



Interim Report
Public Relations Event SWAT Impact Analysis
10/9/20

In light of recent events, the AOA has been working tirelessly to combat misinformation about osteopathic medicine. We are responding to inaccuracies on social media, online and on broadcast channels. Specifically, in response to media misstatements arising from Dr. Sean Conley's emergence in the news, we have:

Media Relations

- requested updates from several top-tier media outlets, leading to corrections in the [Washington Post](#), [The Atlantic](#), and [USA Today](#);
- reviewed all osteopathic media coverage to determine accuracy of messaging and reached out immediately when needed;
- pitched 160 reporters offering access to AOA leadership and practicing osteopathic physicians to provide background on the profession;
- coordinated interviews with [Los Angeles Times](#) and [Kaiser Health News](#), leading to informed, unbiased articles that accurately communicate the scope of osteopathic medicine;
- partnered with AACOM to submit a letter to the editor to the New York Times;

Social

- shared approximately 70 unique posts on social media, including [Twitter](#), [Facebook](#) and [Instagram](#), which generated a combined 838k impressions and 60k engagements—a 623% increase in impressions and a 1618% increase in engagements compared to the previous period;
- developed a [short video](#) featuring Dr. Klauer discussing the situation and actions from the AOA, to be also be integrated into a future compilation highlighting the profession;
- monitored and retweeted DOs and MDs who have stood up for the profession;
- coordinated with influential Twitter DOs to form a rapid strike team;
- and, developed a [Quorum campaign](#) used to encourage the media to #GetItRight. To date, at least 800 people have taken action as a result of the email from Dr. Ely and Dr. Klauer, and over 1,300 tweets have been sent.

Content

- served as a resource for media outlets interested in sharing accurate information about the profession—search is up 47% week over week with over 115k impressions for “osteopathic medicine” alone;
- drafted an article in [The DO](#) that highlights activities and outcomes to date, that shows the commitment to AOA's members;
- developed a messaging document that shares key talking points;
- and, provided ongoing [reporting](#) regarding the situation.



SOCIAL MEDIA

AOA
 @AOAforDOs

Political belief is subjective. A license to practice medicine at the highest level is NOT. @MSNBC must do better for the heroes looking after public health so their anchors can live privileged lives on the air. @maddow @Lawrence #GetItRight

Thomas Dardarian @TDardarian · Oct 5
@MSNBC Why do you have a bias against Osteopathic Physicians? Your obvious slander and marginalization of Osteopathic physicians is disgusting and offensive. @maddow @Lawrence @AOAforDOs

8:48 PM · Oct 5, 2020 · Twitter for iPhone

View Tweet activity

56 Retweets 5 Quote Tweets 298 Likes

2 61 298

Kevin Klauer DO, EJD Retweeted

Kevin Klauer DO, EJD
 @Emergidoc

Time to stop the confusion about osteopathic physicians! Is the media interested in getting this right? Two types of licensed, full scope medical physicians: MDs and DOs. @AOAforDOs The media cannot remain ignorant about the facts. @CNN @foxnation @MSNBC @CBSNews @CNBC

12:57 AM · Oct 5, 2020 · Twitter for iPhone

93 Retweets 8 Quote Tweets 303 Likes

13 101 303

Twitter

Tweets: 31

Impressions: 690,567

Engagements: 48,583

Replies: 102



Facebook

Posts: 7

Reach: 113,635

Engagements: 11,070

Instagram

Stories posted: 32

Reach: 34,330

Totals

Posts: 70

Impressions/Reach: 838,532

Engagements: 59,653

Quorum Advocacy Alert

Campaign participants: 800

Total tweets: 1368

BROADCAST & CABLE NEWS

The Rachel Maddow Show: On air, Rachel [questions](#) why Trump's care is overseen by an "osteopath" rather than an infectious disease specialist or an internist. (starts at 14:10)

***Spoke with producers Cory Gnazzo and Rani Kahle about an apology and hosting a DO. Sent talking points. Aggressive social media campaign in place to educate the host and the network about her error.**

CNN: Political pundit Gloria Borger made a statement, "We don't have any statement for an actual doctor at the White House. We only have heard from an osteopath."

***Reached out to Gloria Borger about inaccuracy. Aggressive social media campaign in place to educate the host and the network about her error.**

PRINT / DIGITAL COVERAGE

9: "Stigma Against D.O.s Had Been Dissipating Until Trump's Doctor Took the Spotlight," Kaiser Health News, [Associated Press](#)

Still, with this latest example, Dr. Kevin Klauer, CEO of the American Osteopathic Association, said he's heard from many fellow osteopathic physicians outraged that Conley — and by extension, they, too — are not considered real doctors.

***Article cites numerous DOs and addresses the misrepresentation among other members of the media.**

7: "Like Sean Conley, I'm a proud doctor of osteopathic medicine from Philly. Here's why." [The Philadelphia Inquirer](#)

As a pediatrician working in Philadelphia, I find there are two annoying assumptions that people I meet for the first time at national medical conferences or even at social gatherings often make, writes Dr. Daniel R. Taylor, For The Inquirer.

***Article discusses unfair bias against DOs.**

6: "Trump's doctor may be the first osteopathic physician to serve as presidential physician," [USA Today](#)

To review the distinctions between a DO and an MD, the [Las Cruces Sun-News](#), part of the USA TODAY Network, spoke with physician Bill Pieratt, dean and chief academic officer at the Burrell College of Osteopathic Medicine in Las Cruces, N.M.



*Following a request to update the term osteopath, Las Cruces changed the story. USA Today updated as well.

6: “Trump’s doctor is a D.O. How is that different from an M.D.?” [Los Angeles Times](#), also on [Yahoo!](#)

The first thing to know is that just like M.D.s, D.O.s are fully licensed doctors who [practice medicine, prescribe drugs and perform surgeries](#) in all 50 states, according to the [American Osteopathic Assn.](#)

*Requested update to number of practicing physicians. Pending.

6: “MD vs. DO: What Is the Difference?” [Mental Floss](#)

Both MDs and DOs, or doctors of osteopathic medicine, receive much of the same [training](#) and experience in medical school. But an MD’s education is mostly allopathic, or remedy-based, while a DO learns to take more of a holistic, or whole body, approach.

*Requested update to “MD residency” noted in the article, as well as comment about OMT. Changes have been made.

6: “Trump’s Doctor Comes From a Uniquely American Brand of Medicine,” [The Atlantic](#)

While allopathic, or medical, doctors can trace their lineage back to Hippocrates and ancient Greece, osteopathy is a uniquely American tradition, comparable to jazz, says [Wolfgang Gilliar](#), the dean of osteopathic medicine at Touro University, in Nevada.

*Requested update to statement that osteopathic medical schools are seen as inferior. Updates made.

6: “What Is a Doctor of Osteopathic Medicine, and Should You See One?” [Yahoo](#), [Self](#)

Both M.D.s and D.O.s are fully licensed physicians who go through four years of medical school, a licensing exam, and a residency program. Overall, the differences between the two are in their training and philosophy, but even then, there is plenty of overlap.

*Accurately reflects the profession, but requires updates related to single GME. This was originally published in 2019.

5: “What is a DO?” [Medical Economics](#)

Doctors of Osteopathic Medicine, or DOs, are fully licensed physicians who practice in all areas of medicine and receive similar training to MDs. Emphasizing a whole-person approach to treatment and care, DOs are trained to listen and partner with their patients to help them get healthy and stay well, according to the [American Osteopathic Association](#).

*Pitched article about osteopathic medicine, this is the outcome.

4: “Trump’s doctor’s comments on symptoms, care spark confusion,” [Associated Press](#)

According to medical licensing records from Virginia, Conley graduated from the Philadelphia College of Osteopathic Medicine in 2006. Rather than having an M.D. degree, Conley is a D.O., or doctor of osteopathic medicine -- a fully licensed physician but one that, according to the American Osteopathic Association, focuses more holistically on treating the “whole person.”

*Article cites AOA, providing accurate information about osteopathic medicine.

4: “Here’s what we know about Sean Conley, Trump’s doctor,” [Tribune News Service](#)

According to the American Osteopathic Association, osteopathic physicians focus on prevention as well as a patient’s lifestyle and environment to improve their overall physical wellbeing.

*Article cites AOA, providing accurate information about osteopathic medicine.

4: “Dr. Sean Conley, White House Physician: 5 Fast Facts You Need to Know,” [Heavy](#)

According to [The DO](#), a monthly magazine published by the American Osteopathic Association, Conley was “head of trauma for a NATO Multinational Medical Unit.”

*Article cites The DO, a result of SEO practices by AOA communications team.



4: “White House physician sows confusion with briefings,” [CNN](#)

Conley, who took over as Trump's White House physician in March 2018, holds a degree in osteopathic medicine, one of the two degrees in the United States in which physicians can practice medicine -- either as a doctor of medicine or a doctor of osteopathic medicine. About a quarter of US medical students train at osteopathic medical schools, according to the American Medical Association. Historically, doctor of osteopathic medicine programs have touted their methods as "more holistic."

**Accurate representation.*

4: “White House physician Sean Conley draws scrutiny for rosy assessments of Trump’s health” [Washington Post](#)

Conley is a doctor of osteopathic medicine, while his predecessors have been internists or general practitioners. Doctors of osteopathic medicine have similar training to medical doctors and the same authority to prescribe medicines. One key difference is osteopath training focuses on the relationship of the bones and the body and on treatment of the musculoskeletal system.

**Emailed and spoke with Robert O’Harrow about why the article is inaccurate. Was directed to Matea Gold to request clarification. To be updated this evening.*

3: “What to Know About Sean Conley, the White House Physician,” [The New York Times](#)

Doctors of [osteopathic medicine](#), or D.O.s, are fully licensed physicians, according to the [American Osteopathic Association](#). Their training is similar to that of traditional medical doctors but differs in that they are trained to look at the body and its care holistically rather than just prescribing medicine for specific symptoms or illnesses.

**Article cites AOA, providing accurate information about osteopathic medicine.*

3: “Who Is Sean Conley? White House Physician To President Trump,” [NPR](#)

Osteopathic medicine is a field geared toward a holistic approach, focusing on the role of lifestyle and environmental factors, according to the [American Osteopathic Association](#). Doctors in the field are fully licensed physicians. In a [May 2018 blog post](#), the organization noted that Conley may be the first D.O. to serve as a president's physician.

**Article cites AOA, providing accurate information about osteopathic medicine.*