



'The Corporate Reputation of Pharma in 2020 during the Covid-19 Pandemic — the Perspective of French Patient Groups'

The results of an independent survey of 84 French patient groups. Collectively, these patient groups reached out to 44,000 French patients during 2020. The respondent French patient groups commented on 21 companies, selecting those with the “Best” corporate reputation in 2020, and assessing which were “Best” at tackling Covid-19 during 2020.

EMBARGOED PRESS RELEASE
1 am GMT, WEDNESDAY, JULY 14th 2021

~ **Contact:** Alex Wyke ~ **Mob:** +44-(0)-7960-855-019 ~ **Email:** report@patient-view.com

.....

SUMMARY OF FINDINGS

London, July 14th, 2021

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 84 French patient groups on the performance of the pharmaceutical industry during the Covid-19 pandemic of 2020.

French patient-group perspectives on pharma during the Covid-19 pandemic: top-line findings

1. ***The pharma industry's effectiveness in France at tackling Covid-19.*** According to the feedback provided by 2020's respondent French patient groups, patients in France faced many new challenges during the pandemic. So, during 2020 and beyond, French patient groups looked to pharma for extra support in helping the patients with whom they were familiar. The 2020 'Corporate Reputation' survey found that just 31% of 2020's respondent French patient groups judged the industry's response to Covid-19 to be “Very effective” or “Effective”.
2. ***The pharma industry's corporate reputation among French patient groups in 2020.*** 2020's respondent French patient groups rated the pharma industry's corporate reputation more favourably than in 2019. In 2020, 38% of the respondent French patient groups stated that the industry had an “Excellent” or “Good” corporate reputation, against 30% saying the same in 2019.
3. ***Rankings of individual pharma companies for their ...***

- **Response in France to Covid-19** (out of 21 pharma companies): the three companies voted “Best” in 2020 for helping French patients and patient groups during Covid-19 were
 - 1st, Pfizer**
 - 2nd, Novartis**
 - 3rd, AstraZeneca**—as assessed by respondent French patient groups familiar with the company.
- **Overall corporate reputation in France** (out of 21 pharma companies): the three companies voted “Best” for overall corporate reputation in France in 2020 were
 - 1st, Pfizer**
 - 2nd, Sanofi**
 - 3rd, Novartis**—as assessed by respondent French patient groups familiar with the company.

The commentaries supplied to PatientView by the respondent French patient groups made clear that their opinions on pharma companies during 2020 were primarily influenced by company responses to Covid-19—whether that be development and production of vaccines, or (seen as particularly important by French patient groups) other efforts by companies to support patients during lockdown.

.....

ABOUT THE 2020 ‘CORPORATE REPUTATION’ SURVEY

A survey of 84 French patient groups

- **When?** The survey was conducted November 2020-February 2021, when key events of the pandemic will have influenced the opinions of respondent French 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-19.
Companies assessed? 21 companies were included in the 2020 French analyses:
AbbVie | Amgen | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Eli Lilly | Gilead Sciences | GSK | Janssen | Merck & Co/MSD | Merck KGaA/EMD Serono | Mylan | Novartis | Pfizer | Pierre Fabre | Roche | Sandoz | Sanofi | Servier.
- **How were the companies assessed?** The indicators used to measure a company’s corporate reputation: **1.** Covid-19 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-19 PANDEMIC IN FRANCE IN 2020



Just 31% of 2020's respondent French patient groups judged the industry's response to Covid-19 to be "Very effective" or "Effective" (around half of the 61% global average).

For comparisons with the equivalent figures from other countries in Western Europe, see Chart 1.

Chart 1: The effectiveness of the pharma industry at supporting patients during Covid, 2020—by countries in Western Europe (Percentage of respondent patient groups stating "Very effective" or "Effective")

Harsh words were written by some respondent French patient groups on the subject of pharma's on-the-ground response to Covid-19 in France.

"Donner plus de vaccins aux patients a risque en dehors de toutes politique vous avez ete inconscient quant a la mortalite c'est un fiasco." ("Give more vaccines to at-risk patients, regardless of policy. You have been careless regarding mortality. It is a fiasco.")

—Regional addiction patient group



Respondent French patient-groups' very-low score of 31% for pharma's effectiveness at Covid-19 response can be explained chiefly by three factors: a general, longstanding, public suspicion of immunisation in France; comments from President Macron in January 2021, doubting the effectiveness of some vaccines; and the subsequent slow roll out of vaccine in the country. Since the PatientView survey did not close until the end of February 2021, these three forces would have had time to make an impact on the survey results.

For the most part, respondent French patient groups expressed an opinion that more could have been done by the pharma industry during Covid-19, and by individual pharma companies. This scepticism extended to other key activities of the pharma industry, including ...

■ **Patient information.** Just 29% of 2020's respondent French patient groups thought pharma "Excellent" or "Good" at providing information to patients; the equivalent figure worldwide was 44%. French patient groups called for patient information on:

- How Covid-19 affects people with specific conditions.
- How patients should use their treatments after vaccination. And ...
- How to adapt hospital-based treatments for home use.

■ **Access to medicines.** Only 25% of 2020's respondent French patient groups stated that the pharma industry was "Excellent" or "Good" at improving patient access to medicines (versus 20% of French patient groups in 2019, and 30% from patient groups worldwide in 2020). Many French patient groups cited treatment-supply delays and disruption during the pandemic.

■ **Transparency in the sharing of clinical data.** Only 10% of 2020's respondent French patient groups stated that the industry was "Excellent" or "Good" at being transparent in the sharing of clinical data (versus 3% in France in 2019, and 26% worldwide in 2020). Throughout the course of the pandemic, the media put a high profile on clinical data and emerging real-world evidence relating to vaccine development and roll-out—a constant flow of information that may have prompted French patient groups to question why equivalent levels of information were not readily available about the medical treatments for their own conditions.

■ **Fair pricing policies, and their transparency.** Only 9% of 2020's respondent French patient groups felt that the pharmaceutical industry was "Excellent" or "Good" at instituting fair pricing policies (versus the extremely low score of 1% in France in 2019, and 11% worldwide in 2020). Only 8% of 2020's respondent French patient groups stated that the industry was "Excellent" or "Good" at being transparent in its pricing policies (versus 1% in France in 2019, and 15% worldwide in 2020). Comments from some French patient groups expressed disapproval of how little such information seemed to them to be made public in France.

"Mettre en avant les interactions possibles entre ses traitements et Covid et vaccination (décalage de prise de traitements possible oui ou non, arrêt des traitements/pause thérapeutique fournir des réponses aux questions des patients."

("Highlight the possible interactions between its treatments and Covid-19 and vaccination—intervals, or delays, in taking treatments, and stopping or pausing treatment—answering questions from patients.")—National rare-cancer patient group

"La priorité est de s'assurer de l'accès au traitement des patients et de communiquer afin de les rassurer." ("The priority is to ensure that patients have access to treatment, and to communicate, to reassure them.")—National autoimmune-conditions patient group

Partager les données des études cliniques, afin que les patients puissent mieux adapter leur traitement." ("Share clinical-trial data, so that patients can better adapt their treatment.")—National rare-diseases patient group

"Comment évaluer le niveau de transparence ? Il n'y a pas de rapport transmis pour que l'on puisse en juger. Ni de critères ou indicateurs communs rendus publics." ("How can someone evaluate the level of transparency? No report has been shared by which this can be judged. Nor have any common criteria or indicators been made public.")—National arthritis patient group



2. THE PHARMA INDUSTRY’S CORPORATE REPUTATION IN FRANCE IN 2020

In 2020, 38% of the respondent French patient groups stated that the industry had an “Excellent” or “Good” corporate reputation, against 30% in 2019 [see Chart 2]. The equivalent global figure in 2020 was 50%.

2020’s respondent French patient groups ranked the pharma industry 4th for corporate reputation out of nine healthcare sectors—well behind retail pharmacists, at 68% [see Chart 3].

Chart 2: Pharma’s corporate reputation in France has improved significantly since 2018 (Percentage of respondent French patient groups stating that the pharmaceutical industry has an “Excellent” or “Good” corporate reputation)

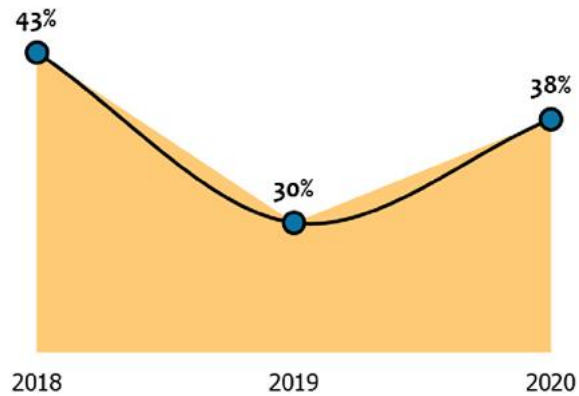
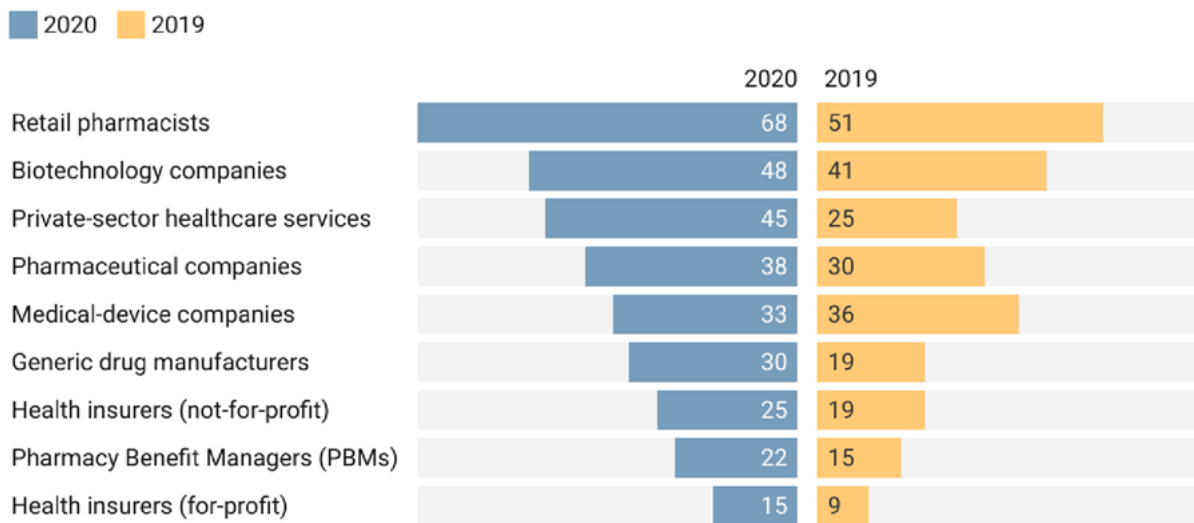


Chart 3: The corporate reputation of the pharmaceutical industry in France, 2020 v. 2019—compared with that of other healthcare sectors (Percentage of respondent French patient groups stating “Excellent” or “Good”)



Created with Datawrapper



3. RANKINGS OF INDIVIDUAL PHARMA COMPANIES IN FRANCE IN 2020

The three pharma companies voted “Best” in France in 2020 for RESPONSE TO COVID-19 (out of 21 companies) were: **1st, Pfizer** | **2nd, Novartis** | and, **3rd, AstraZeneca** —as assessed by respondent French patient groups familiar with the company.

The three pharma companies voted “Best” in France in 2020 for OVERALL CORPORATE REPUTATION (out of 21 companies) were:

1st, Pfizer. Pfizer was ranked **overall 1st** out of 21 companies for corporate reputation in France in 2020, according to the 59 respondent French patient groups claiming familiarity with the company (up one place from 2019, when Pfizer was ranked overall 2nd).

2nd, Sanofi. Sanofi was ranked **overall 2nd** out of 21 companies for corporate reputation in France in 2020, according to the 56 respondent French patient groups claiming familiarity with the company (up three places from 2019, when Sanofi was ranked overall 5th). And ...

3rd, Novartis. Novartis was ranked **overall 3rd** out of 21 companies for corporate reputation in France in 2020, according to the 50 respondent French patient groups claiming familiarity with the company (up one place from 2019, when Novartis was ranked overall 4th).

PROFILE OF 2020's 84 RESPONDENT FRENCH PATIENT GROUPS

Of the 84 respondent French patient groups ...

- 8% held an international geographic remit.
- 67% were national patient groups.
- 21% were large regional.
- 4% local.
- 61% worked/partnered with at least one pharmaceutical company.
- The 84 respondent French patient groups specialised in 43 different therapy areas.



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

~END OF PRESS RELEASE~

PatientView
Tel: ++44-(0)1547-520-965
E-mail: report@patient-view.com
www.patient-view.com
Registered in England Number: 3944382
Registered office:
One Fleet Place, London, EC4M 7WS, UK