



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

The results of an independent survey of 243 Asian patient groups in 2020. Collectively, these patient groups reached out to 159,600 Asian patients during 2020. The respondent Asian patient groups commented on 28 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 243 Asian patient groups on the performance of the pharmaceutical industry during the Covid-19 pandemic of 2020.

INDUSTRY-WIDE FINDINGS

- *The pharma industry's effectiveness at tackling Covid-19 in Asia in 2020. According to the feedback provided by 2020's respondent Asian patient groups, patients in Asia faced many new challenges during the pandemic. So, during 2020 and beyond, Asian patient groups looked to pharma for extra support in helping the patients with whom they were familiar. The 2020 'Corporate Reputation' survey found that 56% of 2020's respondent Asian patient groups judged the industry's response to Covid-19 to be "Very effective" or "Effective", although attitudes vary across the region by country [see Chart 1 on page 4 of the press release].*

- **The pharma industry’s corporate reputation in Asia in 2020.** Respondent Asian patient groups rated the pharma industry’s corporate reputation more favourably in 2020 than in 2019. In 2020, 57% of 2020’s respondent Asian patient groups stated that the industry had an “Excellent” or “Good” corporate reputation, against 51% saying the same in 2019. Again, though, Asian patient-group impressions differ according to country of origin [see Chart on page 5 of the press release].

COMPANY RANKINGS: Two sets of rankings are provided in the 2020 Asia analyses: (I) out of 28 pharma companies, and (II) out of just 14 of the largest, multi-national, multi-therapy (‘big-pharma’) companies.

Response to Covid-19 in Asia in 2020

1. **Out of 28 pharma companies:** The three pharma companies voted “Best” in 2020 for helping Asian patients and patient groups during Covid-19 were: **1st, Gilead Sciences | 2nd, ViiV Healthcare | and, 3rd, Pfizer**—as assessed by respondent Asian patient groups familiar with the company.
2. **Out of 14 ‘big-pharma’ companies:** The three ‘big-pharma’ companies voted “Best” in 2020 for helping Asian patients and patient groups during Covid-19 were: **1st, Pfizer | 2nd, AstraZeneca | and, 3rd, Roche (known as Chugai in Japan)**—as assessed by respondent Asian patient groups familiar with the company.

Overall corporate reputation in Asia in 2020

1. **Out of 28 pharma companies:** The three pharma companies voted “Best” for overall corporate reputation in Asia in 2020 were: **1st, ViiV Healthcare | 2nd, Gilead Sciences | and, 3rd, Roche (Chugai in Japan)**—as assessed by respondent Asian patient groups familiar with the company.
2. **Out of 14 ‘big-pharma’ companies:** The three ‘big-pharma’ companies voted “Best” in 2020 for overall corporate reputation in Asia in 2020 were: **1st, Roche (Chugai in Japan) | 2nd, GSK | and, 3rd, Pfizer**—as assessed by respondent Asian patient groups familiar with the company.

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

Three supplementary sets of figures are provided with the Asia analyses:

The companies ranked 1st in 2020 in Australasia, in Japan, and in Russia for (i.) Covid-19 response, and (ii.) overall corporate reputation [Number in brackets = the respondent count in the geographic region; number after right slash = the number of companies included in the analyses]

	Covid response	Overall corporate reputation
Australasia [63] / 16	Gilead Sciences	Gilead Sciences
Japan [37] / 7	Eisai	Eisai
Russia [42] / 4	GSK	GSK

ABOUT THE 2020 'CORPORATE REPUTATION' SURVEY

A survey of 243 Asian patient groups

- **When?** The survey was conducted November 2020-February 2021, when key events of the pandemic will have influenced the opinions of respondent Asian 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?** 28 companies were included in the 2020 Asia analyses:
AbbVie | Amgen | Astellas Pharma | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | CSL Behring | Daiichi Sankyo | Eisai | Eli Lilly | Gilead Sciences | GSK | Janssen | Merck & Co/MSD | Merck KGaA | Mylan | Novartis | Novo Nordisk | Otsuka | Pfizer | Roche (known as Chugai in Japan) | Sandoz | Sanofi | Takeda/Shire | Teva | ViiV Healthcare.
- **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 ASIA IN 2020



56% of 2020's respondent Asian patient groups judged the industry's response to Covid-19 to be "Very effective" or "Effective"—slightly lower than the average of 61% from respondent patient groups worldwide.

Attitudes differed significantly, according to the country of location of respondent patient groups. 75% of 2020's 16 respondent Hong Kong-based patient groups saw the industry's response to Covid-19 as "Very effective" or "Effective"; but only 29% of 2020's respondent patient groups from India said the same [see Chart 1, below]

The positivity shown by respondent Asian patient groups to the pharma industry during 2020 stems largely from these patient groups' approval of the industry's fast pace in research, development, and manufacture of Covid-19 vaccines. When asked to comment on pharma products of most benefit to patients, a Hong Kong-based local arthritis patient group stated: “研發新冠疫苗” (“R&D of the Covid-19 vaccine”). And a Korea-based national kidney-cancer patient group noted: “코로나 백신을 개발한것이 환자안전에 가장 큰 충족이라 생각” (“I think development of a Covid-19 vaccine will fill the biggest need for patient safety”).

Chart 1: The effectiveness of the pharma industry at supporting patients during Covid-19 in 2020—by different countries in Asia (Percentage of respondent Asian patient groups stating “Very effective” or “Effective”)

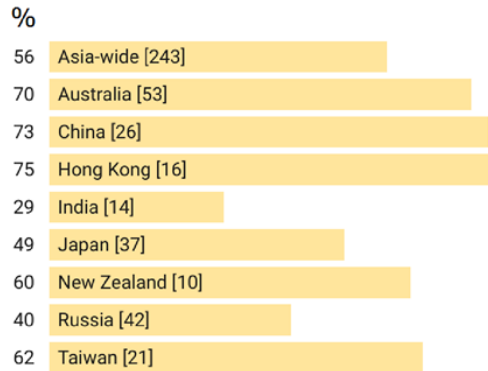
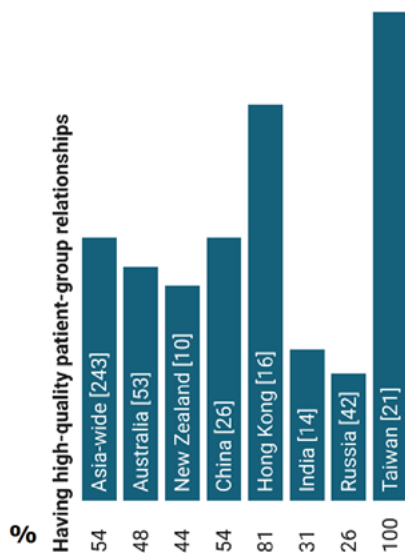


Chart 2: How patient groups from different parts of Asia vary in their views on pharma’s effectiveness at patient-group relationships (Percentage of respondent patient groups from each Asian country stating “Very effective” or “Effective”)



The polarised opinions of Asian patient groups can be illustrated by their response to the survey’s question on the effectiveness of the pharma industry’s relationships with patient groups.

In 2020, 54% of respondent Asian patient groups stated that the industry was “Excellent” or “Good” at relationships with patient groups (versus 49% in 2019). But, despite the overall increase in positivity, the percentages reported were far lower in parts of Asia. In India, as few as 31% of the respondent patient groups described the industry as “Excellent” or “Good” at patient-group relationships [see Chart 2]. The divergence of opinion seems to hinge on Asian patients’ impressions of vaccine availability.

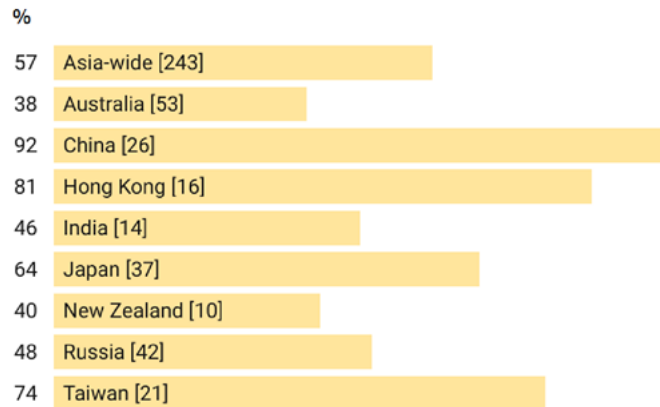
In some instances, the goodwill shown by respondent Asian patient groups towards pharma was muted by a failure among companies to provide other forms of support to the long-term ill during 2020: “Other than news stories of the development of the vaccines, we really haven’t heard of any company offering help that supported our consumers.”—Regional arthritis patient group, Australia

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

In 2020, 57% of the respondent Asian patient groups stated that the industry had an “Excellent” or “Good” corporate reputation, against 51% in 2019. The equivalent global figure in 2020 was 50%. 2020’s respondent Asian patient groups ranked the pharma industry 1st for corporate reputation out of nine healthcare sectors.

Once more, views varied significantly across the region [see Chart 3], with only 40% of 2020’s 10 respondent New Zealand patient groups stating that the pharma industry had an “Excellent” or “Good” corporate reputation, but as many as 92% of the 26 respondent China-based patient groups stating the same

Chart 3: The pharma industry’s corporate reputation in different Asian countries, 2020 (Percentage of respondent Asian patient groups stating that the pharma industry has an “Excellent” or “Good” corporate reputation)

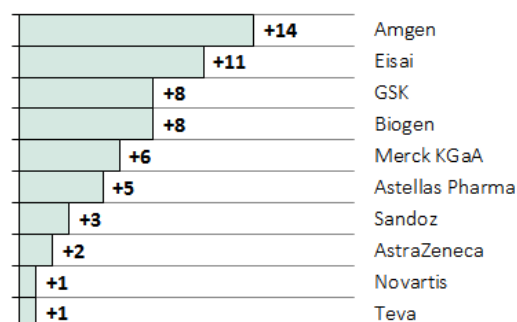


3. RANKINGS OF INDIVIDUAL PHARMA COMPANIES IN ASIA IN 2020

The companies voted “Best” for Covid-19 response in Asia in 2020, and “Best” for overall corporate reputation in Asia in 2020, can be found in the summary above. Other success stories included ...

Amgen achieved the largest jump in the rankings for overall corporate reputation in Asia in 2020, as assessed by the 49 Asian respondent patient groups *familiar* with the company. In 2020, Amgen ranked overall 15th out of 28 companies—an increase of 14 places on its 2019 overall rank of 29th.

Companies showing an increase in overall rankings in the PatientView ‘Corporate Reputation of Pharma’ Asia league table, 2019-2020 (as assessed by respondent Asian patient groups *familiar* with the company)



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PROFILE OF 2020's 243 RESPONDENT ASIAN PATIENT GROUPS

Of the 243 respondent Asian patient groups ...

- 5% held an international geographic remit.
- 51% were national patient groups.
- 24% were large regional.
- 17% local.
- 71% worked/partnered with at least one pharmaceutical company.
- The 243 respondent Asian patient groups specialised in 72 different therapy areas.



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

~END OF PRESS RELEASE~

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