

AnswersOn...

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 **10.3M visits** to office-based HCPs in 2021.

TreatmentAnswers Data

In 2021, **physicians reported** the following regarding office visits with their migraine patient population:



MAJORITY OF PATIENTS ARE WOMEN

Majority of patients are female with **only 22.0%** male



AVERAGES 2.0 OFFICE VISITS PER YEAR

Migraine patients visited their HCP on average **2.0 times/year**



TYPICALLY TREATED WITH A PRESCRIPTION

88.3% of patient visits to an office-based HCP resulted in a **prescription** for drug therapy

Source: AnswerSuite TreatmentAnswers

PromotionalAnswers Data

Biopharmaceutical companies

SPENT APPROXIMATELY \$2.5 BILLION

on the promotion of migraine prescription brands in the 12 months ending November 2021.

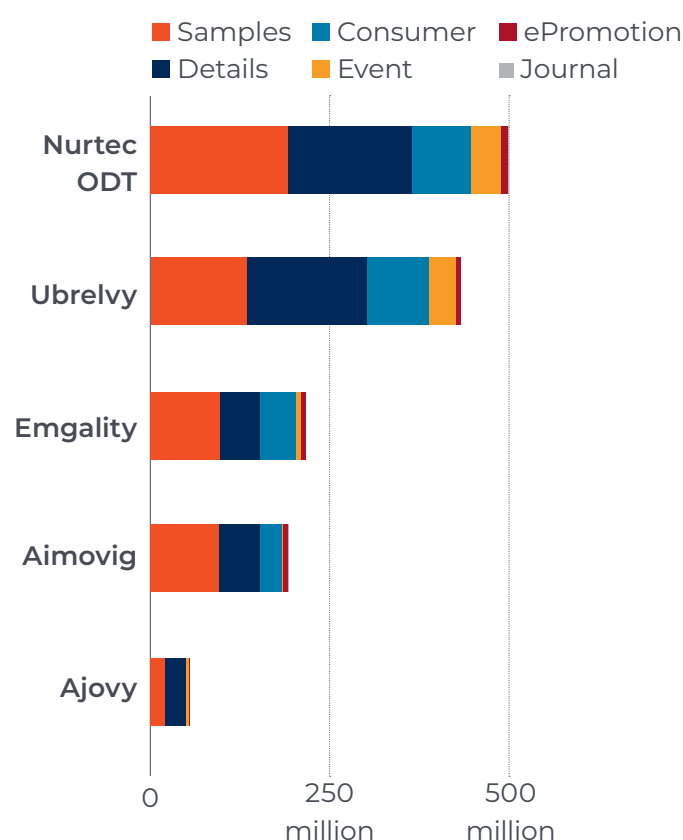
Nurtec ODT, indicated for the acute treatment and prevention of episodic migraines in adults, was the top promoted brand in the market.

Emgality was considered the highest rated brand by surveyed physicians in terms of detail uniqueness, relevance and believability in MAT November 2021.

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

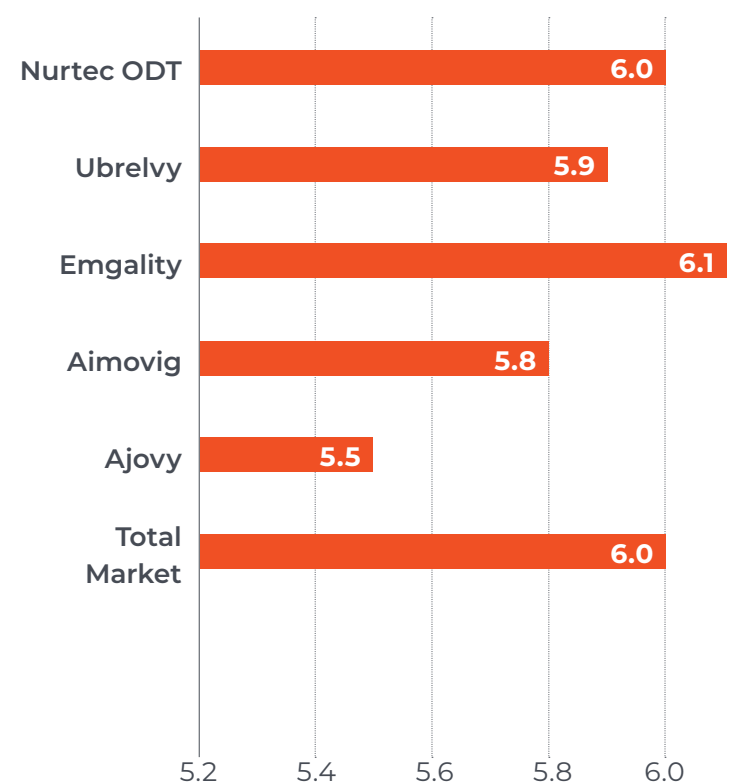
Note: Migraine diagnosis was defined as ICD-10 G43.

Top 5 Migraine Brands (MAT Nov 2021)



Source: AnswerSuite PromotionalAnswers/Kantar Media

Detail Ratings Uniqueness, Relevance & Believability (Scale 1 = Low, 7 = High)



Source: AnswerSuite PromotionalAnswers/Kantar Media

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.

PromotionalAnswers 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 being taken and inform multiple business strategies.