kick Connect

24-7 Reporters

Central News Today

The Travel Trooper

<u>Substack</u>

<u>SukanKini</u>

Digital Press Network

Daily Xtreme

Next New Tech

Daily Sprinter

Diver Haven

Hip N Trendy

The Financial Capital

Heart Of Malaysia

Star Journals

Asia Viral News

The Healthier Web

The Next Discovery

Indo Inquirer

Stars Gazette

Recent Discovery

Walk The Biz

Daily Inside Scoop

Daily Nomad

Daily Transparent

In Real World

Ultimate Sports Daily

Science Thread

Voyage Times

<u>The Market Noise</u> Glamorous News

Enter Wicked

Marketers Log

Akhbar Harian

5 Star Discovery

<u>Futurally</u>

Time To Visit There

Peek Into Field

<u>BursaKL</u>

Profit And Cost

Travel Stylo

The Upstocker

Malaysia Corner

Stargazers Archive

Daily Tech Geek

Market Sanctum

The World Agenda

Thailand Tribunal

Asean Scoop

Still Surge

All Sports Today

Banking Reporter

Daily World Web

The Diva Today

Science Tech Today

Gempak Media

Celeb Wired

Science Of The World

Traveller SEA

Buzzing Globe

Manage The Numbers

Life Ponds

The Journalist Report

Suara KL

The Scientific Journal

VN Reporter

Chill Hype

E-Rumor Mill

Look Out Style

<u>Kayak Away</u>

Daily Sports Global

Internasionalkini

Travel Leisure Mag

The Science Buzz

Life Voyageurs

The World Insiders

Syok Asia

In Depth Science

Sport Solid

The Life Voyager

Frontal Report [Newswire]

Eastern Tribunal

The Next Daily

The Final Score Board

The Witness Daily

Action Swift

The Score Daily

<u>Scienfinite</u>

Malaysian Talks

Replay Wall

<u>E-stardom</u>

<u>Duniaga</u>

Sukan360

The Budget Report

Hollywood In 5

Fortune Week

The Daily Feeder

Stomp The City

Future Science Today

<u>Deck Biz</u>

Business Vantage Views

Market Fold

The Daily Futurist

News On Express

Observe World

Buzz Online Daily

Bajet Harian

Think Business Today

Sports - Daily Dispatcher

Expert Features

Emporium Post

Entertainment - Eastern

Voice of KL

Finance - Eastern Tribunal

<u>Entertainment - Daily</u> <u>Dispatcher</u>

Asia Shift

Malaysian Talks

<u>Technology - Malaysian</u> <u>Talks</u>

Surat Khabar

Lifestyle - Malaysian Talks

Lifestyle - Daily Dispatcher

The Daily Dispatcher Finance

Lifestyle-Eastern Tribunal

Morning Dispatcher	Daily Travelogue	tech.easterntribunal.com
<u>Malaysian Talks</u>	Surat Khabar	Yahoo Finance
In The Headline -	Sports-Eastern Tribunal	<u>Top Spot Malaysia</u>
[Newswire]	<u>Technology - Daily</u>	Buzzing Asia
Asialogue	Dispatcher	<u>MSN Latino - MSN.com</u>

Syracuse.com – 05/28/24

<u>A vote for Medical Aid in Dying is not a vote for suicide</u> Guest Opinion by MSSNY member, Dr. Barry B. Perlman)

The Journal News (Lohud) – 05/28/24 <u>Will NY approve medically assisted suicide? What doctors, disability advocates say</u> MSSNY President Dr. Jerome Cohen Quoted

Also ran in

Press & Sun Bulletin	<u>Times Telegram</u>	<u>Ithaca Journal</u>
Observer-Dispatch	The Leader	Star Gazette
The Evening Tribune	Daily Messenger	Port Huron Times Herald

The Buffalo News - 05/22/24

Medicare is broken but Congress can help fix the system (buffalonews.com)

Op-Ed by MSSNY Treasurer Dr. Gregory Pinto

Utica Observer Dispatch - 05/21/24

New York's Medical Aid in Dying Act must pass (uticaod.com) MSSNY mentioned Also ran in

<u>Ithaca Journal</u> <u>The Leader</u> Port Huron Times Herald Press & Sun Bulletin <u>Star Gazette</u> <u>Times Telegram</u>

Newsday - 05/21/24

Consolidated health care hurts New York patients Op-Ed by SCMS Board Member Dr. David Eagle

Innovate LI - 05/17/24

No. 884: In which Oz arrives, Hochul finds religion and the LIRPC plays the odds – with pizza (and subs) for all! - Innovate Long Island (innovateli.com) MSSNY EVP, Dr. Tom Lee mentioned

Press release also ran in:

LaGrange	Daily	News

The Post Searchlight

Leader Publications

The Vicksburg Post

Claiborne Progress

Magnolia State Live

The Greenville Advocate

The Panolian

Bluegrass Live

<u>Ashland - Local Town Pages</u> | Press Releases

The Farmville Herald

Washington Daily News

Brewton Standard

The Winchester Sun

Medway & Millis Town News

Luverne Journal

Andalusia Star-News

Albert Lea Tribune

Indica news

The Demopolis Times The Clemmons Courier Harlan Enterprise The Kenbridge Victoria Dispatch The Frankfort State Journal Salisbury Post Windsor Weekly Alabama Now The Jessamine Journal The Daily Leader Walnut Creek Magazine Times of San Diego Beauregard Daily News The Prentiss Headlight The Natchez Democrat Middlesboro Daily News Austin Daily Herald The Advocate-Messenger

The Clanton Advertiser

The Davis Journal

Port Arthur News

Parish News | Louisiana News and Information | Press Releases

The Charlotte Gazette

Lowndes Signal

KOTA-AM

KZZI-FM

KLXS-FM

KMLK - Lifestyle

The Hood Magazine

1045 The Dan.com

<u>Z106.3e</u>

Rewind 1019 - WKSK-FM

Current 94.3

Middletown Life (Delaware)

<u>Country Legends 1059 -</u> <u>Lifestyle</u>

lifestyle.maverick1023

San Clemente Journal

Effingham Magazine

East Hanover Florham Park

WICZ-TV

Digital Journal

The Valley Journals

Chinese Wire

South Jordan Journal

Gulf & Main Magazine (Press Release)

Leesville Leader

Holladay Journal

MB News

The Herriman Journal

<u>Big Spring Herald -</u> Financial Content

Poteau Daily News -Financial Content

<u>The Valley City Times</u> Record – Financial Content

Mammoth Times

Santa Clara

Corte Madera

24-7 Press Release

Sunnyvale.com

<u>Camedia - Financial</u> <u>Content</u> WSS - Financial Content

<u>Connect Iredell (PR</u> <u>Newswire)</u>

<u>The Kane Republican -</u> <u>Financial Content</u>

Sausalito.com

<u>The Evening Leader -</u> <u>Financial Content</u>

<u>Crain Business Insurance -</u> <u>Financial Content</u>

Deer Park Tribune -Financial Content

<u>Cape Coral Living Magazine</u> (PR Newswire)

International Business Times - Financial Content

<u>Pittsburgh Post-Gazette -</u> <u>Financial Content</u>

<u>Pleasanton.com - Financial</u> <u>Content</u>

The Valley Times-News

Boreal Community Media

Sugar House Journal

Tallassee Tribune

Columbia Business Monthly

Sandy Journal

Kelowna Daily Courier -Financial Content

Gates County Index

Troy Messenger

<u>Franklin Credit Business</u> <u>Services - Financial Content</u>

<u>Stock Market -</u> <u>Chroniclejournal.com</u>

Value Investing News -Financial Content

West Valley Utah News

Americus Times-Recorder

Shelby County Reporter

South Salt Lake Journal

Davie County Enterprise Record

<u>Hopedale - Local Town</u> Pages

Orange Leader

<u>The Community Post -</u> <u>Financial Content</u>

<u>San Rafael - Financial</u> <u>Content</u>

<u>Tamar Securities - Financial</u> <u>Content</u>

<u>Holliston - Local Town</u> <u>Pages</u> <u>The Decatur Daily</u> <u>Democrat - Financial</u> <u>Content</u>

Midvale Journal

Grit Daily News

<u>Taos News</u>

WNC Business

<u>Murray Journal</u>

Borger News Herald -Financial Content

WSS - Financial Content

<u>San Anselmo - Financial</u> <u>Content</u>

<u>Great American Financial</u> <u>Resources- Financial</u> <u>Content</u>

<u>The Wapakoneta Daily</u> <u>News - Financial Content</u>

<u>The Ridgway Record -</u> <u>Financial Content</u>

Financial Content

<u>Sandiego - Financial</u> <u>Content</u>

<u>Malvern Daily Record -</u> <u>Financial Content</u>

American Press

West Jordan Journal

<u>The Sweetwater Reporter -</u> <u>Financial Content</u> Greenville Business

The Chillicothe Voice

Magazine

<u>RSW Living Magazine</u> (Press Releases)

Concord Clayton Pioneer News

The Roanoke-Chowan News-Herald

Hattiesburg.com Press Releases

The Bogalusa Daily News

Bradfordville Bugle

Draper Journal

<u>Rockford Register Star -</u> <u>Financial Content</u>

Cottonwood Heights Journal

Financial Content

Spoke - Financial Content

<u>Rockford Register Star -</u> <u>Financial Content</u>

<u>Dow Theory Letters -</u> <u>Financial Content</u>

The Punxsutawney Spirit

<u>The Woonsocket Call -</u> <u>Financial Content</u>

<u>ms.intelvalue - Financial</u> <u>Content</u>

<u>Starkville Daily News -</u> <u>Financial Content</u>

Menlo Park

<u>The Antlers American -</u> <u>Financial Content</u>

Bonita Estero Magazine

The Smithfield Times

The Interior Journal

Toti.com (PR Newswire)

The Suffolk News-Herald

Tidewater News

The Stanly News & Press

Norwood Town News

Chester County Press | | Press Releases

Tryon Daily Bulletin

Riverton Journal

The Selma Times-Journal

Alexander City Outlook

<u>KZZI - FM</u>

WNYC – Brian Lehrer Show – 05/13/24

Monday Morning Politics; Medical Aid in Dying Act; Forgiveness After a Shooting; Friends and Money

Charles Lopresto, DO, MSSNY Reference Committee Chair on Public Health & Education and President of the Medical Society County of Queens interviewed.

Newsday - 05/11/24

People On the Move: Long Island Promotions, New Jobs MSSNY Speaker Dr. L. Carlos Zapata mentioned

Innovate LI - 05/10/24

On The Move MSSNY Speaker Dr. L. Carlos Zapata mentioned

Crain's New York Business/Pulse - 05/09/24

Lawmakers Confident in Medical Aid in Dying As Session comes to a Close MSSNY President Dr. Jerome Cohen Quoted

<u>Newsday - 05/08/24</u>

<u>Where Did All the Medical Appointments Go?</u> Nassau and Suffolk County Medical Society Presidents Dr. David Podwall and Dr. Leslie Marino

Politico - 05/07/24

Why physician-assisted suicide is gaining ground in Albany - POLITICO MSSNY mentioned

Gothamist - 05/07/24

<u>A push to legalize life-ending medication for terminally ill New Yorkers</u> MSSNY mentioned

Albany Times Union – 05/06/24

<u>A month left in NY's legislative session. Here's what's on deck.</u> MSSNY mentioned

CNY Homepage – 05/01/24

Advocates continue push for Medical Aid in Dying

MSSNY mentioned

University of Rochester News - 04/30/24

Awards and honors highlight accomplishments of Rochester's faculty MSSNY VP Dr. Marc Adams mentioned

Spectrum News – State of Politics – 04/29/24

<u>New York physical therapists eye bill to widen scope of practice</u> MSSNY mentioned Also ran in <u>FingerLakes1</u>

Newsday - 04/28/24

Experts: Community services, hospital beds key for Long Islanders in crisis Suffolk County Medical Society President Dr. Leslie Marino quoted

WAMC Northeast Public Radio - 04/27/23

<u>New York considers Medical Aid in Dying Act for ninth consecutive year | WAMC</u> MSSNY President Dr. Jerome Cohen quoted Also aired on

PBS WSKG	WRVO FM
WAER FM	<u>WBFO – 89.7</u>

WKBW ABC 7 Buffalo -04/18/24

<u>Medical Society of New York supports Medical Aid in death</u> MSSNY mentioned

Rochester Business Journal - 04/17/24

Rochester radiologist elected to statewide post (MSSNY VP, Dr. Mark Adams mentioned)

Politico Pro/ Politico – 04/16/24 IN OTHER NEWS Statement Picked Up

Spectrum News – 04/15/24

Medical Society of the State of New York supports Medical Aid in Dying Act / Morning Briefing

MSSNY Mentioned