

November 11, 2016

*To: All Doctors of Chiropractic*

*From: NC Chiropractic Association*

*Re: Katie May and chiropractic on the Dr. Oz Show*

Colleagues,

In recent days many of us have become aware of the unfortunate death of Ms. Katie May. We offer condolences to the family and friends of Ms. Katie May on her untimely passing.

It is our understanding that The Dr. Oz show will be taping a story on the Katie May issue during the week of November 14, 2016. In anticipation of this coverage we offer the following information and suggestions:

- The Dr. Oz audience is our prime demographic as chiropractors.
- Every chiropractor needs to be prepared to address questions from patients about this unfortunate situation in a factual and non-defensive manner.
- The details of the case are consistent with a dissection having occurred prior to any manipulation of the neck, e.g. a dissection-in-progress.
- What can you look forward to
  1. An interview with the family of Ms. Katie May by Dr. Oz.
  2. An interview with Dr. Oz involving a neurologist and a chiropractor.
- What should you do to prepare for this situation:
  1. Take a deep breath!
  2. Watch a briefing video specific to these circumstances at <http://www.chirohealth.org/news/315239/Katie-May-Update.htm>
  3. Carefully review the briefing paper developed by Dr. Gerard Clum for the Foundation for Chiropractic Progress at <http://www.f4cp.com/files/media-responses/katie-may-talking-points.php>
  4. Carefully read the associated articles by [Cassidy](#) (2008), [Kosloff](#) (2015) and [Church](#) (2016) at <http://www.f4cp.com/files/media-responses/katie-may-talking-points.php>

**This is not the time to launch your media career**—if you have not had extensive media training and you are not intimately familiar with the literature on this subject—refer any and all media inquiries to your state chiropractic association.

It is important that the profession responds to any question about our care with an appreciation of the emotional nature of this matter, fact, and documented information. Thank you for your professionalism and cooperation.