



Lilly Announces Initiation of the Observational Survey of the Epidemiology, Treatment and Care of Migraine (OVERCOME) to Advance Understanding of Burden, Impact and Epidemiology of Migraine

June 29, 2018

OVERCOME Aims to be Largest Study of its Kind With 40,000 People with Migraine

INDIANAPOLIS, June 29, 2018 /PRNewswire/ -- Eli Lilly and Company (NYSE: LLY) announced today initiation of the **ObseRvational Survey of the Epidemiology, tReatment and Care Of MigrainE (OVERCOME)** study, which aims to be the largest study of its kind in the field of migraine, engaging 40,000 people with migraine throughout the U.S. during the next two years. The objectives of the study are to further understand the burden of migraine and the stigma experienced by people living with migraine, identify barriers to the use of preventive and acute treatments for migraine and to assess how the introduction of novel preventive and acute treatment options may influence delivery of migraine care and costs of care in real-world settings.

"Though more than 36 million Americans are living with migraine, there is a lack of recognition and appreciation for the burden and impact of this neurobiological disease," said Eric Pearlman, M.D., Ph.D., medical fellow, Eli Lilly and Company. "As a potential new generation of treatments become available for migraine, we need a new conversation to appropriately frame the burden of the disease and the benefits of optimal treatment."

The OVERCOME study is a two-year, multi-wave prospective, web-based patient survey that leverages learnings from the American Migraine Prevalence and Prevention Study (AMPP), the seminal, longitudinal, population-based migraine study initiated in 2004. Baseline data from OVERCOME will be available in 2019, and data collection on the study is expected to end in 2022.

"This type of research – and at this scale – is crucial to our continued understanding of migraine and to inform clinical practice and patient access as treatment evolves," said the chair of the study's Scientific Advisory Panel, Richard B. Lipton, M.D., professor of Neurology, professor of Epidemiology and Population Health and director of Montefiore Headache Center, Albert Einstein College Of Medicine. "With the AMPP Study, we aspired to understand the life course of migraine, the patterns of treatment and the effect of treatment on the patient journey. OVERCOME builds on insights from the AMPP Study and seeks to provide an up-to-date, comprehensive view of migraine, particularly in light of recent and emerging therapeutic innovations."

The OVERCOME study is being conducted by Kantar Health on behalf of Eli Lilly and Company with expert guidance provided by some of the leading voices in migraine research today, including:

- Dawn C. Buse, Ph.D., clinical professor of Neurology at the Albert Einstein College of Medicine, assistant professor in the Clinical Health Psychology Doctoral Program of the Ferkauf Graduate School of Psychology, Yeshiva University
- Michael L. Reed, Ph.D., managing director of Vedanta Research
- Richard B. Lipton, M.D., professor of Neurology, professor of Epidemiology and Population Health and director, Montefiore Headache Center, Albert Einstein College Of Medicine
- Robert E. Shapiro, M.D., Ph.D., professor of Neurological Sciences, Robert Larner, M.D., College of Medicine at The University of Vermont
- Sait Ashina, M.D., director of Comprehensive Headache Center, Departments of Neurology and Anesthesia, Critical Care and Pain Medicine, Beth Israel Deaconess Medical Center, Harvard Medical School

About the OVERCOME Study

The OVERCOME study will enroll two 20,000-person population samples to be followed longitudinally for two years. The first population sample will begin enrollment in August 2018 to establish the baseline, followed by enrollment of the second population sample after the broad availability of the anti-calcitonin gene-related peptide (CGRP) class of medications, a new generation of preventive treatments for migraine, and potential advances in acute treatments for migraine.

About Lilly's Commitment to Headache Disorders

For more than 25 years, Lilly has been committed to helping people suffering from headache disorders, investigating more than a dozen different compounds for the treatment of migraine, cluster headache and other disabling headache disorders. These research programs have accelerated the understanding of these neurobiological diseases and furthered the advancement of Lilly's comprehensive late-stage development programs for the prevention of migraine and cluster headache, and for the acute treatment of migraine. Our goal is to make life better for people with headache disorders by offering comprehensive solutions to prevent or stop these disabling diseases. The combined clinical, academic and professional experience of our experts helps us to build our research portfolio, identify challenges for healthcare providers and pinpoint the needs of patients living with migraine and cluster headache.

About Eli Lilly and Company

Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that mission in all our work.

Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at www.lilly.com and www.lilly.com/newsroom/social-channels. P-LLY

Refer to: Jen Dial; dial_jennifer_kay@lilly.com; 317-220-1172 (Lilly Bio-Medicines)

The Lilly logo is rendered in a vibrant red, cursive script. The letters are fluid and interconnected, with a classic, elegant feel. The 'L' is particularly large and prominent, leading into the 'i', 'l', 'l', 'e', and 'y' which follow in a similar flowing style. The overall appearance is that of a handwritten signature or a stylized brand mark.

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SOURCE Eli Lilly and Company