

# What 231 neurology patient groups thought of 21 pharma companies in 2019

**PUBLICATION DATE: FRIDAY, OCTOBER 23rd 2020**

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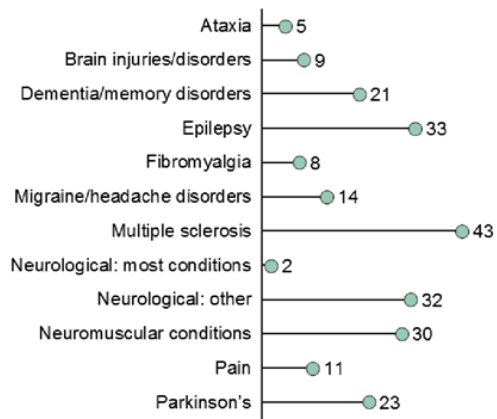


This is the 7th edition of 'The Corporate Reputation of Pharma - from the Perspective of NEUROLOGY Patient Groups'. These 2019 results are drawn from a survey of neurology patient groups, conducted November 2019 - February 2020.

Note: *The PatientView 2019 'Corporate-Reputation' survey took place largely before the Covid crisis became global.*

## **About the 2019 survey of neurology patient groups**

- **Country headquarters.** Respondent neurology patient groups came from 47 countries.
- **Geographic remit.** • 54% had a national geographic remit; • 26% were regional (an area within one country); • 12% were local; and • 7% had an international remit.



**Specialties of respondent neurology patient groups, 2019, Number of respondent patient groups**

### On the relationships that neurology patient groups had with pharma, 2019

- 54% of the 231 neurology patient groups responding to the 2019 survey worked with at least one pharma company.
- **The 21 companies included for assessment in the 2019 neurology ‘Corporate-Reputation’ analyses** (in alphabetical order):

AbbVie | Allergan | Ammirall | Bayer | Biogen | Eisai | Eli Lilly | Grünenthal | Ipsen | Lundbeck | Merck & Co/MSD | Merck KGaA/EMD Serono | Novartis | Pfizer | Roche/Genentech | Sandoz | Sanofi | Servier | Takeda/Shire | Teva | UCB

Many pharmaceutical companies have withdrawn from the field of neuroscience during the past two decades—mostly because of a series of clinical failures [Jacob Bell, ‘Big Pharma Backed Away from Brain Drugs. Is a Return in Sight?’, *Biopharmadive*, January 29th 2020]. This decline is reflected in the numbers of companies examined in the PatientView neurology analyses (only 21 companies qualified for inclusion in 2019, against 30 in 2018).

## Respondent neurology patient groups—their familiarity, and partnerships, with 21 companies, 2019

COMPANY	FAMILIAR WITH	WORKED WITH
AbbVie	55	20
Allergan	48	11
Almirall	25	8
Bayer	115	25
Biogen	94	40
Eisai	45	18
Eli Lilly	66	18
Grünenthal	36	13
Ipsen	23	6
Janssen	64	15
Lundbeck	54	28
Merck KGaA/EMD Serono	66	26
Merck & Co/MSD	56	9
Novartis	152	66
Pfizer	131	36
Roche/Genentech	124	46
Sandoz	66	9
Sanofi	105	31
Servier	20	4
Takeda/Shire	53	16
Teva	91	32
UCB	52	26

## What this report contains

**Industry-wide analyses:** The 2019 neurology ‘Corporate-Reputation’ report examines issues of importance to neurology patient groups, including three subjects that dominated the neurology patient-group/pharma landscape in 2019 ...

- pharma’s ability to innovate, and to provide high-quality drugs of benefit to neurology patients;
- shortages of neurology drugs;
- equitable access to neurology drugs; and
- patient engagement in neurology R&D.

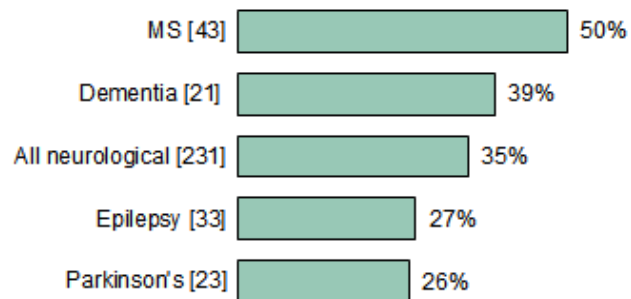
Analyses are reinforced by extensive feedback from 2019’s respondent neurology patient groups [found in Appendix I of the report], organised according to the countries of the respondent patient groups.

# Key industry-wide findings for neurology, 2019

## The corporate reputation of the pharma industry as a whole, according to patient groups specialising in neurological conditions

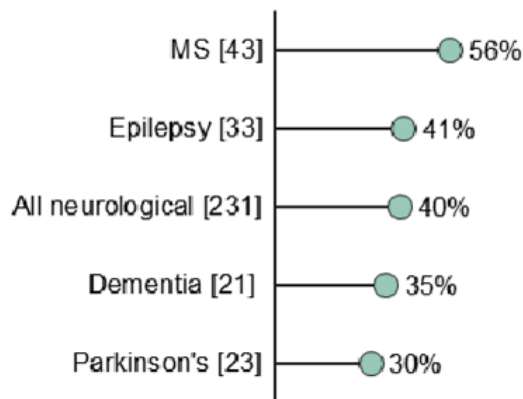
2019's respondent neurology patient groups held diverse opinions about the pharmaceutical industry (depending on the neurological specialty of the organisation). While 50% of 2019's 43 respondent multiple-sclerosis patient groups thought that the pharma industry had an "Excellent" or "Good" corporate reputation, only 26% of 2019's 23 respondent Parkinson's patient groups said the same [see chart below].

**The corporate reputation of the pharmaceutical industry, 2019,**  
*Percentage of different respondent neurology patient groups stating "Excellent" or "Good"*

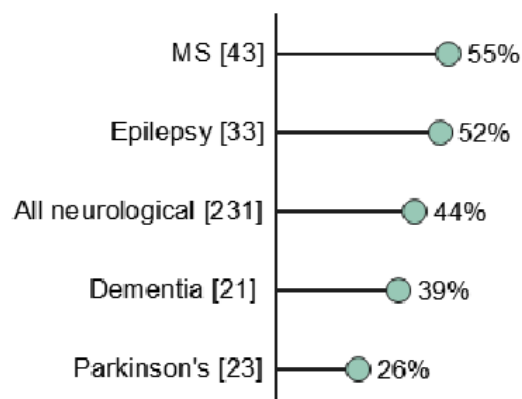


Disparate views were also expressed by neurology patient groups when scoring the industry for its ability to carry out activities of importance to neurology patients. Again, multiple-sclerosis patient groups were the most positive about pharma's ability to innovate, and to provide high-quality products (well over half of 2019's 43 respondent MS patient groups rated the industry "Excellent" or "Good" at these two activities). 30% or less of 2019's 23 respondent Parkinson's patient groups expressed the same opinion.

## Being innovative



## Making high-quality products



■ **Equitable access:** Just 15% of 2019's 231 respondent neurological patient groups thought the pharma industry "Excellent" or "Good" at ensuring patient access to medicines. For patient groups working in the field of Parkinson's, the figure was as low as 9% (the figure across 2019's respondents from all therapy areas—not just neurology—was 26%).

■ **Patient participation in clinical trials:** Only 17% of 2019's 231 respondent neurology patient groups considered pharma "Excellent" or "Good" at including patients in drug development.

- One Japanese neuromuscular patient group wished for clinical trials to be accessible to patients nationwide across Japan: “現在 治験などは 限られた地域でしか受けられることはできない。47都道府県 どこに住んでいても同じように受けられるシステムを築いていただきたい。” (“Currently, clinical trials are only available in limited areas. We would like to create a system equally accessible to patients, regardless of which of the 47 prefectures they live.”)
- Dravet Portugal thought that information about the availability of clinical trials could be better disseminated, so helping more patients to learn about the existence of clinical trials relevant to them: “Informar as associações de pacientes sobre possíveis ensaios clínicos de novos fármacos de forma a permitir o acesso de pacientes eventualmente interessados e elegíveis.” (“Inform patient groups about possible clinical trials of new drugs, in order to allow potentially-interested and eligible patients to access them.”)

- The UK-based Pelvic Pain Support Network argued that patient groups should be involved in the whole clinical-trials process, and not just in design: “Public/private partnerships, such as IMI Paincare, are extremely valuable. We are involved in the preclinical and translational aspects of this, but not in the clinical-trial aspects of the project. Patient involvement and representation should be included in all aspects of the process.”

## Key company findings for neurology, 2019

**Individual company analyses:** The 21 pharma companies are reviewed by 2019’s 231 respondent neurology patient groups for their overall corporate reputation, and for performance at 12 individual indicators of corporate reputation.

The 12 indicators used to measure corporate reputation from a patient perspective

- |   |  |
|---|--|
| 1. Patient centricity.                  | 5iii. Transparency: funding of stakeholders.     |
| 2. Patient information.                 | 6. Integrity.                                    |
| 3. Patient safety.                      | 7. Quality of relationships with patient groups. |
| 4. High-quality products.               | 8. Providing services ‘beyond the pill’.         |
| 5i. Transparency: pricing.              | 9i. Engaging patients in research.               |
| 5ii. Transparency: clinical-trial data. | 9ii. Engaging patients in development.           |

■ **Roche/Genentech was ranked overall 1st** out of 21 companies for corporate reputation in 2019 by the 124 respondent neurology patient groups **familiar** with the company (in 2018, Roche had been ranked overall 5th out of 30 companies by the neurology patient groups familiar with it). 2019’s 46 respondent neurology patient groups that **partnered** with Roche also ranked the company overall 1st out of 14 companies (in 2018, Roche had been ranked overall 4th out of 18 companies by its neurology patient-group partners).

■ **Novartis was ranked overall 2nd** out of 21 companies for corporate reputation in 2019 by the 152 respondent neurology patient groups **familiar** with the company (in 2018, Novartis had also been ranked overall 2nd out of 30 companies by the neurology patient groups familiar with it). Novartis’ 66 respondent neurology patient-group **partners** ranked the company overall 4th out of 14 companies for corporate reputation in 2019 (in 2018, Novartis had been ranked overall 8th out of 18 companies by its neurology patient-group partners).

■ **Biogen was ranked overall 3rd** out of 21 companies for corporate reputation in 2019 by the 94 respondent neurology patient groups **familiar** with the company (in 2018, Biogen had been ranked overall 4th out of 30 companies by the neurology patient groups familiar with it). 2019's 40 respondent neurology patient groups that stated they **partnered** with Biogen also ranked the company overall 3rd out of 14 companies (in 2018, Biogen had been ranked overall 7th out of 18 companies by its neurology patient-group partners).

### **Other success stories in 2019's neurology results**

■ **Epilepsy: UCB was ranked 1st** out of 5 companies for corporate reputation in 2019 by the 26 respondent **epilepsy** patient groups familiar with the company (in 2018, UCB had also been ranked overall 1st out of 6 companies for corporate reputation that year by epilepsy patient groups familiar with it).

■ **Multiple sclerosis: Sanofi was ranked 1st** out of 7 companies for corporate reputation in 2019 by the 33 respondent **multiple-sclerosis** patient groups familiar with it (in 2018, Sanofi had also been ranked overall 1st out of 8 companies for corporate reputation that year by multiple-sclerosis patient groups familiar with it).

### **Comparing just the 8 largest pharma companies ('big pharma'), neurological conditions, 2019 v. 2018**

To enable peer-to-peer comparisons of the results, PatientView also recalculates overall rankings for the 12 indicators of corporate reputation for just the 8 largest, multinational, multi-therapy pharma companies included in the neurology analyses in 2019. These 'big-pharma' results provide a different perspective on how the largest pharmaceutical companies fare for corporate reputation—enabling true peer-to-peer analyses.

**For further information on PatientView's latest publication, 'The Corporate Reputation of Pharma—from the Perspective of NEUROLOGY Patient Groups, 2019', please use the contact details at the top.**

**To download the publication's contents, list of tables and charts, and sample materials, please click below:**

**[LINK TO SAMPLE PAGES OF 2019's NEUROLOGY ANALYSIS](#)**



~END OF NOTIFICATION~

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