

AnswersOn Migraines





Migraines are an intense and sometimes debilitating type of headache that cause throbbing head pain.

The pain is often on one side of the head but can affect both sides. Sufferers may also experience nausea, vomiting, dizziness and extreme sensitivity to sound, light, touch and smell. Migraines can last hours or, for some sufferers, even days.

Migraine (ICD-10 G43) accounted for 15.3M visits to office-based HCPs in 2023.

TreatmentAnswers Data

In MAT ending August 2023, HCPs reported the following regarding office visits with their migraine patient population:



Majority of patients are women

Majority of patients are female with only 19.7% male

Source: AnswerSuite TreatmentAnswers



averages 2.3 office visits per year

> Migraine patients visited their HCP on average





Typically treated with a prescription

95.4% of patient visits to an officebased HCP resulted in a **prescription** for drug therapy

Promotional Answers Data

Biopharmaceutical companies spent approximately

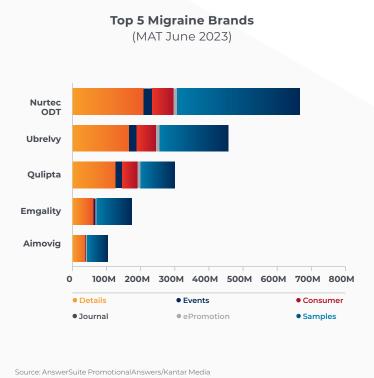
billion

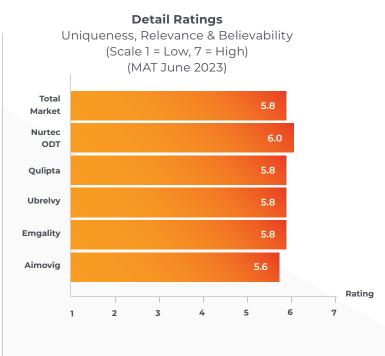
on the promotion of migraine prescription brands in the 12 months ending June 2023.

Nurtec ODT, indicated for the acute treatment and prevention of episodic migraines in adults, was the top promoted brand in the market.

Nurtec ODT was considered the highest rated brand by surveyed HCPs in terms of detail uniqueness, relevance and believability in MAT June 2023.

Detailing and sampling continue to be the primary focus of promotional efforts in the migraine market.





Note: Migraine market is defined as USC 02118,02119,20720,20731,20732

Reach out to one of our **AnswerSuite experts** for a complimentary report

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- AnswerSuite a Syneos Health Company provides a Proprietary syndicated Market Research Solution that utilizes a panel of thousands of healthcare providers over a 30-year period. AnswerSuite is consumed by the Biopharmaceutical industry with insights delivered through a SaaS platform or with full service from analysts.
 - TreatmentAnswers captures and reports on patient visit interactions with HCPs. These insights include patient and HCP demographics, diagnoses, comorbidities and intended drug therapy.
 - Promotional Answers tracks and monetizes promotional activities such as detailing, events, virtual engagements, and sampling. Through partnerships, professional journals and DTC advertising are also tracked.
 - Custom Insights supports different use cases through a unique proprietary survey. Custom Insights answer a multitude of questions such as: What is the HCPs awareness of your brand and competitors? What is the message recall of your brand and competitor? What is the share of voice among HCP targets and non-targets? The quick studies supplement why the actions are

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being taken and inform multiple business strategies.