



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

The results of an independent survey of 97 UK patient groups in 2020. Collectively, these patient groups reached out to 70,400 UK patients during 2020. The respondent UK patient groups commented on 17 companies, selecting those with the “Best” corporate reputation in 2020, and assessing which were “Best” at tackling Covid-19 during 2020.

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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 97 UK patient groups on the performance of the pharmaceutical industry during the Covid-19 pandemic of 2020.

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

1. **The pharma industry's effectiveness at tackling Covid-19 in the UK in 2020.** According to the feedback provided by 2020's respondent UK patient groups, patients in the UK faced many new challenges during the pandemic. So, during 2020 and beyond, UK patient groups looked to pharma for extra support in helping the patients with whom they were familiar. The 2020 'Corporate Reputation' survey found that 74% of 2020's respondent UK patient groups judged the industry's response to Covid-19 to be “Very effective” or “Effective”—one of the highest figures reported for Western Europe. Despite the high score, however, UK patient groups thought that the pharma industry could have done more for patients during the Covid-19 pandemic.

2. **The pharma industry's corporate reputation in the UK in 2020.** Respondent UK patient groups rated the pharma industry's corporate reputation more favourably in 2020 than in 2019. In 2020, 42% of 2020's respondent UK patient groups stated that the industry had an "Excellent" or "Good" corporate reputation, against 33% saying the same in 2019.
3. **Rankings of individual pharma companies for ...**
 - **Response in the UK to Covid-19 in 2020** (out of 17 pharma companies). The three companies voted "Best" in 2020 for helping UK patients and patient groups during Covid-19 were: **1st, Pfizer** | **2nd, AstraZeneca** | and, **3rd, Janssen**—as assessed by respondent UK patient groups familiar with the company.
 - **Overall corporate reputation in the UK in 2020** (out of 17 pharma companies). The three companies voted "Best" for overall corporate reputation in the UK in 2020 were: **1st, Pfizer** | **2nd, Boehringer Ingelheim** | and, **3rd, AstraZeneca**—as assessed by respondent UK patient groups familiar with the company.

The commentaries supplied to PatientView by the respondent UK 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 UK patient groups) other efforts by companies to support patients during lockdown.

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ABOUT THE 2020 'CORPORATE REPUTATION' SURVEY

A survey of 97 UK patient groups

- **When?** The survey was conducted November 2020-February 2021, when key events of the pandemic will have influenced the opinions of respondent UK 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? 17 companies were included in the 2020 UK analyses:
AbbVie | Astellas | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Eli Lilly | Gilead Sciences | GSK | Janssen | Merck & Co/MSD | Novartis | Pfizer | Roche | Sanofi | Takeda/Shire.
- **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.

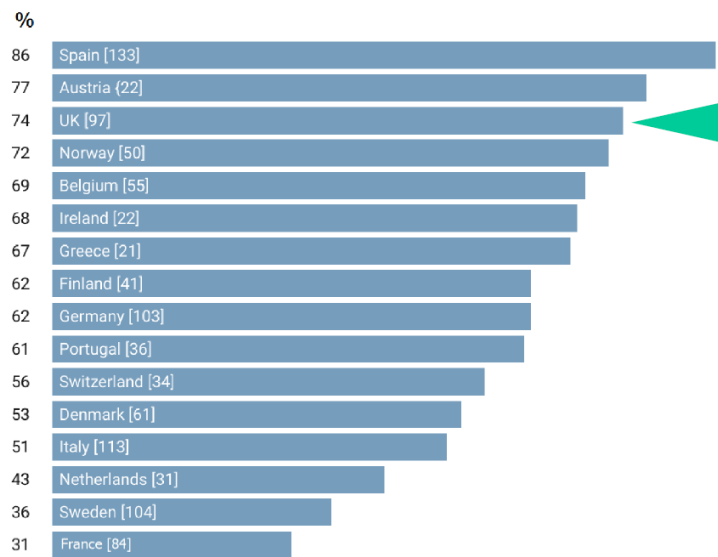
1. THE PHARMA INDUSTRY'S EFFECTIVENESS AT TACKLING THE COVID-19 PANDEMIC IN THE UK IN 2020



The positivity shown by respondent patient UK patient groups during 2020 stems largely from the accelerated research, development, and manufacture of vaccines, and the support provided by a few pharma companies to UK patients during lockdown. Bristol Myers Squibb, Gilead Sciences, Merck & Co/MSD, ViiV Healthcare were specifically named by respondent UK patient groups as being effective in their Covid-19 response.

74% of 2020's respondent UK patient groups judged the industry's response Covid-19 to be "Very effective" or "Effective" (the global average was lower, 62%). For comparisons with the equivalent figures from other countries in V Europe, see Chart 1.

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



UK patient groups thought that pharma could do more during the pandemic

But, despite the high scoring, UK patient groups felt that more could be done by pharma during the pandemic. In particular, respondent UK patient groups identified a strong, but unmet, patient demand for information on how Covid-19 impacts specific UK patient communities, including:

- 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.

"Remember that people are scared and worried about their current condition and the risk of Covid, and the supply of current medications—and, also, be transparent about trials for a Covid vaccine, and its use, efficacy, etc."

—MPN Voice, UK

"Provide patients/patient group with information about their drugs, and whether they can stay on treatment (immunotherapies and targeted therapies) during the Covid-19 pandemic, or if they contract Covid-19. If they are not able to stay on treatment, what are the alternatives? Provide information about any potential interactions of their drugs with the vaccines or Covid-19 treatments."

National cancer patient group, UK

"Help provide funding for additional helplines, and publications for patients with antibiotic-resistant infections who have worries about Covid."

—Antibiotic Research, UK

2. THE PHARMA INDUSTRY'S CORPORATE REPUTATION IN THE UK IN 2020

In 2020, 42% of the respondent UK patient groups stated that the industry had an “Excellent” or “Good” corporate reputation, against 33% in 2019 [see Chart 2]. The equivalent global figure in 2020 was 50%. 2020’s respondent UK patient groups ranked the pharma industry 2nd for corporate reputation out of nine healthcare sectors—behind retail pharmacists, at 49% [see Chart 3].

Chart 2: Pharma’s corporate reputation in the UK has improved significantly since 2012 (Percentage of respondent UK patient groups per year stating that the pharmaceutical industry has an “Excellent” or “Good” corporate reputation)

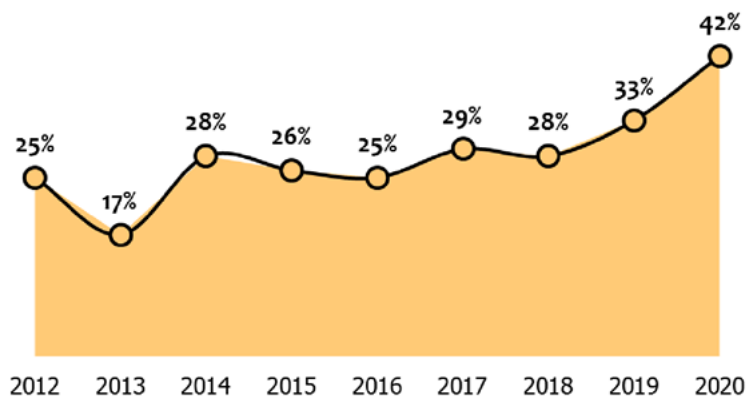
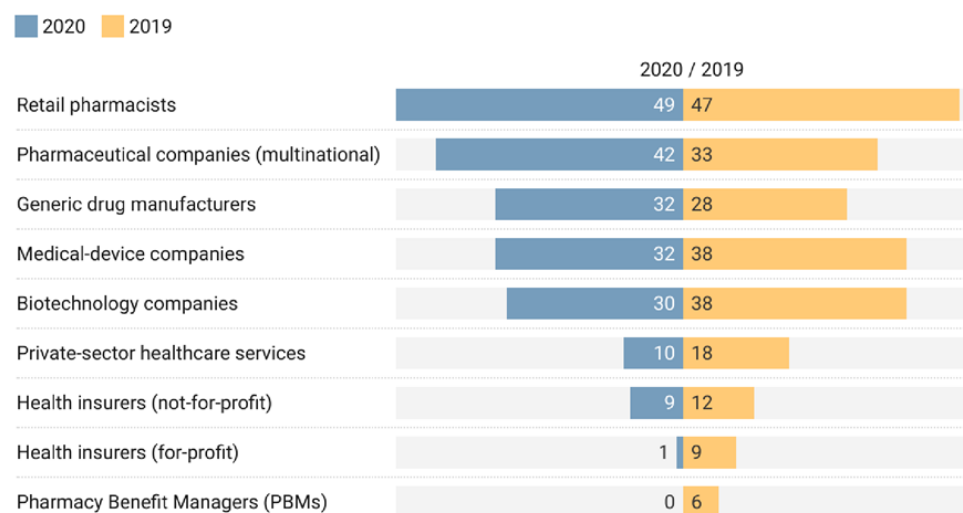


Chart 3: The corporate reputation of the pharmaceutical industry in the UK, 2020 v. 2019—compared with that of other healthcare sectors (Percentage of respondent UK patient groups stating “Excellent” or “Good”)



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3. RANKINGS OF INDIVIDUAL PHARMA COMPANIES IN THE UK IN 2020

The three pharma companies voted “Best” in the UK in 2020 for **RESPONSE TO COVID-19 (out of 17 companies)** were: 1st, Pfizer | 2nd, AstraZeneca | and, 3rd, Janssen —as assessed by respondent UK patient groups familiar with the company.

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

1st, Pfizer. Pfizer was ranked overall 1st out of 17 companies for corporate reputation in the UK in 2020, according to the 64 respondent UK patient groups claiming familiarity with the company (up six places from 2019, when Pfizer was ranked overall 7th out of 16 companies).

2nd, Boehringer Ingelheim. Boehringer Ingelheim was ranked overall 2nd out of 17 companies for corporate reputation in the UK in 2020, according to the 22 respondent UK patient groups claiming familiarity with the company (up two places from 2019, when Boehringer was ranked overall 4th). And ...

3rd, AstraZeneca. AstraZeneca was ranked overall 3rd out of 17 companies for corporate reputation in the UK in 2020, according to the 65 respondent UK patient groups claiming familiarity with the company (up nine places from 2019, when AstraZeneca was ranked overall 12th).

PROFILE OF 2020’S 97 RESPONDENT UK PATIENT GROUPS

Of the 97 respondent UK patient groups ...

- 19% held an international geographic remit.
- 58% were national patient groups.
- 9% were large regional.
- 13% local.
- 62% worked/partnered with at least one pharmaceutical company.
- The 97 respondent UK patient groups specialised in 47 different therapy areas.



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

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