

European Migraine & Headache Alliance

# EMHA Activities report for 2022





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#### EMHA Higrain Headact Alliance



## Access To Care National Events

EMHA 2022 ACTIVITIES REPORT 4



## Access To Care Events and Comm. Campaign

The results of the "Access to Care" study per country were presented to policy makers, KOLs and general society in a series of events across Europe with an aligned message and Communication Campaign the same, in all the Countries:





## ATC: Italy

The EMHA (European Migraine and Headache Alliance), with the support of Motore Sanità, launched in Rome, the "Access to Migraine Care Survey" on 16 March.

EMHA's goal is to support migraine sufferers, as part of the pan-European"GetImpatientForMigraine" campaign. **Result:** The event was attended by politicians, who quickly mobilised to provide concrete answers for these chronic patients.

- Creation of a Scientific advisory board to the Italian Helath group at the Italian Congress.
- Approval of Migraine as a social disease by Italian law.

Lara Merighi's, representing EMHA, delivered a speech to the audience which included Senator Paola Boldrini, the Hon, Celeste D'Arrando and Nicola Provenza.

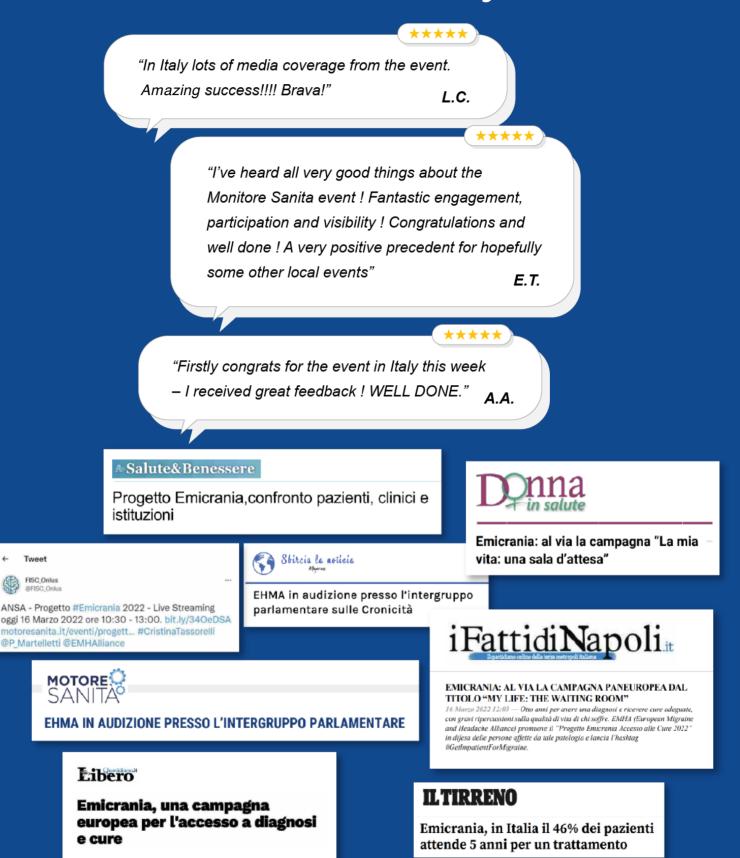


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#### Access To Care Events: Italy





## ATC: Portugal

On 12 September, to mark the Migraine Day of Action, Migra Portugal and EMHA organized an event to showcase the results of the Portuguese survey on access to care.

The opening session was led by Madalena Plácido (MiGRA Portugal), Dr. Raquel Gil-Gouveia (Portuguese Medical Society of Headache) and Dr. Isabel Luzeiro (Neurology Portuguese Medical Society). **Result:** The agenda included talks by members of Migra Portugal as well as representatives of the EMHA, closing with a round table in which different actors shared their perspective on "Migraine and headaches, what is the future?" including the previous mentioned as well as Dr. Maria de Belém (former Minister of Health) and Dr. Armando Alcobia (Pharmaceutical Services of the Garcia de Orta Hospital), moderated by the journalist Marina Caldas.





## ATC: Czech Republic

The CR patient organization Migréna-help and EMHA, the Czech Headache Society and a group of several pharma companies, organized the seminar: "Improving access to migraine care in the Czech Republic", which took place on 13 September 2022 in Prague and presented the results on the Access to Care Survey in Czech Republic.

The keynote speech was given by the president of Migrena-help, Msgr. Rýza Blažejovská, DiS. and the E.D. of EMHA, Elena Ruiz de la Torre, to the attendees which included representatives of the state administration,HTA bodies, health insurance companies, patient organizations, and the professional public. In addition, the panel featured MEP Martina Dlabajová, President of the Czech Headache Society Dr. Tomáš Nežádal, Dr. Jolana Marková, FEAN, Director of the Headache Diagnosis and Treatment Centre at Thomayer Hospital, and the founder of the Institute of Health Economics, Dr. Tomáš Doležal. The event was hosted by MUDr. Roman Kraus, MBA, Chairman of the Health Committee of the Senate of the Czech Republic.

**Result:** A commitment from the Ministry of Health to meet Migrena-Help To find out the unmet needs to be tackled

To improve the access to the best and most innovative treatments.





## ATC: Czech Republic











## ATC: Spain

On October 7th at the Spanish Parliament in Madrid, Elena Ruiz de la Torre, E.D. of EMHA, presented the results of the "Access to Care survey". The event also included a multidisciplinary colloquium entitled 'Challenges in access to migraine care in Spain', with the participation of healthcare professionals, managers and patient representatives. This was followed by the debate **'Let's put migraine on the political, health and social agenda of our country"**. Among those present were also Adolfo Suárez, 4th Secretary of the Bureau of the Congress of Deputies and Rosa Romero, President of the Health and Consumer Affairs Commission of the Congress, who opened the conference together with Isabel Colomina, President of AEMICE.





### Access To Care Events: Spain.





## ATC: Spain

On the scientific panel, the conference was moderated by Iñaki Gutierrez-Ibarluzea, Director of Organisational Innovation and Management of the Basque Foundation for Health Innovation and Research, with speakers Dr. Pablo Irimia, (neurologist and coordinator of GECSEN), with patient testimony from Verónica Sáez.

Dr. Pablo Baz. (Family doctor and coordinator of the Neurology working group in SEMERGEN),

Dr. José María Serra, (Member of the Coordinating Group for Neurological Patient Care of the Spanish Society of Hospitalary Pharmacy), who exchanged points of view and tried to find a better Access to treatments.

**Result:** Ministers and political party delegates agreed to meet with AEMICE to move forward a National Plan for Migraine





## Climate change and Migraine

The EMHA was part of this year's 6<sup>th</sup> Recent advances in quantitative remote sensing, International symposium.







Communication General Campaign for the Access to Care Proyect: #GetImpatientForMigraine



### Access To Care Events: #GetImpatientForMigraine

In 2021, we launched the campaign "The impatient chair" in which we denounced the 8 years that a migraine patient has to wait on average to get an effective treatment.

For 2022, we have evolved the message to talk not only about what happens in the waiting room, but also about what life is like for migraine sufferers. At the same time, we no longer have a single protagonist of the campaign, but three women and a man, to portray that 90% of the migraine sufferers in the Access to Care survey were women of different ages.

#### **GET IMPATIENT TO MIGRAINE VIDEO**





### Access To Care Events: #GetImpatientForMigraine

We developed visual materials specially designed with local data for the hosting country, so they could share the results of the Access To Care local study.

These materials were launched to reach the general audience and create awareness of the events, as well as the issues and findings extracted from the study.







During 2022 11 global companies joined the project and the video-quiz training was released in more than 12 languages.

Material was delivered for the project such as commercial documentation, guideline on the initiatives that can mitigate or eliminate the triggers for Migraine attacks at the workplace, documentation for the employee internal communication, videoquiz training about Migraine, a projectspecific website page as well as an external communication plan to promote companies that are a Migraine Friendly Workplace.

#### RECOGNIZED AS A MIGRAINE FRIENDLY WORKPLACE





Materials Delivered

#### Migraine Friendly Workplace Video-Quiz training

1> Which disease is suffered by more than 1 billion people worldwide? \*

A Depression
B Backpain
C Migraine
■ Fibromyalgia
E Other

### Your company has mobilized to become a Migraine Friendly Workplace





Project developed in collaboration with KPMG as a partner.



send an email to np@emħalllance.org Under the auspices of the International Headache Socie

#### WORKPLACE ADAPTATIONS – INITIATIVES DETAILED DESCRIPTION





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## **Migraine Friendly Workplace**

External communication plan to promote companies that are a Migraine Friendly Workplace.



EMHA- European Migraine and Headache Alliance 634 seguidores 5 meses • 🔇

Thank you Eli Lilly and Company for becoming the first Migraine Friendly Workplace.

EMHA recognizes Eli Lilly and Company with the Migraine Friendly Workplace Stamp for their work done in raising awareness, within the company, for people living with migraine.

In addition, Eli Lilly and Company safeguards their employee's health, including those suffering from migraine, via capabilities and initiatives in place.

#TeamWorkingForMigraine #MigraineFriendlyWorkplace

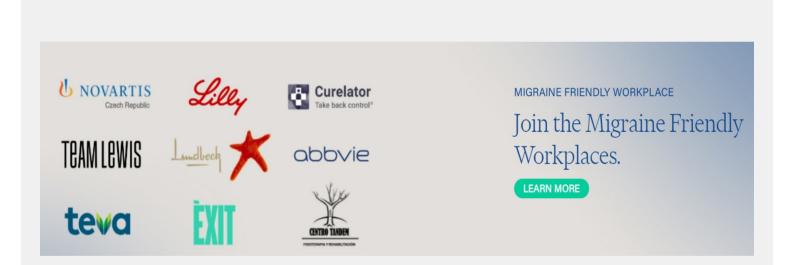
Ver traducción







For the 12th of September. Migraine Day of Action, we launched a communication campaign promoting the companies that had obtained the Stamp by adding a banner within EMHA's landing page and through social media.





We also created a special action on social media for the 1st of May, international labor day. This campaign was shared on LinkedIn, where we encouraged users to visit a landing page in which by entering the number of employees in their company, they were able to estimate the approximate number of those suffering from migraine.



This is the approximate number of migraine sufferers working with you, although you probably may not have recognised them.

SHARE TO A COLLEAGUE 🍈

If you are concerned about absenteeism, be aware that presenteeism can be even worse. We would like to help you improve this situation and place your company as a leader in the integration of people with migraine.

LEARN MORE →

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As the project began to grow, we also realized that it had to evolve. So, in order to attract more companies, the Migraine Friendly project is now more than just a stamp. It has become a project that distinguishes companies that take a step forward in corporate social responsibility policies. Within this new focus, we started to develop a new landing page as well as a variety of content to help spread awareness within the company.







Companies that are part of the Migraine Friendly Worklace project.











f caixa popular

Happyforce











Equipo colaborador Dirección GDES





Consejo de Enfermería de la Comunidad Valenciana

TRIBUS





## **Brain Awareness Week**



## **Brain Awareness Week**

To celebrate the #BrainAwarenessWeek the EMHA created and distributed 6 short videos of renowed neurologists and patients sharing their advice to keep a healthy brain. The neurologists who participated in the campaign were:

Prof. Peter Goadsby, Prof. Cristina Tassorelli and Arao B. de Oliveira, PhD.The patients, supported by EMHA's member Hodepine Norge shared their main hobbies and tips for avoiding migraine attacks.

The campaign was created with the support of Lundbeck.



#### **GLOBAL RESULTS OF THE CAMPAIGN**

Total videos published	Impressions	Reach	Video Views	Engagement	Engagement rate
18	9412	6826	6220	326	4,8

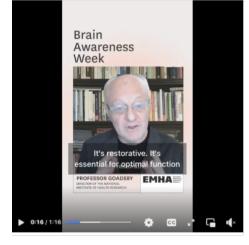


### **Brain Awareness Week**

#### Healthcare professionals videos

For this year's **#BrainAwarenessWeek**, Professor Goadsby shares some useful tips on how to keep your brain healthy. In order to do so, he suggests focusing on 3 main items:

Sleep
 Diet
 Blood pressure
 Watch the video to find out more!



Prof. Cristina Tassorelli shares her advice on keeping a healthy brain and preventing migraine for this #BrainAwarenessWeek.

#### Exercise

And you, how do you keep your brain healthy?

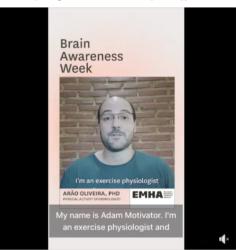
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Physical activity epidemiologist Arao B. Oliveira reminds us of 3 tips to keep our brains healthy during this #BrainAwarenessWeek.

1. Accumulate 150 to 300 minutes a week of moderate to vigorous exercise 象.

2. Perform 2 times a week muscle training exercise 🟋.

3. Avoid spending too much time in a seated position #



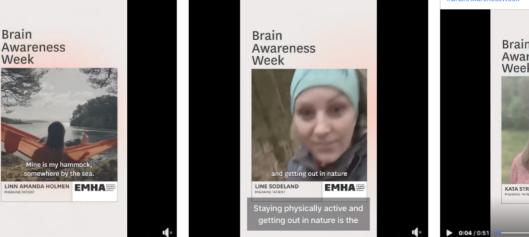
Patients videos



During this #BrainAwarenessweek we asked migraine patient Linn Amanda Holmen to share some tips for managing migraine and maintaining a healthy brain .

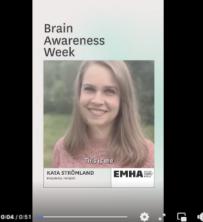
Watch the video to find out more!





For this #BrainAwarenessWeek, migraine patient Kata Strömland shares the hobbies and activities that help her keep a healthy brain. Can you guess them?

Watch the video to find out more.





## **EMHA Newsletters**



### Newsletter

During 2022 we focused on creating regular email communications to our subscribers, mainly sharing EMHA's political activities and achievements.

Throughout the year, the opening rate was 41,7% and the click rate was 1,3%.









### Newsletter







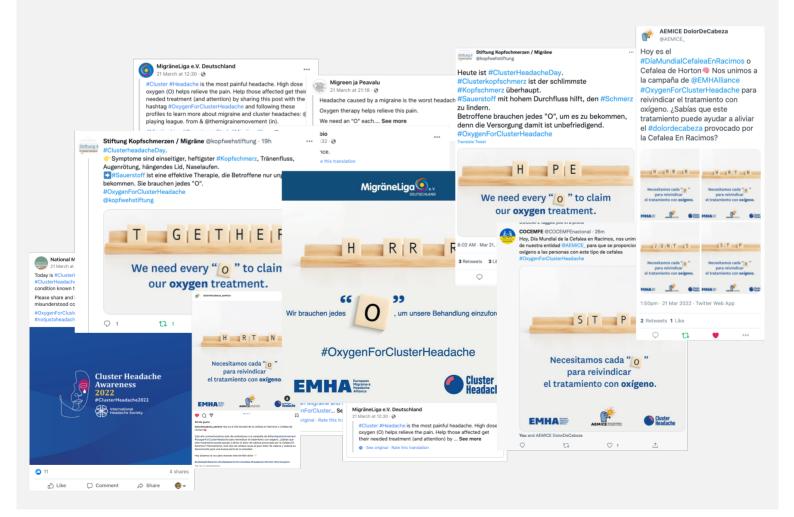


## Cluster Headache Day



### **21st March- Cluster Headache Awareness Day** "O is for Oxygen"

The goal of the campaign was to create awareness of Cluster Headache and the importance of having access to high flow oxygen treatments. In order to achieve this, we created an online campaign shared with the hashtag #OxygenForClusterHeadache. The campaign was based on the Scrabble board game, but, all the words were related to the feeling CH sufferers have regarding their illness.





## **21st March- Cluster Headache Awareness Day** "O is for Oxygen"

We created different images around this topic and encouraged all the CH associations to share them on their social media channels. These images were also translated into Spanish, German and Portuguese, by request of the associations, to encourage the conversation in their own language.





## **Communication Plan**



## Communication Plan: Social Media 2022

Strategy: In 2022 we focused on making our community stronger and increasing the engagement. With more in depth knowledge of EMHA's audience needs, we adjusted the content and message in each social network, with the aim of covering different audiences based on their knowledge of migraine and the EMHA.

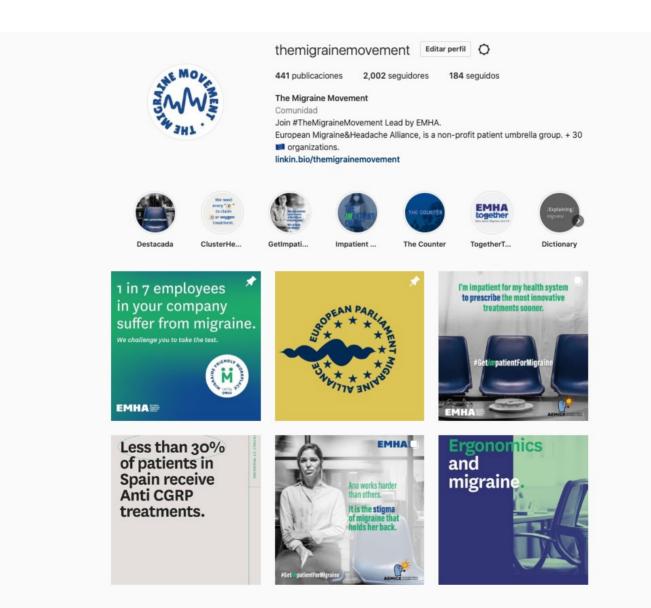




## **Communication Plan:** Social Media 2022

#### Content Lines by verticals:

- **o1.** Women and Migraine
- **02.** Migraine at Work:
  - Migraine Friendly Workplace
- **o3.** European Parliament Migraine **o6.** Dayketing Alliance: Policy work activities.
- **04.** The Impact of Migraine:
  - Data Content
- **05.** Is it Migraine?





### Communication Plan: Social Media 2022

The EMHA's community gains strength.

People reach on our social media channels thanks to the sum of the activities by the EMHA during 2022	193032
Increase in the number of followers of social networks (6577).	+27,04%
Engagement with our social media content in 2022.	104,10%
Increase in time spent per session in the EMHA's website.	+51,85%

\*RESULTS FROM JANUARY TO SEPTEMBER 2022 COMPARED TO SAME PERIOD 2021



# **Policy Affairs**



## EU Affairs Achievements 2022

#### Planned stamp implementations

#### **Policy Achievements**

- Proposal and inclusion of amendments for the "Towards a Common European Action on Care" Initiative
- First time inclusion of migraine in European documents: "Towards a Common European Action on Care" & "Mental Health in the Digital world of Work"



#### **Position Achievements**

- Regular contact with key MEPs such as Susana Solís Kira Marie Peter-Hansen and Sara Matthieu for the positioning of EMHA in the European health debate and for the submission of amendments and opinions on EU initiatives.
- Meeting with Rosa Estarás to discuss the submission EMHA's proposed amendments to the initiatives and present the alliance projects to the MEP.
- Meeting with Jordi Cañas to discuss the proposed amendments for the initiatives and present EMHA's projects.
- Meeting with Deirdre Clune to discuss the European Parliament Migraine Alliance, the future event and other EMHA projects.
- Coming up: 1-to-1 meetings with other key MEPs inside and outside the Alliance, e.g.: Sara Matthieu & Kira Marie Peter-Hansen



## EU Affairs Achievements 2022

#### **European Commission**



- Provision of Stakeholder input for the EU.
- Non-Communicable Diseases initiative.

European Parliament Migraine Alliance



- One new member of the Alliance, Spanish MEP Jordi Cañas from Renew Group: 8 members in total.
- Coming up soon: On –Site Meeting with the Alliance in Brussels.

#### EMHA Projects



- Proposal of a new approach for the project more adequate for the EU institutions and key stakeholders inside them.
- Content creation on the topics of EU Affairs and Policy Makers for the monthly newsletter.
- Regular contact with key non-institutional stakeholders.
- Attendance to EFNA General Assembly.











## EU Affairs Achievements 2022

#### **EU Funding Projects**



 Introduce EMHA as a value-adding partner in the EU4Health call on Mental Health. Dialogues with different organizations and consortiums to position EMHA as part of the Project.

Ongoing: Management of EMHA's possibilities to Benefit from EU4Health Operating Grants



## EU4health

#### **European Events**



• The Organization of an event under the theme "safety and health at work" with the support of OSHA.

Sponsorship of the event by MEP Pablo Arias.

Dates: Event scheduled for April 2023







## EMHA Activities with other Stakeholders



### Science



#### **IHS Corporate Meeting**

	IHS Corporate A	Advisory Roundtable		
		cember 2021 al meeting		
	N	linutes		
Participants IHS	Cristina Tassorelli Rami Burstein Messoud Ashina Patricia Poco-Rosich Gisela Terwindt Hans-Christoph Diener	Industry representatives Abbvie – Laurent Delahaye, Mudra Kapoor Amgen – Mahan Chehrenam, Denise Cheu, Bai Coll, Ar Khodavidi, Gabriel Para da Shuo Lima Biohanen – Courtney Cupples, Gil Thalion electroCore – Eric Leibeir, Leil Strickland		
Patient groups	Elena Ruiz de la Torre (European Migraine & Headache Alliance) Audrey Craven (Migraine Association of Ireland)			
Topic				
Welcome and Introductions	<ul> <li>Cristina Tassorelli w the meeting</li> </ul>	elcomed participants and thanked them for attending		
Cluster headacht guidelines reviev	<ul> <li>Trials in Cluster Hea</li> <li>Last cluster Headaci</li> <li>Working group for j and Rigmore Jensen,</li> <li>Working group disc recommendations of published many thi been many trials. In experience with set</li> </ul>	terrational includes' society for Controlled Cincol dock - sector for Romathatin review on 25 December to (CH) quotellens published in 1955 socialistics revision for by Juan Schonen, Michael Ferra adorg unity hourge neurologists. Social with FK Slades Two to implement come on adorecents members time to review – since the last guidelines were gis Twar changed in the field of CH and there have gis Twar changed in the field of CH and there have gis Twar changed in the field of CH and there have gis trave changed in the field of CH and there have depresent in situation (Calquest I have considerable of the more discussion (Sica an areae an orther		
	if it's felt there is ne meeting	eed for more discussion ins can arrange another ines will be sent to EMA and FDA for review		

#### International Headache Symposium



Please complete and return	n to:
EAN Head Office	
Breite Gasse 4 / 7	
1070 Vienna	
AUSTRIA	
Fax: 0043 1 889 05 03 13 Email: scientific@ean.org	or

I The purpose of this form is to provide the EAN with information about your other interests that could influence how they receive and understand your work.

Name of the task force/guideline: guideline on migraine treatment

Section 1. Identifying Information

1. Your first name Elena 2. Your last name Ruiz de la Torre

3. Date of completion of form 11/04/2022(DD/MM/YY)

4. E-mail address: elena@emhalliance.org



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#### MTIS Opening Ceremony + EMHA booth

The EMHA was part of the MTIS event, organized by <u>The Migraine Trust</u>, giving voice to all migraine sufferers around Europe.

Elena Ruiz de La Torre, Executive Director of the EMHA, (representing the EMHA) together with Professor Peter Goadsby, Chair of the Scientific Programme Committee, and Michelle Walder, President of the Migraine Trust all participated in the opening ceremony of the event.

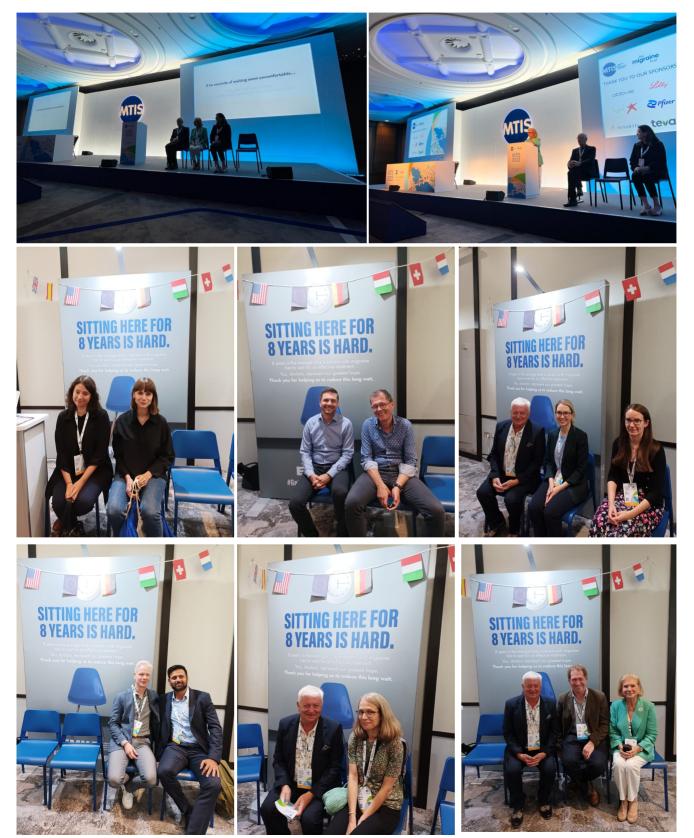
To expose the painful truth about the delay in access to treatment and correct diagnosis of migraine, the speakers sat for 80 seconds in complete silence. The uncomfortable silence in the room was followed by an explanation of the activity, as well as a video thanking the scientific community and industry for their constant efforts to reduce waiting times for patients.





















#### MTIS Opening Ceremony + EMHA booth

Participation on the documentary for migraine with IHS and Ander Cnattingius.





#### EHC Vienna: Stigma Roundtable

EMHA's Executive Director Elena Ruiz de la Torre launches the Stigma Project at European Headache Federation Congress at a roundtable with Neurologist, Industry, Editors and Patients.





## **Scientific Projects**

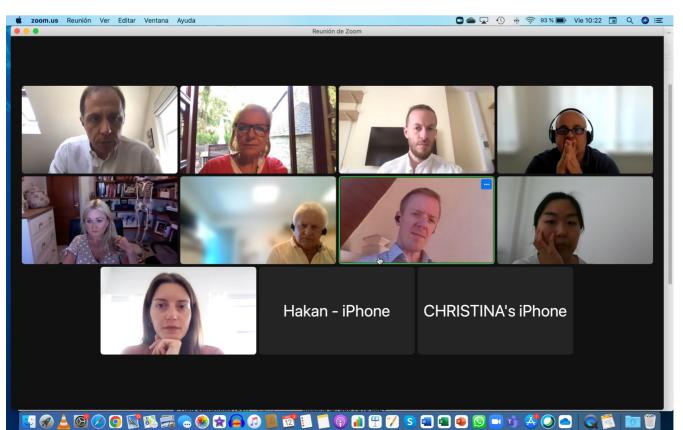
META ANALYSIS PROJECT – MNA ON MIGRAINE PROTOCOL with Prof. Diener, Prof. Ashina et al.

Office: Hufelandstrasse 26 45147 Essen, Germany Tel. 0049 201 723 6540 Fax 0049 201 723 6918 E-Mail: <u>hans.diener@uk-essen.de; hans.diener@uni-duisburg-essen.de</u> <u>https://www.uni-due.de/hc-diener/</u>

Ver más de Andrea Cipriani



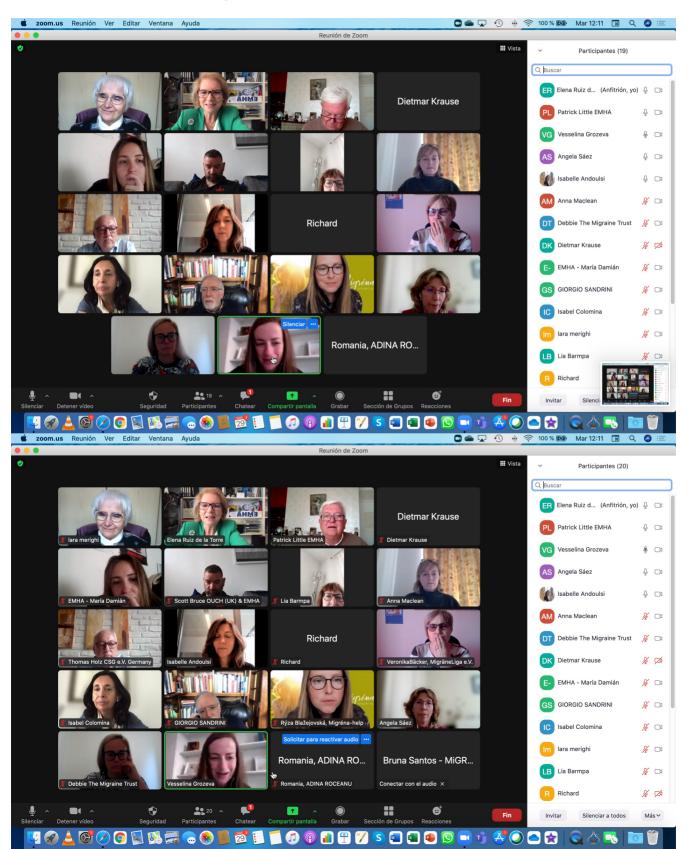
#### Meta Analysis projects on migraine medication side effects





### **EMHA Internal Meetings**

#### General Assembly

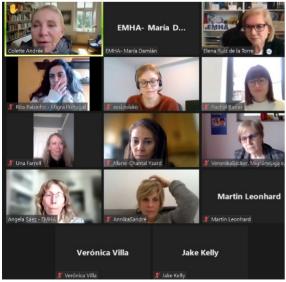




### **EMHA Internal Meetings**

Members' meeting







## **EMHA Internal Meetings**

Board meetings





## **Meetings with Members**

Migräneliga with Mrs. Veronika Bäcker



Dr. Nekelle Cools from Hoofpijnnet



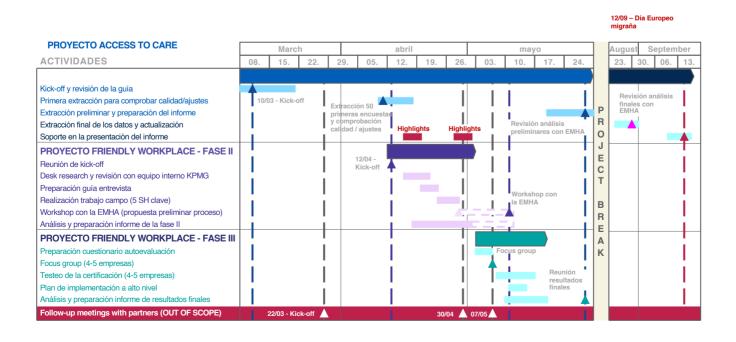
## Collaborations

#### KPMG



### Work calendar KPMG - EMHA

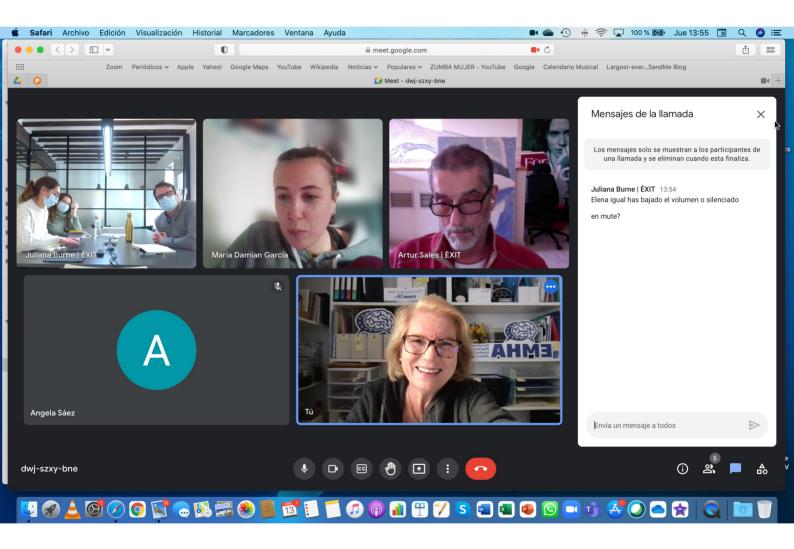
Access to Care and Migraine Friendly Workplace projects





## Meetings with the EMHA

#### Communication Agency EXIT-UP



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## Meetings with the EMHA

#### Participating at national webinars

## SOBRE MIGRAÑA



Elena Ruiz de la Torre. Vicepresidenta de AEMICE





Dr. Samuel Díaz Insa. Neurólogo

Lill

Colabora

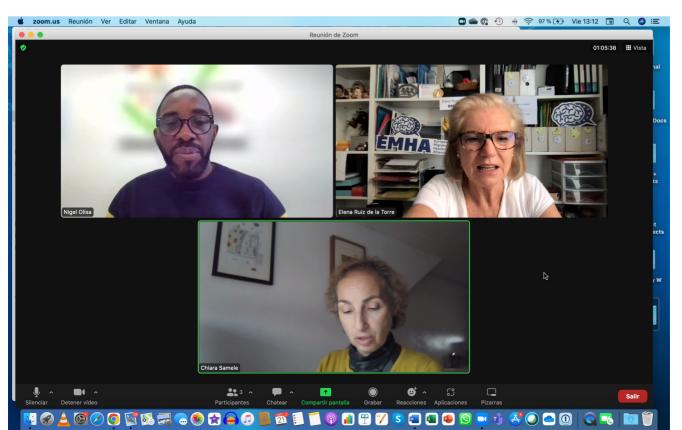


## Meetings with the EMHA

#### MTG with EFIC



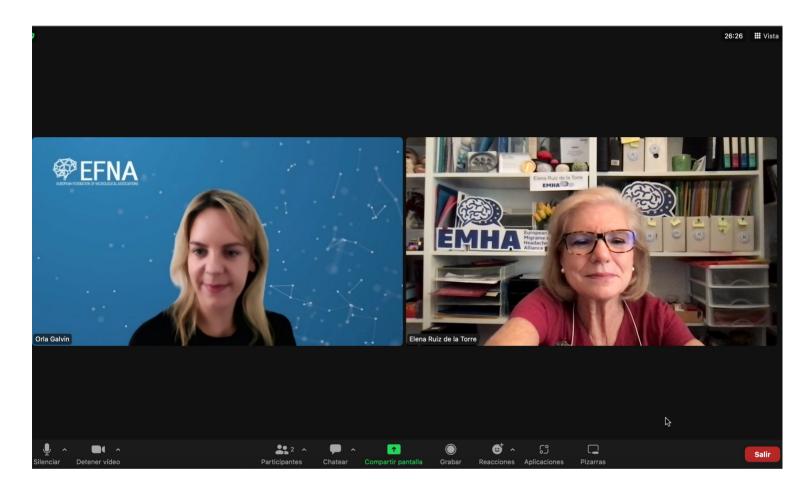
#### Gamian – Mental Health Nov. 9th Migraine and MENTAL HEALTH WEBINAR





## **Other stakeholders**

#### EFNA



#### **EFNA**

## Addressing Gender Equity in Neurological Care

**UPCOMING WEBINAR** Oct 4, 14.00-15.00hrs CET

#### **GUEST SPEAKER**

Elena Ruiz de la Torre, Executive Director, European Migraine and Headache Alliance (EMHA)

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## **Other stakeholders**



#### Brain and Food Webinar

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## **Other stakeholders**

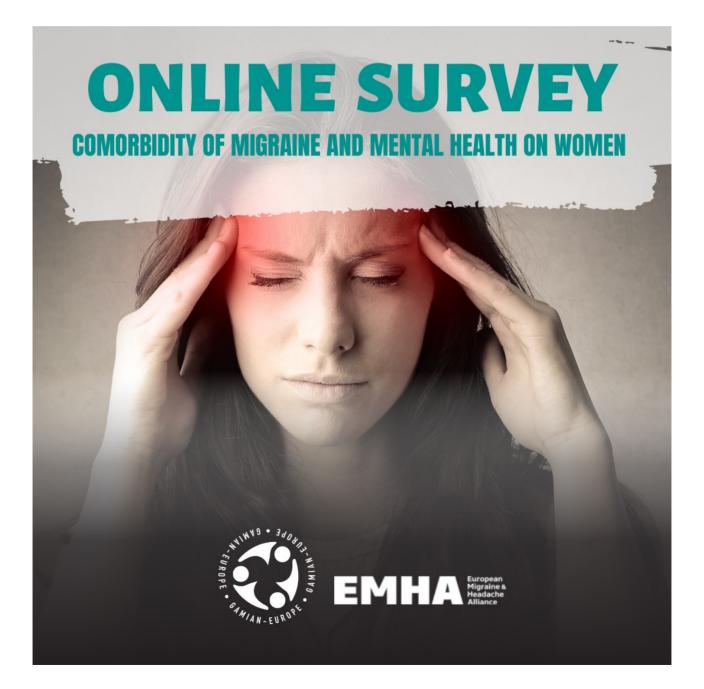
GAMIAN-Europe Next Webinar on Migraine and Mental Heath in Women: 9th November 15.00 CET





## **Other stakeholders**

Online survey with GAMIAN on Comorbidity of Migraine and mental health on women.





#### Lundbeck: #1VoiceSummitLundbeck



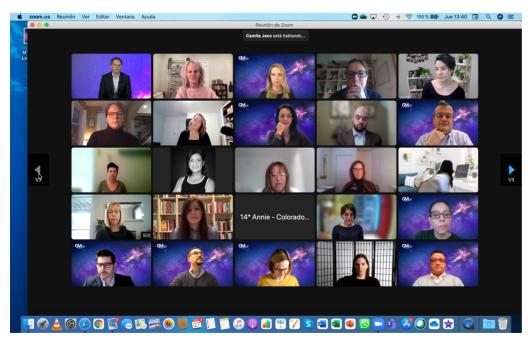
#### Migraine Advocacy Advisory Board-Lundbeck





#### Abbvie General Managers Meeting

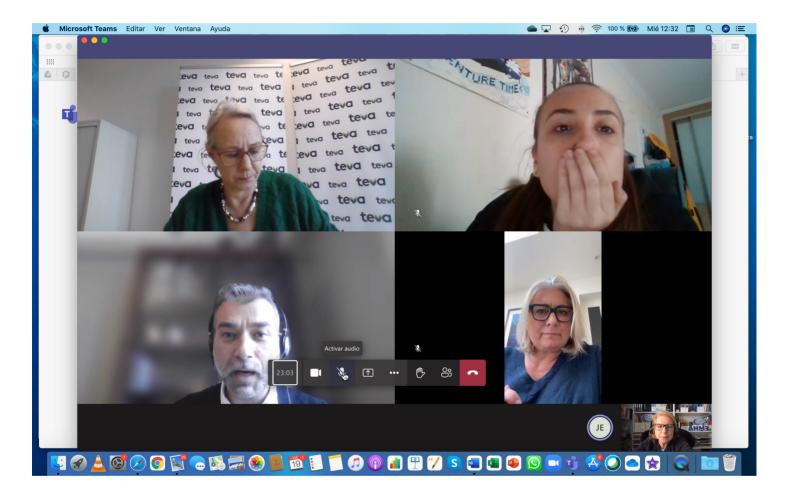




#### <u>Grünenthal Foundation:</u> <u>The challenge of care for people with chronic pain in the Valencian Region</u>

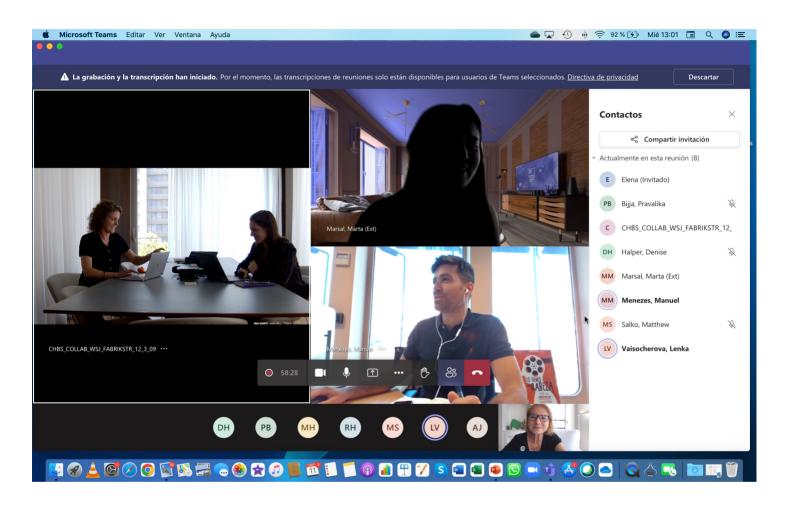


#### Teva





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## Industry

# Sanofi: Publications on social media and Migraine interaction

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	and migraine sufferen	rs	n.		2 30°
	Sponsor: Author:	Sanofi Namél Luminita CONSTANTIN	_		
		Title: Global Medical Lead for Headache Pain Care Address 1: 82 Avenue Raspail Address 2			
		Mailstop City, State Zip code: 94 250 GENTILLY - FRANCE T: +33(0)1 55 71 60 95 M: +33 (0)608 747 790			
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Facial pa	ain		Other secon	dary headache disorders	
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	preventive therapy			d biomarkers of headache disorders	
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# Sanofi: Publications on social media and Migraine interaction

EMHA participates actively in several projects and research of new molecules and treatments.



## Thank you.

