

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**

averages 2.3 office visits per year

Migraine patients visited their HCP on average **2.3 times/year**

Typically treated with a prescription

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

Source: AnswerSuite TreatmentAnswers

Note: Migraine diagnosis was defined as ICD-10 G43.

PromotionalAnswers Data

Biopharmaceutical companies spent approximately

\$1.8 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.

