

Novel Audio Treatment for Migraine Sufferers Proves a Big Hit with Patients, GP's, Surgeons and Celebrities.

SUMMARY

- The News: Novel Drug Free Treatment for Migraines leads to a 48% drop in headache disability in just ten weeks.
- The System: Hypnosis audio programme developed and tested online for a PhD
- How it works: participants in the study listened to specifically developed audio recordings three times a week for ten weeks.
- The results of the study: 48% drop in headache disability and a 60% drop in pain catastrophizing (ruminating, helplessness and exaggeration) in ten weeks. There was thus a considerable change in thought processes related to migraines and ability and an increase in activities.
- Benefits:
 - It puts people with migraineurs in control.
 - None of the typical side effects associated with medication. The only side effect is relaxation
 - Affordable
- Feedback from one of the study participants: ' this has profoundly changed my life I cant believe that I spent all my life suffering from migraines and couldn't avail of this before and I would dearly love if anyone suffers from migraine could avail of this too because it is life changing in such an amazing way.'
- Endorsements: from celebrities, surgeons, GPs and patients
See www.promigraine.com for detailed endorsements

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PRESS RELEASE

If you suffer with migraines a novel new treatment for migraineurs has emerged after years of research. This audio programme is a natural alternative which has been proven to decrease disability by 48% in just ten weeks. If you are a migraine sufferer you may be familiar with the long list of medications prescribed – heavy duty drugs like betablockers, anti-emetic medication and even anti-depressants. If you have gone down this route you are probably also familiar with some of the side effects which accompany these drugs, not to mention the hefty price tag. And when they work they bring a great relief for sufferers but if a natural, drug free option to managing migraines appeals to you then read on.

Programme Developer

Sport Psychologist and Hypnotherapist Niamh Flynn at The Galway Clinic developed the audio programme and conducted a clinical trial using hypnosis for migraineurs via an online platform. The results and the feedback from participants on the trial have been startling. In just ten weeks participants noticed a considerable and positive change in their way of thinking about their condition as well as a drop of 48% in disability.

How it works

And all that is required, Niamh explains, is listening to the recordings specifically designed for migraineurs. 'Having worked with hypnosis for a long time and seeing the results on a behavioural level I decided to go back to college and read up more about why these results were happening and look more into the science behind hypnosis. The participants listened to one of the tracks three times a week over a ten week period. There was a steady decrease in disability in those who listened to the mp3s compared to the wait list group who did not receive them until after the trial was over'. Changes in thought processes were also monitored and measured using a standardized questionnaire. After the ten weeks there was a 60% drop in pain catastrophizing in the intervention group and that, like the drop in disability, showed a steady decrease over time. Pain Catastrophizing, Niamh explains, involves negative cognitive and emotional responses to pain and is characterised by rumination, helplessness and magnification. In essence, as one of the participants who took part in the study surmised 'I wouldn't be as dramatic or as you know, a disaster feeling thing. When something is bad it is still bad but when I was getting a migraine or off on my own it was a disaster and it was seriously, seriously bad where as now, I get past it when I use the mp3'. Another participant in the study was anxious that it should be available to more people. In her own words 'this has profoundly changed my life I can't believe that I spent all my life suffering from migraines and couldn't avail of this before and I would dearly love if anyone suffers from migraine could avail of this too because it is life changing in such an amazing way.' Although her migraines were chronic she explains that as a result of the

intervention the number of migraines have reduced dramatically. 'The first emotion that I am still dealing with is disbelief that I don't have migraines like I used to. The disbelief, is, I have a bubbling sense of joy and happiness so I am going around smiling all the time because of what has happened. This bubble of joy inside me that keeps coming to the surface and because I don't have this pain.'

New, Effective and Convenient Treatment

This is the first time an hypnosis programme for migraine sufferers has been specifically written and tested on an online platform. Niamh explains the benefits. 'It means that an effective medication-free programme is now available for migraine sufferers everywhere. They can listen to the CDs or MP3s in their own homes at a time that suits them.' The programme is available from the website www.promigraine.com and there are ten audio tracks in total. While Niamh initially wrote and tested four mp3s the feedback from participants was that they would like more variety and so she has now expanded the library to ten tracks. She has also written a book called 'ProMigraine' which has met with considerable acclaim from GPs, Surgeons and Celebrities alike. It can be ordered on Amazon via the www.promigraine.com website.

The title of the programme..

The name initially raised a few eyebrows and a few comments about whether it might be more aptly named 'anti-migraine' but as Niamh explains hypnosis is all about language and substituting negative thought patterns with more positive ones. 'The idea was to take a proactive approach towards managing migraines rather than suffering in silence and feeling the weight of not being able to do things. When I interviewed some of the participants after the study they mentioned that they were more active socially and that they didn't feel that they had to avoid long journeys and things like that. Essentially I think they felt a lot less restricted in daily activities.'

Events for migraine sufferers

Niamh has been asked to speak about her migraine study at the world renowned National Guild of Hypnotists Convention in Boston later this year. She will discuss the major contribution this scientifically proven program has made in terms of advancing our knowledge about the science of hypnosis in the treatment of chronic pain. It is a significant honour with thousands of delegates expected to attend. 'The guild have been in operation for 64 years and have members from 81 countries worldwide. The convention is a big draw for people interested in hypnosis as well as practising hypnotists who want to brush up on the latest skills.' On a local level I am planning an information day or evening for some time in June of this year where migraine sufferers can hear from both the medical and the complementary community about the symptoms of migraine and about some of the various treatments on offer currently.

Free MP3

As part of the launch of the new website Niamh has offered a free relaxation MP3 worth 28 euro for anyone signing up to the email list on the website

www.promigraine.com. She explains that this will give people an opportunity to experience hypnosis.