



## What Migraine Patients Are Saying About Their Migraines

### About the survey

In November 2010, Harris Interactive conducted an online survey, approximately 20 minutes in length, among migraine patients and physicians in the U.S. The goal of the survey was to assess the dialogue between patients and physicians as it relates to migraine management. Editorial and other support for the survey was provided by the National Headache Foundation, with funding, development and other support provided by GlaxoSmithKline.

A sample of 1,218 diagnosed migraine patients was surveyed. All those participating in the survey were 18 years of age or older, had at least two migraines a month, had at least two but fewer than 15 migraine headache days per month and were taking a prescription medication intended to stop or lessen migraine pain at the time of the survey.

A sample of 533 randomly selected U.S. physicians was also surveyed, including 254 primary care physicians (PCPs) who see at least five migraine patients a week and 279 neurologists who see at least 10 migraine patients a week.

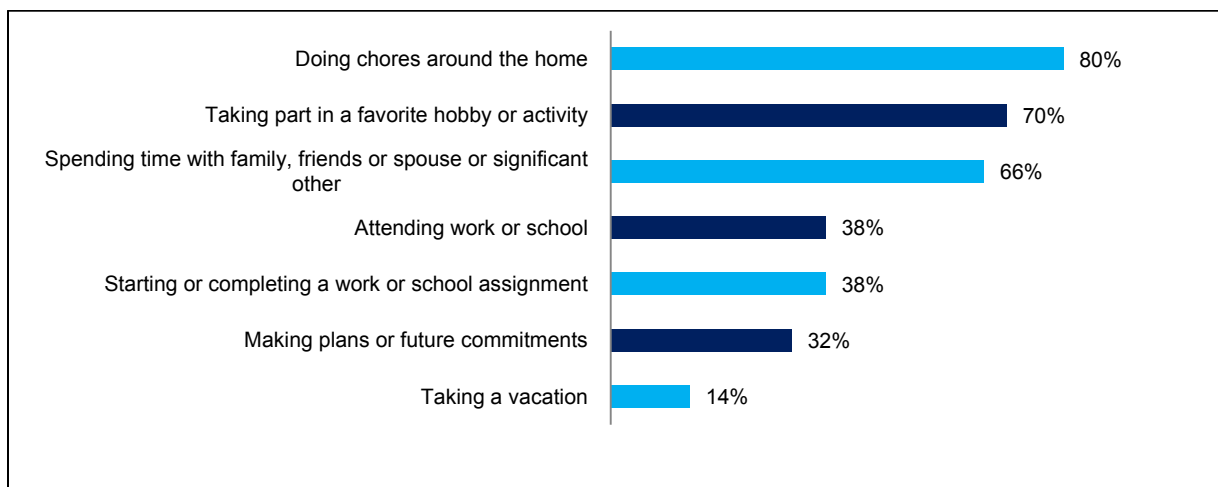
### Impact of Migraines

Nearly two in five migraine patients (38%) surveyed said they experience at least four — and as many as 10 or more — migraine attacks in a typical month.



More than half of patients (62%) said they experience two or three migraine attacks in a typical month.

Most surveyed patients (94%) agreed that migraines have an impact on their lives, indicating they often avoid, cut short or interrupt at least one of the following daily activities due to their migraines:



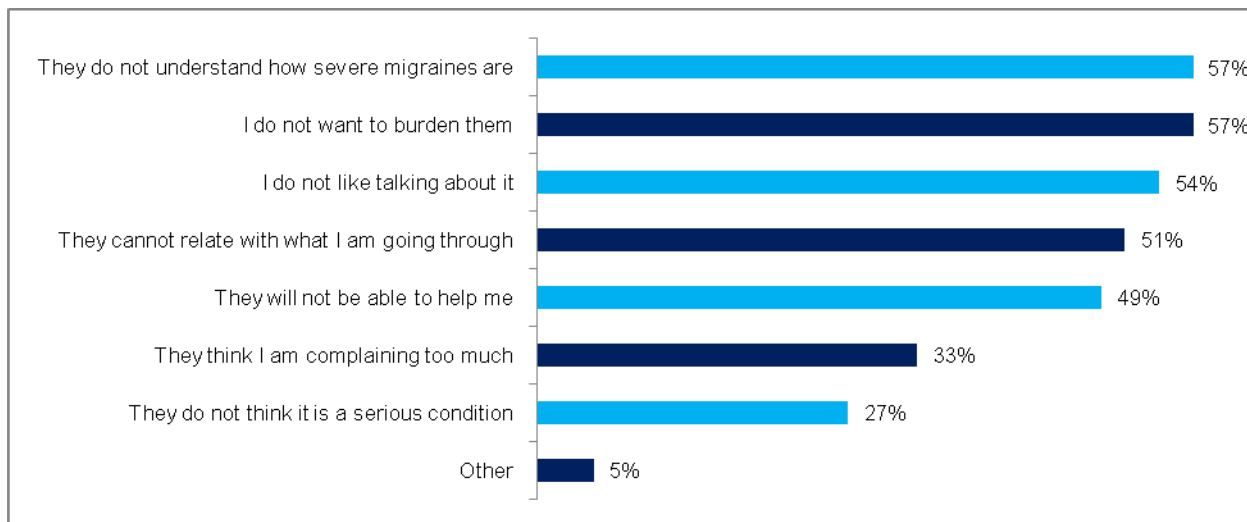
Four in ten patients (42%) said that migraine headaches always or very often limit their ability to do their usual daily activities, including household work, paid work, school or social activities.

When migraine pain is at its peak, more than half of patients say they feel **“helpless”** (80%), **“trapped”** (54%) and **“defeated”** (51%).

Nearly half (46%) of the patients surveyed said they somewhat or strongly agreed with the statement:

**“I feel like I’m isolated from my family or friends as a result of my migraines.”**

Forty-one percent (41%) of patients also indicated they avoid talking about migraines with family and friends, identifying at least one of the following reasons for staying away from the subject:



Nearly all migraine patients (92%) said fellow patients understand “very well” what it’s like to live with migraines. Nearly half (48%) of migraine patients said the same about their primary migraine physician.

While one-third of migraine patients (32%) said they thought their family members understand “very well” what it’s like to live with migraines, about half (48%) also indicated that their family members are very supportive of them when it comes to living and dealing with migraines.

**Survey Methodology**

Patients were randomly selected from the Chronic Illness Panel within the Harris Poll Online database and the equivalent panel of a sample provider. No cash incentives were given but qualified respondents accrued points as customary for consumer surveys conducted by Harris Interactive. Results were weighted as needed on the basis of region, age within gender, education, household income and race/ethnicity. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

Physician findings were weighted to account for a real-world balance of PCPs (93%) and neurologists (7%), and as needed on the basis of years in practice within gender and region. Physicians were recruited from the American Medical Association’s Masterfile and were offered cash incentives as is customary for market research projects.

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## What Migraine Patients and Physicians are Saying About Prescription Migraine Treatments

### About the Survey

In November 2010, Harris Interactive conducted an online survey, approximately 20 minutes in length, among migraine patients and physicians in the U.S. The goal of the survey was to assess the dialogue between patients and physicians as it relates to migraine management. Editorial and other support for the survey was provided by the National Headache Foundation, with funding, development and other support provided by GlaxoSmithKline.

A sample of 1,218 diagnosed migraine patients was surveyed. All those participating in the survey were 18 years of age or older, had at least two migraines a month, had at least two but fewer than 15 migraine headache days per month and were taking a prescription medication intended to stop or lessen migraine pain at the time of the survey.

A sample of 533 randomly selected U.S. physicians was also surveyed, including 254 primary care physicians (PCPs) who see at least five migraine patients a week and 279 neurologists who see at least 10 migraine patients a week.

### Patient and HCP Profile

Patients and physicians responded as outlined below, when asked:

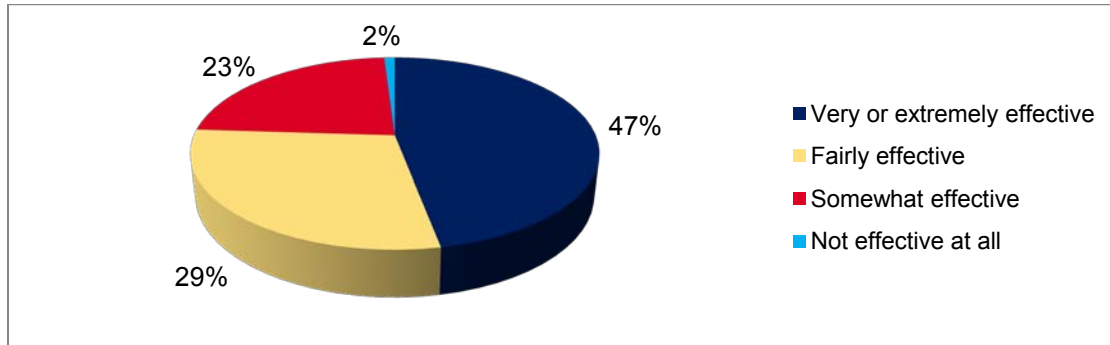
**Patients:** “What are you currently doing to treat your migraines?”

**Physicians:** “What do you typically recommend or prescribe to your migraine patients?”

Patients	Physicians
<b>100%</b> Take a <u>prescription</u> medication to lessen or stop the pain and other symptoms during a migraine attack <i>*Note: this was an inclusion criteria for participating in the survey</i>	<b>84%</b> - <u>Prescription</u> medication to lessen or stop the pain and other symptoms during a migraine attack
<b>58%</b> - Take an <u>over-the-counter</u> pain reliever to lessen or stop pain and other symptoms during a migraine attack	<b>75%</b> - An <u>over-the-counter</u> pain reliever to lessen or stop pain and other symptoms during a migraine attack
<b>50%</b> - Avoid migraine triggers	<b>90%</b> - Avoidance of migraine triggers
<b>35%</b> - Exercise	<b>64%</b> - Exercise
<b>27%</b> - Have changed or are changing diet	<b>58%</b> - Change in diet
<b>25%</b> - Take a prescription medication to <u>prevent</u> migraines on a daily basis	<b>87%</b> - A prescription medication to <u>prevent</u> migraines on a daily basis
<b>23%</b> - Use non-medical remedies (e.g., acupuncture, massage, herbal remedies, vitamin supplements, etc.)	<b>34%</b> - Non-medical remedies (e.g., acupuncture, massage, herbal remedies, vitamin supplements, etc.)
<b>13%</b> - See a chiropractor	<b>8%</b> - Chiropractic
<b>3%</b> - Other	<b>5%</b> - Other

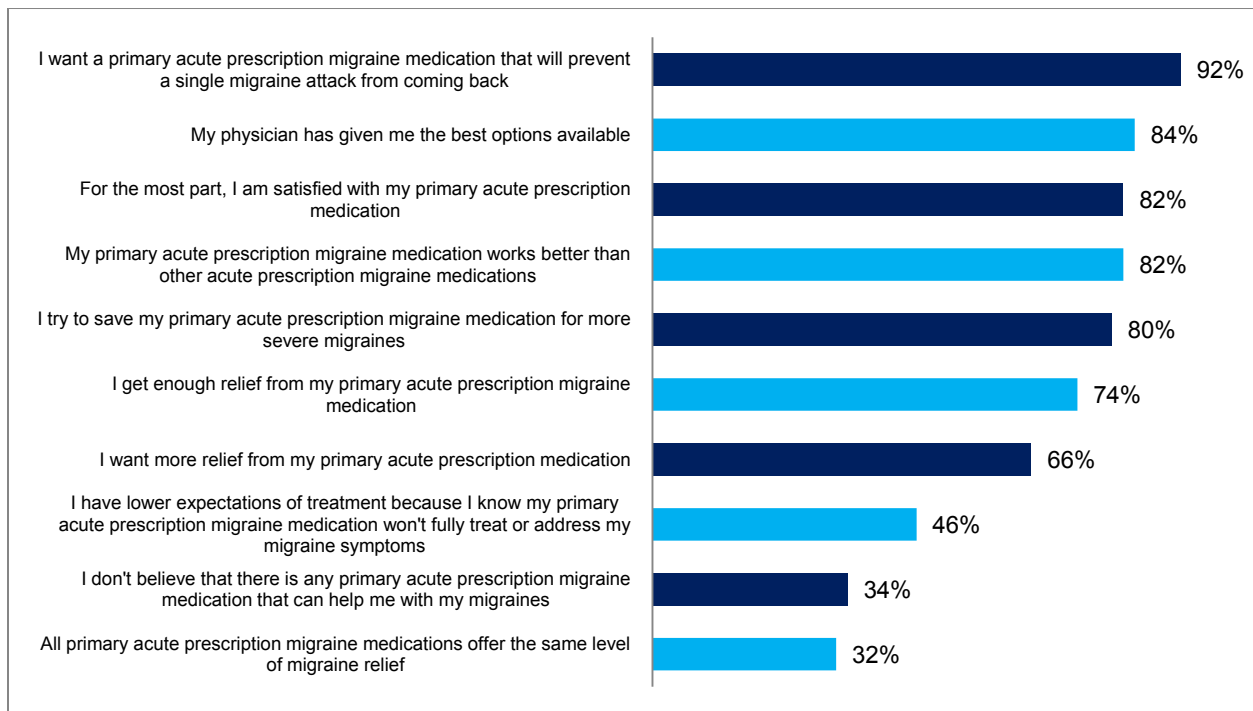
**Satisfaction and Experience with Migraine Treatment**

When asked to think specifically about their primary acute prescription migraine treatment (that is, the medication patients take most often to lessen or stop pain and other symptoms during a migraine attack), nearly half of patients (47%) said their medication was very or extremely effective in reducing migraine symptoms.



Eighty-four percent (84%) of patients and 86% of physicians said they are very or somewhat satisfied with the primary acute prescription migraine medications they/their patients are taking.

A percentage of surveyed patients said they strongly or somewhat agreed with the following statements:



To relieve a single migraine attack, most patients (77%) reported that they often have to lie down until the migraine pain stops. However, HCPs thought 45% of their patients need to lie down for some time or to help the medicine work better.

Most patients report they still experience some pain (68%) and non-pain symptoms (67%) two hours after taking their primary acute prescription migraine medication. However, a minority of HCPs believe their patients still experience some pain (45%) and non-pain symptoms (45%) two hours after taking their primary acute prescription migraine medication.

**Evaluation and Expectation of Migraine Treatment**

Patients' and physicians' top five responses were as follows, when asked:

**“What do you expect from a primary acute migraine medication?”**

<b>Patient Top 5</b>	<b>Physician Top 5</b>
40% - It should be covered on my prescription formulary plan	53% - It will work the majority of the time the patient takes it
39% - Migraine will be completely gone in one to two hours after taking it	41% - The patient can return to normal activities as soon as possible after taking it
37% - The medication's side effects are tolerable (e.g., can be endured)	39% - The medication's side effects are tolerable (e.g., can be endured)
35% - Migraine pain will not return after taking it	35% - It should be covered on the patient's prescription formulary plan
35% - I can return to normal activities as soon as possible after taking it	33% - Migraine will be completely gone in one to two hours after taking it

In comparison, patients' and physicians' top five responses were as follows, when asked:

**“What expectations for acute prescription migraine medications were set by your physician/by you?”**

<b>Patients</b>	<b>Physicians</b>
35% - It will work the majority of the time I take it	51% - It will work the majority of the time the patient takes it
34% - The medication's side effects are tolerable (e.g., can be endured)	48% - The medication's side effects are tolerable (e.g., can be endured)
28% - It should be covered on my prescription formulary plan	36% - The patient can return to normal activities as soon as possible after taking it
27% - I can return to normal activities as soon as possible after taking it	35% - It should be covered on the patient's prescription formulary plan
24% - Migraine will be completely gone in one to two hours after taking it	32% - Migraine will be completely gone in one to two hours after taking it

Interestingly, when asked **“what expectations for acute prescription migraine medications were set by your healthcare provider,”** nearly one in four patients (24%) said their healthcare provider did not set any expectations.

According to patients and physicians, the top two attributes that physicians use for evaluating how well a primary acute migraine medication is working are:

- How quickly migraine pain goes away (53% of patients, 79% of physicians)
- Consistency of relief (50% of patients, 75% of physicians)

More than one-third (35%) of physicians said they find it very or somewhat difficult to evaluate their patients' primary acute prescription medication. Of these physicians (n=150), most (70%) said the difficulty is due to patients' inability to accurately recall or describe how well their prescription migraine medication works. Half (50%) of these physicians also indicated it is due to patients' inability to accurately recall or describe their recent migraine attacks.

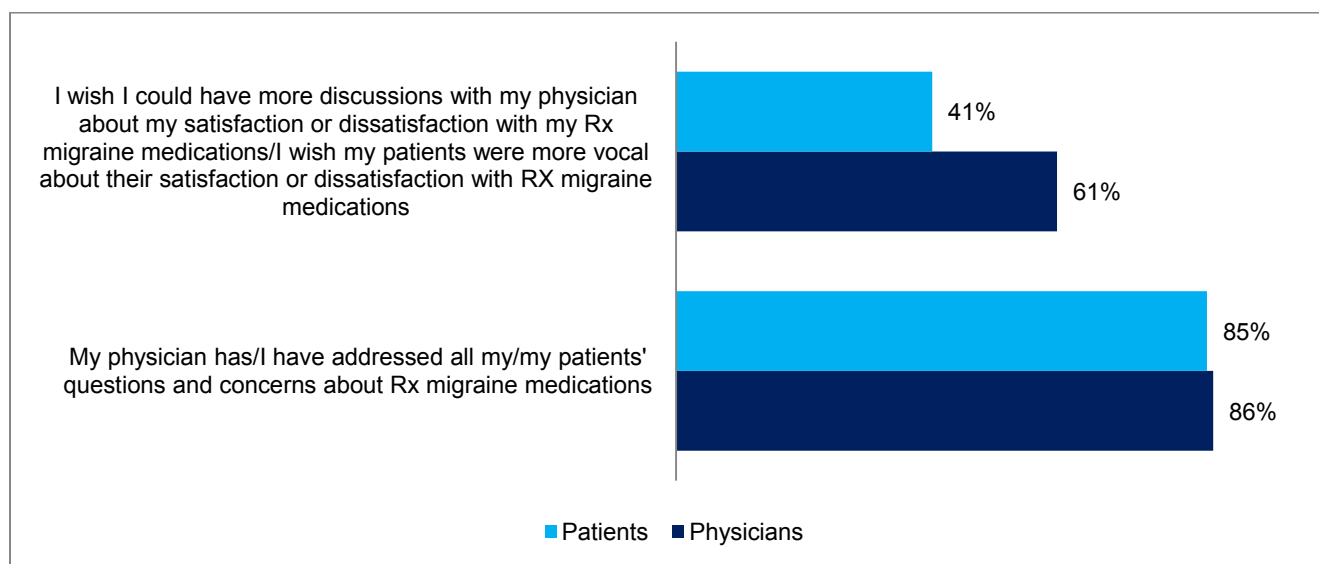
### Initiative in Discussing Migraine Treatment

About one-third of patients (31%) indicated that their primary acute prescription migraine medication is evaluated at every visit. Nearly half (49%) of physicians indicated that they do the same. Patients said they see their primary migraine physician about six times a year but 70% of these visits were related to other health conditions.

Two-thirds (67%) of physicians said they assume a patient's primary acute prescription migraine medication is working unless the patient tells them otherwise.

- Sixty-nine percent (69%) of physicians said they only discuss other prescription migraine medications options if their patients complain about their current acute prescription migraine medications.

Eighty-five percent (85%) of patients said they strongly or somewhat agreed that their discussions with their physician about prescription medications have helped them better control their migraine pain. Seventy-eight percent (78%) of patients said they strongly or somewhat agreed that their physician has given them all the information they need about prescription migraine medications.



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