



'The Corporate Reputation of Pharma in 2020 during the Covid Pandemic — the Perspective of HIV/AIDS Patient Groups'

The results of an independent survey of 169 HIV/AIDS patient groups worldwide. Collectively, these patient groups reached out to 99,600 patients during 2020. The respondent HIV/AIDS patient groups commented on 12 companies, selecting those with the “Best” corporate reputation in 2020, and assessing which were “Best” at tackling Covid during 2020.

EMBARGOED PRESS RELEASE

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SUMMARY OF FINDINGS

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Patient groups responding to 2020's 'Corporate Reputation of Pharma' survey are uniquely positioned to comment on the pharma industry's performance during the pandemic, as patient organisations not only understand the perceptions of patients, but are also the only stakeholder to network with ALL other stakeholders in the healthcare system. For this reason, PatientView collected (November 2020-February 2021) the opinions of 169 HIV/AIDS patient groups on the performance of the pharmaceutical industry during the Covid pandemic of 2020.

HIV/AIDS patient-group perspectives on pharma during the Covid pandemic: top-line findings

1. **The pharma industry's effectiveness at tackling the Covid pandemic.** According to the feedback provided by 2020's respondent HIV/AIDS patient groups, people with HIV/AIDS faced many new challenges during the pandemic. So, during 2020 and beyond, HIV/AIDS patient groups looked to pharma for extra support in helping the patients with whom they were familiar. The 2020 'Corporate Reputation' survey found that the pharma industry, for the most part, stepped up to the mark. 69% of 2020's respondent HIV/AIDS patient groups judged the industry's response to Covid to be “Very effective” or “Effective” (higher than the 61% global average from 2020's respondent patient groups across all therapy areas).
2. **The pharma industry's corporate reputation among HIV/AIDS patient groups in 2020.** 2020's respondent HIV/AIDS patient groups rated the pharma industry's corporate reputation more favourably than in previous years. 47% of them judged the industry to have an “Excellent” or “Good” corporate reputation—well up on the 39% figure from 2019's respondent HIV/AIDS patient groups (although the

2020 figure was still slightly lower than the 50% reported by 2020's respondent patient groups of all therapy areas).

3. **Rankings of individual pharma companies for their ...**

- **Response to Covid** (out of 12 pharma companies): The three companies voted "Best" in 2020 for helping patients and patient groups during Covid were: **1st, Gilead Sciences | 2nd, ViiV Healthcare | and, 3rd, GSK**—as assessed by respondent HIV/AIDS patient groups familiar with the company.
- **Response to Covid** (out of just 7 of the largest multinational pharma companies): The three 'big-pharma' companies voted "Best" in 2020 for helping patients and patient groups during Covid were: **1st, GSK | 2nd, Janssen | and, 3rd, Merck & Co/MSD**—as assessed by respondent HIV/AIDS patient groups familiar with the company.
- **Overall corporate reputation** (out of 12 pharma companies): The three companies voted "Best" in 2020 for corporate reputation in the field of HIV/AIDS were: **1st, ViiV Healthcare | 2nd, Gilead Sciences | and, 3rd, GSK**—as assessed by respondent HIV/AIDS patient groups familiar with the company.
- **Overall corporate reputation** (out of 7 'big-pharma' companies): The three 'big-pharma' companies voted "Best" in 2020 for corporate reputation in the field of HIV/AIDS were: **1st, GSK | 2nd, Janssen | and, 3rd, Merck & Co/MSD**—as assessed by respondent HIV/AIDS patient groups familiar with the company.

The commentaries supplied to PatientView by the respondent HIV/AIDS patient groups made clear that their opinions of pharma companies during 2020 were primarily influenced by company responses to Covid—whether that be development and production of vaccines, or (seen as particularly important by HIV/AIDS patient groups) other efforts by companies to support patients during lockdown.

ABOUT THE 2020 'CORPORATE REPUTATION' SURVEY

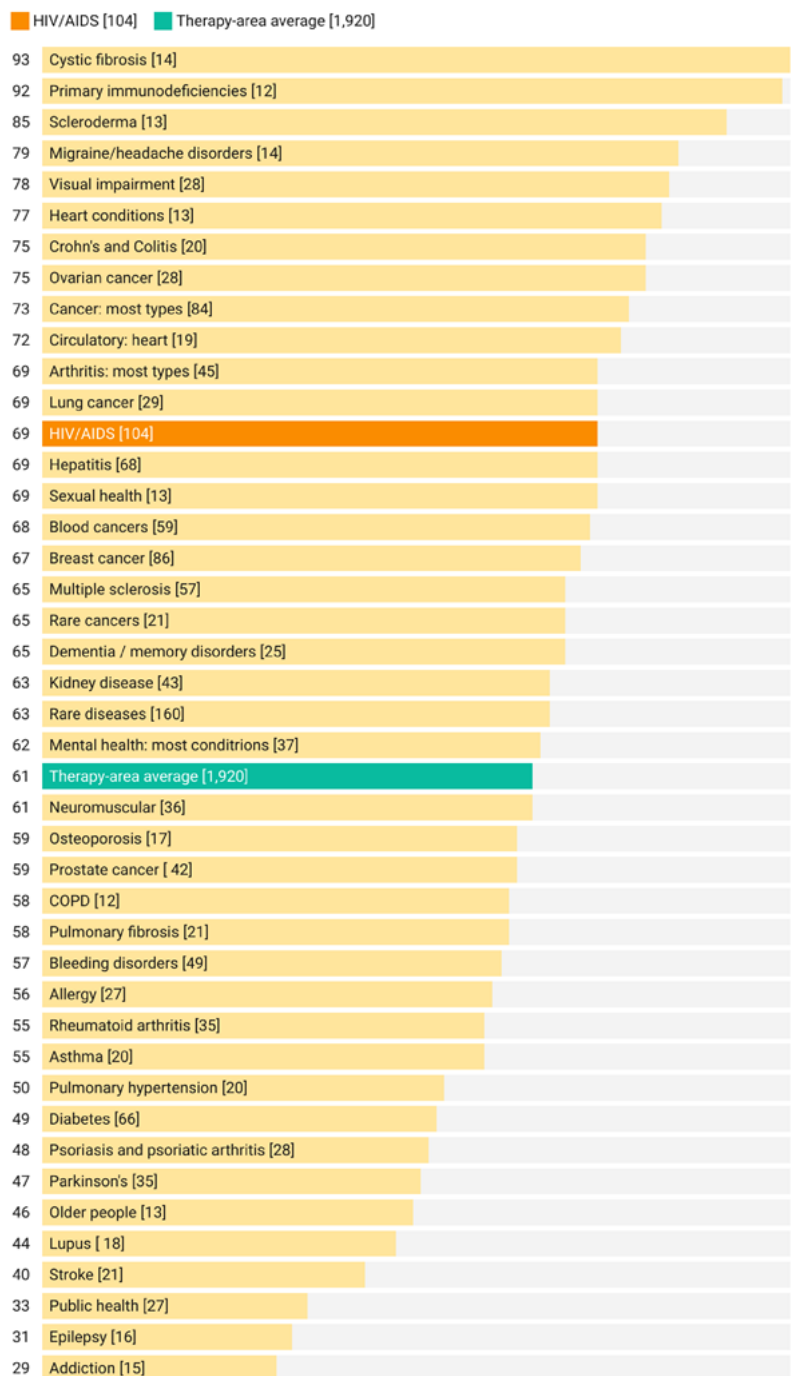
A survey of 169 HIV/AIDS patient groups

- **When?** The survey was conducted November 2020-February 2021, when key events of the pandemic will have influenced the opinions of respondent HIV/AIDS patient groups.
- **The questionnaire?** Pharma was assessed across a wide range of its activities important to patients and patient groups, including a new indicator for 2020—pharma's effectiveness at tackling Covid.
Companies assessed? 12 companies were included in the 2020 HIV/AIDS analyses:
AbbVie | Bristol Myers Squibb | Gilead Sciences | GSK | Janssen | Merck & Co/MSD | Mylan | Roche/Genentech | Sandoz | Sanofi | Teva | and ViiV Healthcare.
- **How were the companies assessed?** The indicators used to measure a company's corporate reputation: **1.** Covid response [[new for the 2020 survey](#)] | **2.** Patient centricity | **3.** Patient information | **4.** Patient safety | **5.** High-quality products | **6.i.** Transparency: pricing | **6.ii.** Transparency: clinical-trial data | **6.iii.** Transparency: funding of external stakeholders | **7.** Integrity | **8.** Quality of relationships with patient groups | **9.** Providing services 'beyond the pill' | **10.i.** Engaging patients in research | **10.ii.** Engaging patients in development.

1. THE PHARMA INDUSTRY’S EFFECTIVENESS AT TACKLING THE COVID PANDEMIC IN 2020

Chart 1: The effectiveness of the pharma industry at supporting patients during Covid, 2020. (Percentage of respondent patient groups from different therapy areas stating “Very effective” or “Effective”)

69% of 2020’s respondent HIV/AIDS patient groups judged the industry’s response to Covid to be “Very effective” or “Effective”—a higher figure than the 61% noted by patient groups across all therapy areas. HIV/AIDS patient groups reported that people with HIV/AIDS faced numerous new challenges during the pandemic. Many people with HIV/AIDS felt that they lacked proper clinical information about the impact of the vaccine on them; others had problems accessing diagnostic tests and treatments. A wish to be included among the sections of the population prioritised to received the Covid vaccine was reported among people with HIV/AIDS, too.

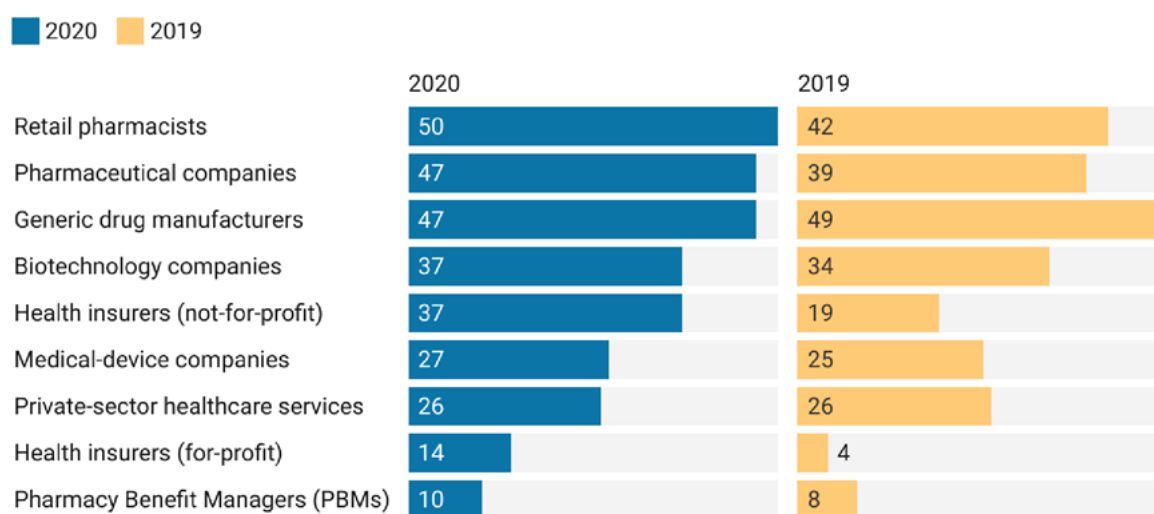


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2. THE PHARMA INDUSTRY'S CORPORATE REPUTATION IN 2020

Respondent HIV/AIDS patient groups rated the corporate reputation of the pharma industry as a whole more favourably in 2020 than in the previous seven years that this HIV/AIDS edition has been conducted. 47% of respondent HIV/AIDS groups described the industry's corporate reputation as "Excellent" or "Good" in 2020, against 39% saying the same in 2019 [see chart 2].

Chart 2: The corporate reputation of the pharmaceutical industry, 2020 v. 2019—compared with that of other healthcare sectors (Percentage of respondent HIV/AIDS patient groups stating "Excellent" or "Good")



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Furthermore, 2020's respondent HIV/AIDS patient groups assessed the pharmaceutical industry as a whole more positively for some of its key activities—most notably for ...

- **Ability to innovate.** In 2020, 58% stated that the industry was "Excellent" or "Good" at innovation (versus 56% in 2019).
- **Ensuring patient safety.** In 2020, 55% stated that the industry was "Excellent" or "Good" at patient safety (versus 51% in 2019).
- **Having high-quality patient-group relationships.** In 2020, 47% stated that the industry was "Excellent" or "Good" at patient-group relationships (versus 42% in 2019).

Despite positive impressions of the pharma industry, the sentiment from a number of 2020's respondent HIV/AIDS patient groups was that more could have been done during Covid by the pharma industry—and by individual companies. Respondent HIV/AIDS patient groups identified a strong, yet unmet, demand for information from pharma about Covid's impact on HIV/AIDS communities, and on HIV/AIDS treatment—information that included how ...

- Covid affects people with HIV/AIDS;
- How to use HIV/AIDS treatments when vaccinated; and
- How to adapt hospital-based treatments for home use.

3. RANKINGS OF INDIVIDUAL PHARMA COMPANIES

- **The three pharma companies voted “Best” in 2020 for RESPONSE TO COVID** (out of 12 companies): **1st, Gilead Sciences | 2nd, ViiV Healthcare | and, 3rd, GSK**—as assessed by respondent HIV/AIDS patient groups familiar with the company.
- **The three pharma companies voted “Best” for OVERALL CORPORATE REPUTATION in the field of HIV/AIDS** (out of 12 companies): **1st, ViiV Healthcare | 2nd, Gilead Sciences | and, 3rd, GSK**—as assessed by respondent HIV/AIDS patient groups familiar with the company.

Note: GSK is the majority shareholder in ViiV Healthcare, and is responsible for supplying ViiV’s HIV medicines in some geographic markets.

PROFILE OF 2020’S 169 RESPONDENT HIV/AIDS PATIENT GROUPS

Of the 169 respondent HIV/AIDS patient groups:

- 41% were national patient groups.
- 4% international patient groups.
- 28% were large regional.
- 26 were local.
- 79% worked/partnered with at least one pharmaceutical company.
- The 169 respondent HIV/AIDS patient groups were drawn from 36 countries.



For further information on this 2020 HIV/AIDS ‘Corporate Reputation’ report, please use contact details at the head of the press release

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