

Leveraging virtual-first care to increase accessibility & affordability of specialist-level care for migraine patients



THE PROBLEM | Patients with chronic conditions face a host of obstacles: expensive specialty care, inaccessible doctors, poor outcomes, and a dehumanizing experience. Migraine specifically is the third most prevalent illness in the world, impacting 12% of Americans, with women being 3x more likely than men to suffer. This often stigmatized condition is highly disabling; it is the #1 cause of years lived with disability between ages 15 and 49. It also exacerbates mental health conditions — migraine sufferers are up to five times more likely to experience anxiety or depression and two times more likely to use opioids. Despite this disease burden, there is only one headache specialist for every 80,000 migraine sufferers in the U.S. Only 28% of primary care doctors are familiar with preventive migraine treatment guidelines.

THE INTERVENTION | Founded in 2017, Thirty Madison is the leading provider of evidence-based, cost-effective, specialist-level care for chronic conditions. Thirty Madison’s unique integrated care model brings the best digital health into one company: driving superior health outcomes while providing a patient-centric brand experience tailored to specific conditions. Today, the 30M portfolio includes specialist-level care and ongoing care management, providing care for over 1MM patients.

Cove, an end-to-end migraine solution, leverages a virtual-first approach to ensure migraine sufferers have access to specialist-level care, a full range of personalized treatments spanning innovative Rx, cognitive behavioral therapy, and non-Rx treatments, as well as ongoing care management, including access to an app-based migraine tracker. As part of this unique care model, patients develop an ongoing relationship with their Cove physician for continuous care.

Components:



Synchronous and/or asynchronous virtual interactions between a clinical team and an individual



An interdisciplinary approach that includes consults with specialists and other disciplines to provide comprehensive and longitudinal care



Patient self-report (e.g., symptom survey, pain scale)



Prescription and/or provision of traditional medications or digital therapeutics



Care navigation support



Personalized digital content supporting individual education and self-management in their health journey



Dynamic patient monitoring capability

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THE RESULTS | Cove’s integrated care model is designed to increase accessibility and affordability of specialist-level care for migraine, delivered within a branded experience patients love:

- Patient NPS: 73; 95% of patients are highly engaged
- 74% of patients would be very disappointed if they could no longer use Cove
- The median wait time for a patient to connect with a Cove doctor is less than a day, while the average wait time to see a headache specialist is over 15 months.
- 76% of Cove patients report a reduction in headache intensity, and 66% report a reduction in headache frequency
- On average, Cove patients see a 47% reduction in their MIDAS score (a clinically validated instrument that measures migraine-related disability)
- Cove has generated a 55% reduction in ER visits and a 46% reduction in urgent care visits for migraine.

“Cove has helped me get my life back. I can now focus better at work and actually enjoy my weekends. Without Cove, I would be a mess. I recommend it to all of my friends who are migraine sufferers like myself.” -Cove Patient

THE BENEFITS | 💰 **Affordability** + 🌐 **Interconnectedness** + 🎓 **Experience** + 👥 **Increased Reach** + ⚙️ **Efficiency** + 🗝️ **Access**

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