



MEDIA RELEASE

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For immediate release

Launch of the book “ Brain Health of All “ and Migraine Patient App as part of the campaign Ending Migraine, Improving Lives A Game Changer : Australian Institute of Migraine (A.I.M.) continue to promote brain health all

Launching 30th October 2022 at 4.00 pm , the Australian Institute of Migraine (A.I.M.) offers the story as a book and a new patient centered App . We aim to improve access to multidisciplinary, integrated, specialist care focused on improving the lives of those who suffer from migraine through a patient app that will connect patients with primary care physicians, specialists with better access to care, research and education under a one digital roof.

A.I.M. acts like a hub that helps connect those who suffer from migraine with medical, specialist and allied health practitioners including neurologists, psychologists, psychiatrists, social workers, dietitians, exercise physiologists, physiotherapists, and vision specialists. As well, it conducts research, and promotes education and public awareness aiming to end migraine.

“This is a game-changer,” says senior neurologist, President, Asian Regional Consortium for headache, Co-Chair, World Brain day and A.I.M.’s Founder/Medical Director, Professor [Tissa Wijeratne](#), who also suffers from migraine.

A.I.M. was co-designed by patients and families in collaboration with leading headache specialists from Australia and overseas including several Past Presidents of International Headache Societies. “Our aim is to be indispensable for the patients, families, clinicians, researchers including industry.”

Providing access for patients hindered by location or finances is also a key priority:

- Tele-health consultation means that no matter how remotely someone is based in Australia, they can see a specialist without a six-month waitlist.
- A tiered system: partnerships with universities and hospitals enable registrars in training to offer consultation, under the supervision of leading neurologists, at a reduced gap fee. At the same time, this immersion improves the knowledge base for migraines by keeping it in focus.

“Migraine is the leading cause of disability in Australia. The cost to the Australian economy is estimated to be over \$40 billion and yet this disorder continues to be the least well managed as we [published](#) through our collaborative work across 57 Emergency Departments nationally, recently.

“We must work hard to make migraine a thing of the past. Migraine continues to be the most neglected, least respected, worst managed medical disorder in Australia.”

“There is very little teaching on this topic in our medical schools and neurology specialist training programs. We are in desperate need for research, education and better support and end this misery forever.”

“This disease does not discriminate. Given the numerous ways it impacts people all over the world, certainly in Australia it’s vital that we pave the way for better patient care, increased education and impactful research.”

Migraine is More than Just a Headache

Migraine is a disabling neurological disease. It is characterized by severe head pain, cognitive impairment, nausea, vomiting, dizziness, vertigo, and sensitivity to light, sound, and touch. It is also highly associated with other diseases such as stroke, heart disease, epilepsy, depression, chronic pain, among others. In order to help patients, find relief and improve their quality of life, early diagnosis and access to effective treatment is vital.

“Providing patients with appropriate, evidence-based care would dramatically move the needle on the global burden of migraine,” says Wijeratne. “There is a need for improved standards of care, so that all can access safe treatment regardless of financial situation, gender, culture or location.”

“Despite the fact that migraine is the leading cause of disability in Australia, our national medical research funder, NHMRC allocated very little money towards migraine research. From 2007-2017, NHMRC allocated only 0.09% towards migraine research despite the near \$40 billion lost productivity due to migraine in 2018 alone”, says Prof Wijeratne.

“We did not have a dedicated research, education clinical service hub for Migraine brain health promotion in Australia . The book shares the story about our journey to date. The App is aim at connecting the key stake holders of better brain health together We are thrilled to bring this unique, patient centered since the very inception of the idea to the future, co-designed with the help of patients and families with fifteen high quality headache experts and multi-disciplinary team under the same rooftop with virtual access to the patients from all corners from Australia as we continue expand our services nationally,” says Prof Wijeratne.

“ One in three of us are having a brain disorder. No health without brain health. Majority of the brain disorders are preventable, and it is time we advocate for better brain health for All” Says Prof Wijeratne

Quick Facts

- \$40 billion – migraines cost to Australia in 2018
- 5 million – Australians who suffer migraine
- 1 billion – people worldwide suffer from migraine
- No.1 cause of disability in Australia = migraine
- Migraine is more than just a headache – it’s a chronic neurological disease

Further background:

- [Let's End Migraine](#)
- <http://migrainefoundationaustralia.org>
- www.archhub.org
- <https://www.instituteofmigraine.com.au>

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