



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

The results of an independent survey of 86 Canadian patient groups. Collectively, these patient groups reached out to 57,700 Canadian patients during 2020. The respondent Canadian patient groups commented on 21 companies, selecting those with the “Best” corporate reputation in 2020, and assessing which were “Best” at tackling Covid during 2020.

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SUMMARY OF FINDINGS

London, June 30th, 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 86 Canadian patient groups on the performance of the pharmaceutical industry during the Covid pandemic of 2020.

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

1. ***The pharma industry's effectiveness in Canada at tackling the Covid pandemic.*** According to the feedback provided by 2020's respondent Canadian patient groups, Canadian patients faced many new challenges during the pandemic. So, during 2020 and beyond, Canadian 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 in Canada. 64% of 2020's respondent Canadian patient groups judged the industry's response to Covid to be “Very effective” or “Effective” (higher than the 61% average from 2020's respondent patient groups worldwide).
2. ***The pharma industry's corporate reputation among Canadian patient groups in 2020.*** 2020's respondent Canadian patient groups rated the pharma industry's corporate reputation more favourably than in previous years. 44% of them judged the industry to have an “Excellent” or “Good” corporate

reputation—slightly up on the 42% figure from 2019's respondent Canadian patient groups, and significantly up on the 28% figure from 2018's respondent Canadian patient groups .

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

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

The commentaries supplied to PatientView by the respondent Canadian patient groups made clear that their opinions on 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 Canadian patient groups) other efforts by companies to support patients during lockdown.

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ABOUT THE 2020 ‘CORPORATE REPUTATION’ SURVEY

A survey of 86 Canadian patient groups

- **When?** The survey was conducted November 2020-February 2021, when key events of the pandemic will have influenced the opinions of respondent Canadian 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? 21 companies were included in the 2020 Canadian analyses:
AbbVie | Amgen | Astellas Pharma | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Eli Lilly | Gilead Sciences | GSK | Janssen | Merck & Co/MSD | Merck KGaA/EMD Serono | Novartis | Pfizer | Roche | Sandoz | Sanofi | Takeda/Shire | Teva
 - **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.
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1. THE PHARMA INDUSTRY’S EFFECTIVENESS AT TACKLING THE COVID PANDEMIC IN CANADA IN 2020

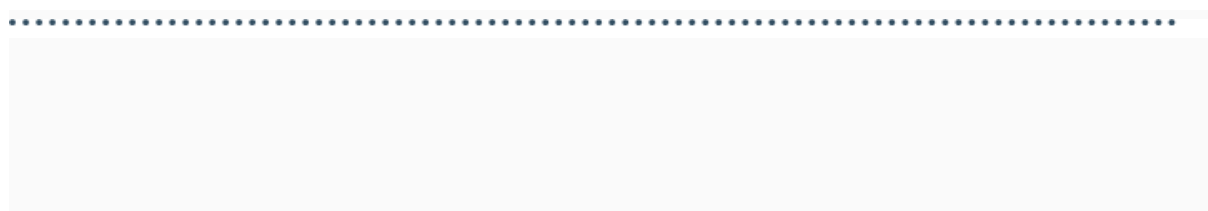
64% of 2020’s respondent Canadian patient groups judged the industry’s response to Covid to be “Very effective” or “Effective”—slightly higher than the global figure of 61%. According to one respondent Canadian patient group, Colorectal Cancer Canada: *“As a whole, the industry has been exceptionally supportive during this difficult time.”*



But, despite their confidence about pharma, 2020’s respondent Canadian patient groups also expressed a need for more to be done during Covid by the pharma industry, and by individual companies. In particular, Canadian patient-group respondents identified strong unmet demand for information and support from pharma about the impact of Covid on Canadian patient communities, including:

- How Covid affects people with specific conditions;
- Whether patients can use their normal treatments when vaccinated; and
- How to adapt hospital-based treatments for home use.

<p><i>“Enable us to provide health information for Covid-19 and our disease. We had a surge of inquiries, just as revenue streams collapsed.”</i></p> <p>—Fighting Blindness Canada (a national visual-impairment patient group)</p>	<p><i>“As the liver processes all chemicals introduced to the body, it is important that any vaccines or treatments developed in response to a pandemic do not cause new liver-health challenges, and do not worsen existing liver conditions.”</i></p> <p>—National liver-conditions patient group, Canada</p>	<p><i>“Les pharmas doivent offrir des produits adaptés à la réalité des patients en période de pandémie afin qu’ils ne doivent être dans l’obligation d’aller à l’hôpital pour recevoir leurs traitements.”</i></p> <p>—Association Pulmonaire du Québec (a regional respiratory-conditions patient group, Canada)</p>
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2. THE PHARMA INDUSTRY’S CORPORATE REPUTATION IN CANADA IN 2020

Respondent Canadian patient groups rated the corporate reputation of the pharma industry as a whole more favourably in 2020 than in the previous three years for which PatientView has data on Canada [see CHART 1].

44% of respondent Canadian patient groups described the industry’s corporate reputation as “Excellent” or “Good” in 2020, against 28% saying the same in 2018.

CHART 1: Pharma’s corporate reputation in Canada has improved significantly since 2018 (Percentage of respondent Canadian patient groups stating that the pharmaceutical industry has an “Excellent” or “Good” reputation)

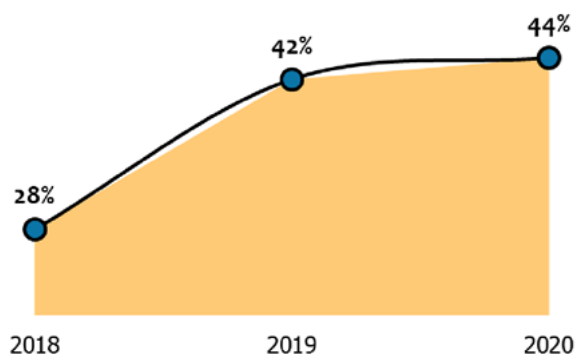
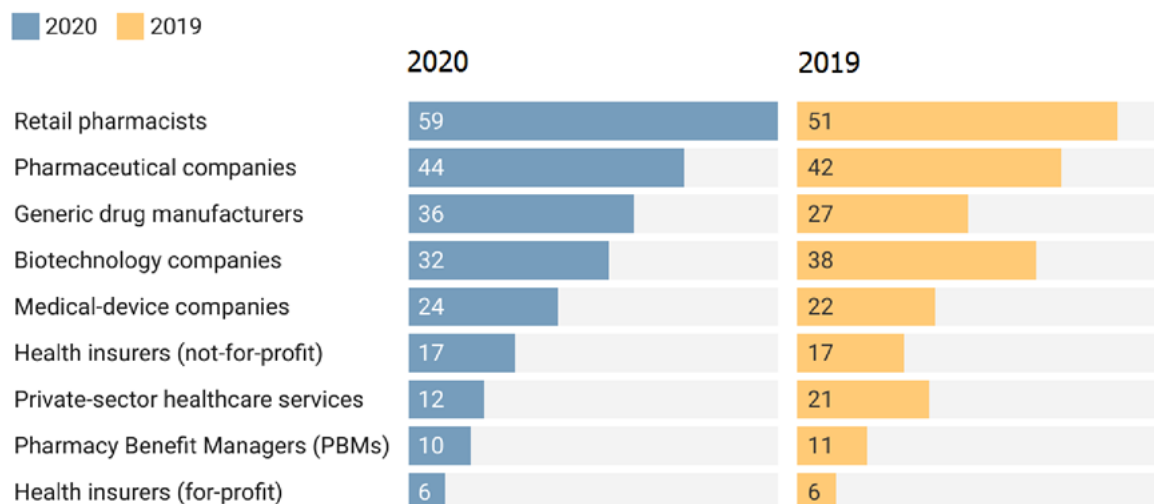


CHART 2: The corporate reputation of the pharmaceutical industry in Canada, 2020 v. 2019—compared with that of other healthcare sectors (Percentage of respondent Canadian patient groups stating “Excellent” or “Good”)



Created with Datawrapper

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

- **The provision of products of benefit to patients.** In 2020, 66% stated that the pharma industry was “Excellent” or “Good” at innovation (versus 60% in 2019).
- **Ability to innovate.** In 2020, 61% stated that the industry was “Excellent” or “Good” at innovation (versus 53% in 2019).

- **Ensuring patient safety.** In 2020, 56% stated that the industry was “Excellent” or “Good” at patient safety (versus 53% in 2019).

Despite positive impressions of the pharma industry, the sentiment from a number of 2020’s respondent Canadian patient groups was that more could have been done during Covid by the pharma industry—and by individual companies.

In particular, Canadian patient-group respondents identified strong unmet demand for information and support from pharma about the impact of Covid on Canadian patient communities, including:

- How Covid affects people with specific conditions;
- Whether patients can use their normal treatments when vaccinated; and
- How to adapt hospital-based treatments for home use.

3. RANKINGS OF INDIVIDUAL PHARMA COMPANIES IN CANADA IN 2020

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

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

1st. Boehringer Ingelheim

Boehringer Ingelheim was ranked **overall 1st** out of 21 companies for corporate reputation in Canada in 2020, according to the 29 respondent Canadian patient groups claiming familiarity with the company (up one place from 2019, when Boehringer ranked overall 2nd).

2nd. Novartis

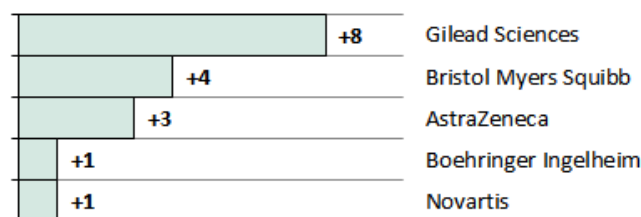
Novartis was ranked **overall 2nd** out of 21 companies for corporate reputation in Canada in 2020, according to the 51 respondent Canadian patient groups claiming familiarity with the company (up one place from 2019, when Novartis ranked overall 3rd).

3rd. AstraZeneca

AstraZeneca was ranked **overall 3rd** out of 21 companies for corporate reputation in Canada in 2020, according to the 52 respondent Canadian patient groups claiming familiarity with the company (up three places from 2019, when AstraZeneca was ranked overall 6th).

Five companies moved up the rankings in Canada, 2019 to 2020. In the case of **Gilead Sciences**, the jump was significant—eight places [see CHART 3].

CHART 3: Companies showing an increase in overall rankings in the Canada league table for corporate reputation (from the perspective of Canadian patient groups familiar with the company)

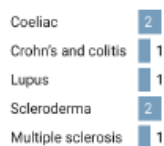


PROFILE OF 2020'S 86 RESPONDENT CANADIAN PATIENT GROUPS

Of the 86 respondent Canadian patient groups:

- 62% were national patient groups.
- 6% international patient groups.
- 20% were large regional.
- 13% were local.
- 77% worked/partnered with at least one pharmaceutical company.
- The 86 respondent Canadian patient groups specialised in different therapy areas.

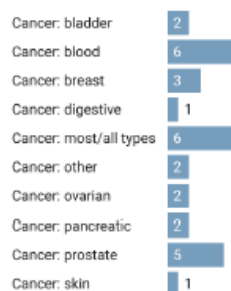
AUTOIMMUNE



BLOOD DISORDERS



CANCER



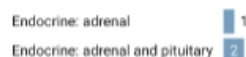
CIRCULATORY



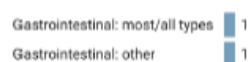
DISABILITY



ENDOCRINE



GASTROINTESTINAL



HEART



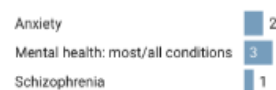
HIV/AIDS



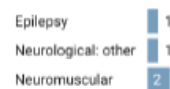
LIVER



MENTAL HEALTH



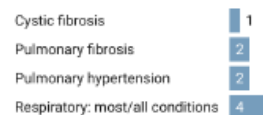
NEUROLOGICAL



RARE DISEASES



RESPIRATORY



SEXUAL HEALTH



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

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