

MIGRAINES & WOMEN

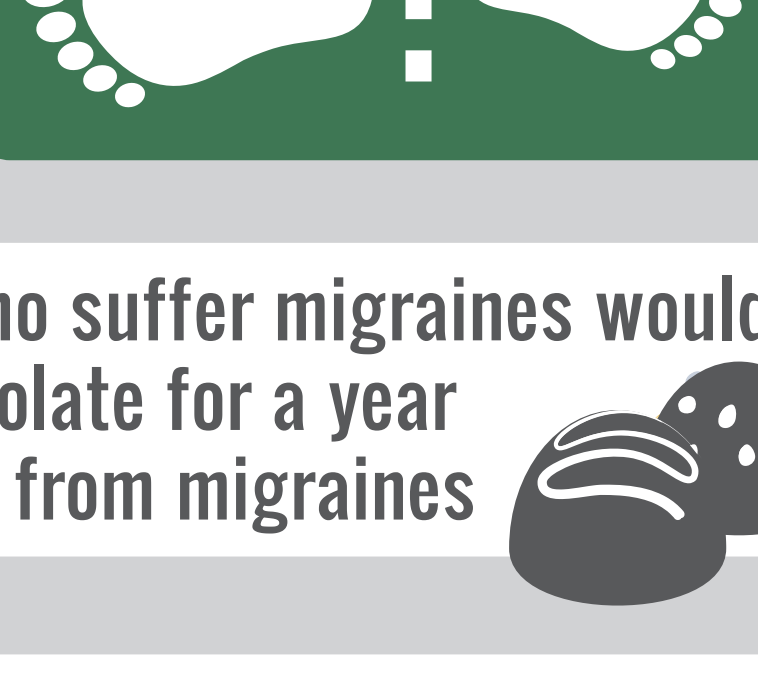


What would women ELIMINATE if it meant a year without migraines?


PAYCHECK

43% of women who suffer from migraines would give up part of their salary for a year to not suffer from migraines

43% of women who suffer from migraines would give up sex for a year to not suffer from migraines



51% of women who suffer migraines would give up chocolate for a year to not suffer from migraines



A Year-long Vacation from Migraines:

65%

of women who suffer migraines are willing to give up their vacation days from work for a year to not suffer from migraines

Migraines are the Root of the Problem:

48%

of women who suffer migraines would rather have a root canal than suffer from a migraine



Tracking is Key for Awareness of Triggers:

Who is aware of their migraine triggers?

• **95%** of female migraine sufferers who always track both their migraine triggers and symptoms

• **81%** of female migraine sufferers who sometimes or rarely track both their triggers and symptoms

• **41%** of female migraine sufferers who never track either their triggers or symptoms



93%

of female migraine sufferers wish they knew more about their migraine triggers

Patients Keep Doctors in the Dark about their Triggers:



Less than half of female migraine sufferers (**45%**) regularly share migraine triggers with their physician

FEW female migraine sufferers (**22%**) bring a diary with information about triggers to doctors' appointments



Current Methods to Track Migraine Symptoms and Triggers are Lacking:



78% of female migraine sufferers who track their triggers agree their current tracking method is not effective

22% Only 22% of female migraine sufferers, who track their triggers, agree that their current tracking method is effective

Women Need Help to Better Understand their Migraine Triggers

90% of women who suffer from migraines agree that with a better understanding of their triggers they can better manage their migraines

83% of female migraine sufferers agree that having the right tools to track their triggers would help them better manage their migraines

Women Would Use an App to Track Migraine Triggers:

80% of female migraine sufferers who do not currently use an app to track triggers acknowledge that such an app would be useful

84% of female migraine sufferers who don't currently use an app to track migraine triggers are willing to use a mobile app to track their triggers



87% of women who suffer from migraines say tracking behaviors to help lower the occurrence of migraines would be useful in their overall migraine treatment plan



