

Migraine patient journey development

Understanding migraine patient's emotional and physical journey from pre-diagnosis stage to maintenance therapy in USA

- **Desk research to gather information around available drugs, number of migraine patients including acute and prophylactic**
- **Telephonic interviews conducted with headache specialist, neurologists, patients, and payers**
- **Online interviews conducted to gather market numbers including number of diagnosed patients, treated patients, patients with acute or prop. migraine, etc.**

- **Key topics covered in PPT final report –**
 - **Emotional journey**
 - **Market landscape**
 - **Patient archetype**
 - **TPP testing**
 - **Drug adoption rate**

