

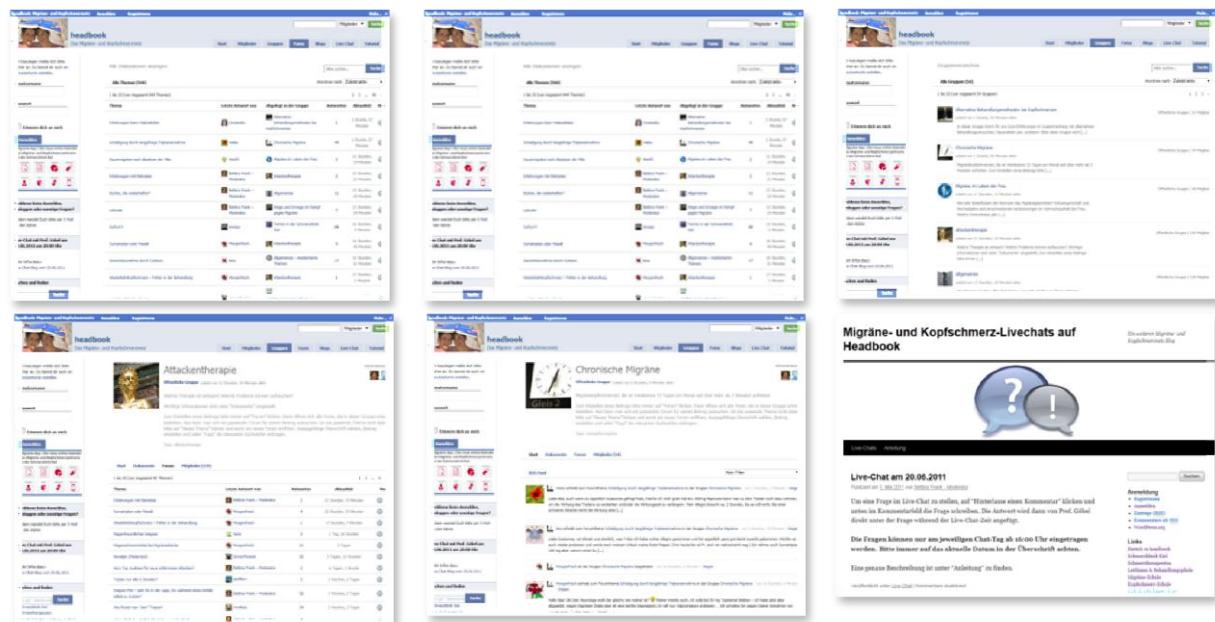
Headbook.me A new social network for headache sufferers against migraine and headache

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Background and Aims: Aims: Easy sharing of knowledge and information and benefiting from other people's experience is possible with social online networks. For example, Facebook is an internationally used platform to stay in touch with friends across the globe and to stay updated about what they are doing. Further developments are social communities, which concentrate on specific areas of interest. For migraine and headache sufferers, the social network Headbook was created.

Methods: People interested in migraine and headache treatment can present themselves at www.headbook.me with their own profile page, create individual blogs, discuss topics in specific sub-groups, share documents, photos, videos, information and experience. The network is available in German at present. It is actively moderated by users and experts of a headache centre.



Results: The platform is used by around 15000 visitors daily from the German-speaking countries. Users have created 52 topic areas. 64% of visitors return on a regular basis and use the social network 22 minutes per day on average. 97% rate the available information for the practical treatment of their headache as highly relevant.

Conclusion: Headbook is a modern way of permanent information exchange and increasing knowledge about all areas of migraine and headache. It is intensively used as an active self-help group, available 24 hours a day. Up-to-date Expert knowledge is made available to the network on a regular basis to aid practical and efficient healthcare.

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