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# What AI assistants answer about migraine and depression

United States, Denmark and Germany · by Theis Parker Frost (in10x.com) with the AIGeoAudit pipeline · 11 November 2026

I asked 12 questions about migraine, depression and schizophrenia in English (United States), Danish and German. Four are general health questions, four ask about a type of medicine, and four name a company or a product. ChatGPT answered each question twice and Claude once. I stored every answer, counted which companies and products were named, and gave every cited link a source type.

This paper reports what AI assistants answer and cite. It gives no medical advice and makes no claim about any product. The suggestions are about measurement and accuracy, inside the rules for medicine information to the public. Lundbeck had no part in it.

**108**
answers scored (ChatGPT 72, Claude 36)

**383**
cited links, each with a source type

**0 of 6**
ChatGPT answers on migraine prevention that name Vyepti

**94%**
of answers to general questions name no company

## Findings

1. **The first questions people ask name no company.** 94% of the answers to general questions, such as what to do about frequent migraines or how depression is treated, name no company or product. Lundbeck is named in 0% of them. These answers send people to public health sites instead.
2. **When people ask which medicines prevent migraine, ChatGPT leaves out Vyepti.** In all 6 ChatGPT answers to that question, across the three countries, the only product named is Botox. Vyepti is named in 0 of them. Claude names Vyepti in 2 of 3.
3. **When Vyepti is named, it comes last.** In 17 answers to open migraine questions that name Vyepti and at least one other CGRP antibody, Vyepti comes after Aimovig, Ajovy and Emgality in 16. The answers seem to follow the order of approval, and Vyepti was approved last. In the question about which companies make these medicines, Lundbeck is named after Novartis, Teva and Eli Lilly every time.
4. **In the US the assistant reads Lundbeck's own sites. In Europe it reads the authorities.** ChatGPT cites Lundbeck's own sites 4 times, all in US answers: the prescribing information and the Vyepti financial assistance pages. In Danish and German answers it cites no company site at all. There the sources are sundhed.dk (47 links in Denmark), EMA product information and the national medicine pages.
5. **The two assistants rely on different sources.** 61% of ChatGPT's links go to public health bodies, against 20% for Claude. Claude leans on hospitals and health publishers (32%) and press (14%). ChatGPT cites official medicine documents 44 times, Claude 1 time.

## Where Lundbeck is named, by question type and market

| Question type | Market | Answers | Names Lundbeck | Most named other company | Names no company | Most cited source |
|---|---|---|---|---|---|---|
| General health | Denmark | 12 | 0% | none | 100% | sundhed.dk (84%) |
| General health | Germany | 12 | 0% | none | 100% | bund.de (29%) |
| General health | United States | 12 | 0% | AbbVie (17%) | 83% | nih.gov (20%) |
| Medicine category | Denmark | 12 | 17% | Amgen and Novartis (17%) | 67% | sundhed.dk (28%) |
| Medicine category | Germany | 12 | 25% | Eli Lilly (25%) | 50% | awmf.org (13%) |
| Medicine category | United States | 12 | 67% | AbbVie (50%) | 17% | fda.gov (29%) |
| Company or product | Denmark | 12 | 100% | Amgen and Novartis (58%) | 0% | europa.eu (30%) |
| Company or product | Germany | 12 | 100% | Amgen and Novartis (50%) | 0% | europa.eu (26%) |
| Company or product | United States | 12 | 100% | Amgen and Novartis (50%) | 0% | nih.gov (15%) |

Named = the company or one of its products appears in the answer. The company or product questions name a product in the question itself, so they are not a test of visibility.

## Most cited sources per assistant and market

| Assistant | Market | Top sources (links) |
|---|---|---|
| ChatGPT | Denmark | sundhed.dk (33), medicin.dk (16), europa.eu (16), medicinraadet.dk (5) |
| ChatGPT | Germany | europa.eu (15), bund.de (14), gesundheitsinformation.de (9), leitlinien.de (8) |
| ChatGPT | United States | nih.gov (17), fda.gov (17), americanmigrainefoundation.org (13), nhs.uk (9) |
| Claude | Denmark | sundhed.dk (14), migrainecanada.org (2), org.au (2), regioner.dk (2) |
| Claude | Germany | pharmazeutische-zeitung.de (8), akdae.de (5), doccheck.com (4), ptaheute.de (3) |
| Claude | United States | harvard.edu (3), goodrx.com (3), healthline.com (2), psychiatrist.com (2) |

## Which sources each assistant relies on

| Source type | ChatGPT | Claude |
|---|---|---|
| Public health bodies | 61% | 20% |
| Hospitals and health publishers | 9% | 32% |
| Patient and professional orgs | 17% | 13% |
| Press | 0% | 14% |
| Journals and research | 8% | 12% |
| Commercial providers | 0% | 7% |
| Pharma company sites | 3% | 1% |
| Other: not classified yet | 2% | 2% |

## Recommendations

| # | Action | Owner | How to measure it |
|---|---|---|---|
| 1 | **Track the question “which medicines prevent migraine” every week, per assistant and market.** It is the point where a patient first hears product names, and Vyepti is missing there today. | Commercial data and AI, with the brand team | Share of answers naming Vyepti, and its position in the list. |
| 2 | **Check what the European sources say about Vyepti and keep the company's own documents current.** In Denmark and Germany the assistants quote EMA product information, sundhed.dk and the national medicine pages, never the company. | Medical and regulatory, with market access | Accuracy review of the cited pages per market, every quarter. |
| 3 | **Review the answers about access and cost before patients rely on them.** Answers on who pays for Vyepti differ by market and by assistant, and one Danish answer said it could not find a funding decision. | Market access, with legal review | Share of cost and access answers that match the current rules. |
| 4 | **Report every number per assistant and per market, on a fixed question set.** The sources differ by assistant and by market, and two runs of the same question do not agree. | Commercial data and AI | Overlap of cited sources between two identical ChatGPT runs is 45% today. |

## Limits

- The study is small: 12 questions and 108 answers. The numbers show direction, not precision.
- ChatGPT was measured through the API on GPT-5.6 Luna with web search on and the country set to the market. That is close to the app, not identical.
- Claude was measured through Claude Code on Sonnet, once per question. Its web search does not take a country, so the market only reaches it through the language.
- Names are counted by text match. Medical accuracy is not scored. 7 of 383 links have no source type yet.
- Lundbeck's numbers include Rexulti and Abilify Maintena, which Lundbeck sells with Otsuka.