WebMD | Insights Lab

2026 Patient Profile Study

Migraine



WebMD | Insights Lab

The In-Market Dx Migraine Patient

Migraine Patient Overview

Up to 60% reach

of the Dx Migraine Universe

80% Have been diagnosed for **6+ years**

78% Describe the severity as **moderate-severe**

54% Migraine patients are suffering from **Acute Migraine**

38% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Current Treatment



58% OTC Migraine Meds

37% Triptans

26% Preventative Rx

Effectiveness

1 in 4

Current treatment is moderately to not effective

Switching

57%

Switched their treatment plan after initial care

Information Researched on WebMD

55% Living With Migraine

53% Medication Details & Side Effects

47% Latest News & Developments on Treatment

41% Complications & Symptoms

Actions Taken After Research

1 in 2

Talked to a doctor about their **condition**

1 in 2

Talked to a doctor about **treatment options**

Source: 2026 Patient Profile Study; Migraine

Treatment Landscape and Frustrations

27% Are **not currently treating or stopped taking** their Rx

Current Treatment

- **58%** OTC Migraine Medication
- **37%** Triptans (e.g., Imitrex, Zomig)
- **26%** Preventative Rx (e.g., Botox, Ajovy)
- **26%** Other Acute Rx Migraine Medications
- **25%** Alternative Therapies

3 in 5 Migraine patients have switched treatment since initial care

1 in 4 Current treatment is **moderately to not effective**

Treatment Frustrations

#1	#2	#3
Did not like side effects	Just Stopped Using It	Cost

#4	#5	#6
Treatment Not Working	Just Stopped Using It	Found Better Treatment

Source: 2026 Patient Profile Study; Migraine

Unsatisfied Migraine Patients are Actively Searching for Better Treatment Options

Treatment Desires

51%
Worked Faster

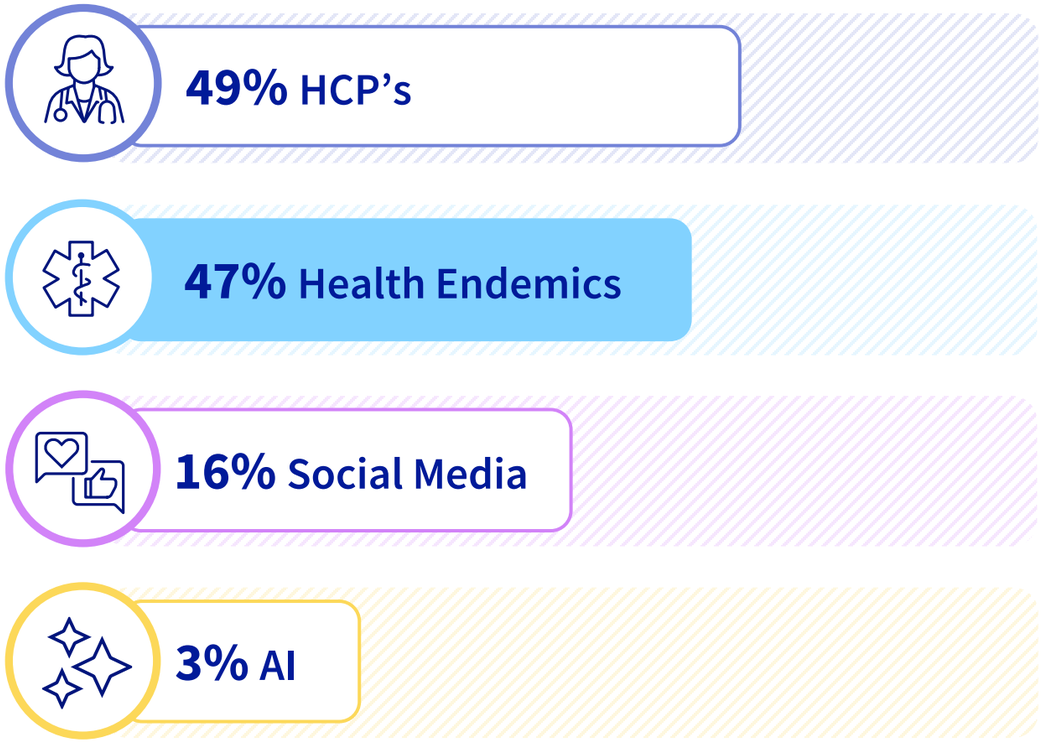
42%
Relief Lasted Longer

38%
More Affordable

20%
Can Be Taken Less Often

2 in 4 Are not knowledgeable about biologics and biosimilars, but **would like more information**

How Migraine Patients Stay Current on New Treatments



Source: 2026 Patient Profile Study; Migraine

Migraine Patients Turn to WebMD for Research at Every Stage of their Care Journey

3 in 5

Research online to prepare for an appointment

Information Researched on WebMD

55%
Living With Migraine

53%
Medication Details & Side Effects

47%
Latest News & Developments on Treatment

When Research Was Conducted	Before Diagnosis	After Diagnosis	While Managing
Symptom & Condition Information	49%	41%	**51%**
Lifestyle Information *(Diet, nutrition, Exercise)*	31%	50%	**54%**
Prescription Drugs	20%	**68%**	49%
Side Effects or Long-Term Use of Treatment	15%	**61%**	56%

Source: 2026 Patient Profile Study; Migraine

Migraine Caregivers are Actively Researching Throughout Every Stage of Care



Initial Diagnosis

43%

Research condition and symptom information on WebMD **after a loved one's initial diagnosis**



Condition Education

2 in 3

Look up **Living With Migraine** information on WebMD to stay informed on managing a loved one's condition



Appointment Preparation

73%

Do research online before a **loved one's HCP appointment** to prepare for effective conversations



Taking Action

1 in 2

Talk to their loved one's care team about treatment options after research on WebMD

Caregivers play a pivotal role across their loved one's Migraine journey actively researching, preparing, and guiding care decisions at every stage

Source: 2026 Patient Profile Study; Migraine

Migraine Patients Start with AI but Rely Heavily on Verification for Accuracy



69% of Migraine patients use AI to research their condition

AI Tools Used

- **69%** — **AI Powered Search Summaries**
- **41%** — **AI Chat Platforms** *(ChatGPT, etc.)*
- **20%** — **Virtual Assistants** *(Claude, etc.)*

62%

Verify the health information they receive from AI platforms

4 in 5

Verify the information using a trusted health site **like WebMD**

Source: 2026 Patient Profile Study; Migraine

In a World of AI Driven Answers, Migraine Patients and Caregivers Continue to Rely on WebMD

88%

Trust WebMD the most among all health sites

90%

Recommend WebMD for health information

93%

Quality of WebMD content is the best

99%

WebMD provides the most **valuable** content

ONLY 1 in 6

Trust **AI Search** results for health information

Source: 2026 Patient Profile Study; Migraine



Research on WebMD Drives Doctor Conversations

Type of Dr Treating Their Migraine

PCP/GP: **73%**

Neurologist: **54%**

Active Patients Visiting Their HCP

38% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Actions Taken After Research on WebMD

1 in 2
Talked to a doctor **about their condition**

1 in 2
Talked to a doctor **about treatment options**

Source: 2026 Patient Profile Study; Migraine