



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

*The results of an independent survey of 133 Spanish patient groups in 2020. Collectively, these patient groups reached out to 79,600 Spanish patients during 2020. The respondent Spanish patient groups commented on 24 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, FRIDAY, SEPTEMBER 3rd 2021**

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

---

## SUMMARY OF FINDINGS

**London, September 3rd, 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 133 Spanish patient groups on the performance of the pharmaceutical industry during the Covid-19 pandemic of 2020.*

### **Spanish patient-group perspectives on pharma during the Covid-19 pandemic**

#### **INDUSTRY-WIDE FINDINGS**

##### ***The pharma industry's effectiveness at tackling Covid-19 in Spain, 2020.***

*As many as 86% of 2020's respondent Spanish patient groups judged the industry's actions in tackling Covid-19 to be “Very effective” or “Effective” during 2020 (a far higher figure than the average from patient groups worldwide, of 62%).*

***The pharma industry's corporate reputation in Spain, 2020.*** *2020's respondent Spanish patient groups rated the corporate reputation of the pharma industry more highly than in previous years. 49% of 2020's respondent Spanish patient groups stated that the pharmaceutical industry had an “Excellent” or “Good” corporate reputation, against 40% in 2019. This assessment put the industry behind retail pharmacists (59%) in Spain in 2020, and biotechnology companies (56%), but ahead of generic manufacturers (40%).*

## COMPANY RANKINGS

Two sets of rankings are provided in the 2020 Spain analyses: (1.) out of 24 pharma companies, and (2.) out of just 13 of the largest, multi-national, multi-therapy ('big-pharma') companies.

### Response to Covid-19 in Spain, 2020

1. **Out of 24 pharma companies:** The three pharma companies voted "Best" in 2020 for helping Spanish patients and patient groups during Covid-19 were: **1st, ViiV Healthcare** | **2nd, Gilead** | and, **3rd, Pfizer**—as assessed by respondent Spanish patient groups familiar with the company.
2. **Out of 13 'big-pharma' companies:** The three 'big-pharma' companies voted "Best" in 2020 for helping Spanish patients and patient groups during Covid-19 were: **1st, Pfizer** | **2nd, AbbVie** | and, **3rd, Novartis**—as assessed by respondent Spanish patient groups familiar with the company.

### Overall corporate reputation in Spain in 2020

1. **Out of 24 pharma companies:** The three pharma companies voted "Best" for overall corporate reputation in Spain in 2020 were: **1st, ViiV Healthcare** | **2nd, Pfizer** | and, **3rd, Gilead Sciences**—as assessed by respondent Spanish 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 Spain in 2020 were: **1st, Pfizer** | **2nd, Novartis** | and, **3rd, Janssen**—as assessed by respondent Spanish patient groups familiar with the company.

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

.....

## ABOUT THE 2020 'CORPORATE REPUTATION' SURVEY

### A survey of 133 Spanish patient groups

- **When?** The survey was conducted November 2020-February 2021, when key events of the pandemic will have influenced the opinions of respondent Spanish 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?** 24 companies were included in the 2020 Spain analyses:  
AbbVie | Ammirall | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Eli Lilly | Gilead Sciences | Grifols | GSK | Janssen | Merck & Co/MSD | Merck KGaA | Mylan | Novartis | Novo Nordisk | Pfizer | Roche | 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 SPAIN IN 2020



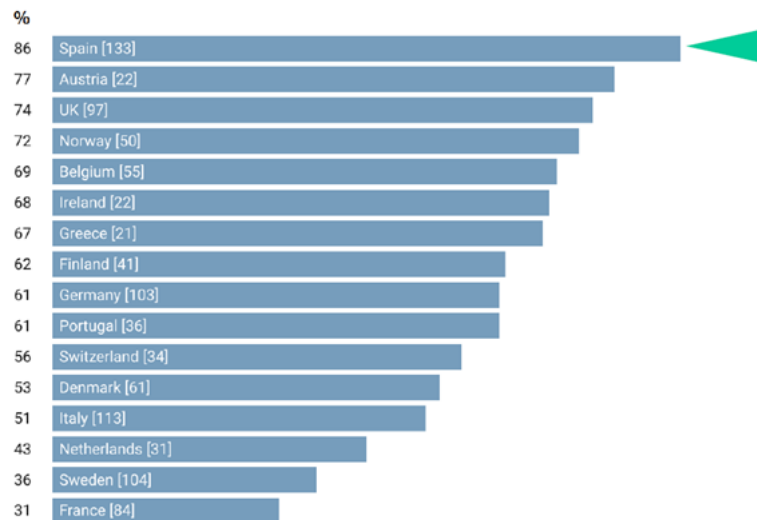
The positivity shown by Spanish patient groups to pharma’s response to Covid-19 was largely linked to the accelerated innovation and development of vaccines in 2020. However, other factors may have played a part:

- By the end of the ‘Corporate Reputation’ survey period (late-February 2021), Spain ranked as high as 6th in the world for the levels of its population vaccinated against Covid-19;
- Spain was one of the top countries for the number of Covid-19-vaccine trials held during the survey period; and ...
- Spanish companies, and the Spanish operations of global companies, were active in manufacturing Covid-19 vaccines.

As many as 86% of 2020’s respondent Spanish patient groups judged the industry’s response to Covid-19 to be “Very effective” or “Effective”—the highest-reported figure among the 38 countries analysed for this question, and well above the global average of 61%.

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-19 in 2020—by countries in Western Europe** (Percentage of respondent patient groups from each country stating “Very effective” or “Effective”)



Furthermore, 2020’s respondent Spanish patient groups increased their approval ratings for pharma activities related to R&D during that year. Thus:

- On the pharma industry’s ability to innovate: 73% of 2020’s respondent Spanish patient groups stated that the pharmaceutical industry was “Excellent” or “Good” at innovation (against 49% in 2019).
- Creating products of benefit to patients: 71% of 2020’s respondent Spanish patient groups stated that the industry was “Excellent” or “Good” at this core activity (versus 46% in 2019).

But, despite the high approval ratings for pharma’s response to Covid-19, and for pharma’s abilities at several of its key activities, the majority of 2020’s respondent Spanish patient groups still believed pharma to be either “Fair” or “Poor” (or they “Did not know”) at other key activities of importance to patients. The main sentiment from 2020’s respondent Spanish patient groups was that much more could have been done in Spain during Covid-19 by the pharma industry—not least, in the **provision of patient information** (especially information related to the interaction of Covid-19 and Spanish patients’ customary treatments). Only 40% of 2020’s respondent Spanish patient groups stated that the pharma industry was “Excellent” or “Good” at providing high-quality patient information (versus 32% in 2019).

“Información sobre como afecta la covid a los pacientes con cáncer.”  
 (“Information about how Covid-19 affects patients with cancer.”)—**regional cancer patient group, Spain**

“Informar sobre la relación entre la Covid-19 y determinadas patologías y enfermedades crónicas y cómo estos pacientes pueden verse afectados.”  
 (“Report on the relationship between Covid-19 and certain diseases and chronic conditions, and how these patients may be affected.”)—**national HIV/AIDS-and-hepatitis patient group, Spain**

Seguimiento del mismo para saber si ha sido contagiado por el Covid-19 y ver si su tratamiento tiene alguna interacción con los tratamientos necesarios para el Covid-19 y si se debe ajustar la dosis del tratamiento que lleva de base por este tratamiento añadido.”

(“Follow-up of the same, to see if they have been infected by Covid-19, and to see if their treatment has any interaction with the treatments required for Covid-19, and whether the dose of the treatment that is based on this should be adjusted.”)—**Asociación Contra el Cáncer Gástrico y Gastrectomizados (ACCGG), Spain**

## 2. THE PHARMA INDUSTRY’S CORPORATE REPUTATION IN SPAIN IN 2020

In 2020, 49% of the respondent Spanish patient groups stated that the industry had an “Excellent” or “Good” corporate reputation, against 40% in 2019 [see Chart 2]. The equivalent global figure in 2020 was 50%. 2020’s respondent Spanish patient groups ranked the pharma industry 3rd for corporate reputation out of nine healthcare sectors [see Chart 3].

*Chart 2: Pharma’s corporate reputation in Spain has improved significantly since 2014 (Percentage of respondent Spanish patient groups per year stating that the pharmaceutical industry has an “Excellent” or “Good” corporate reputation)*

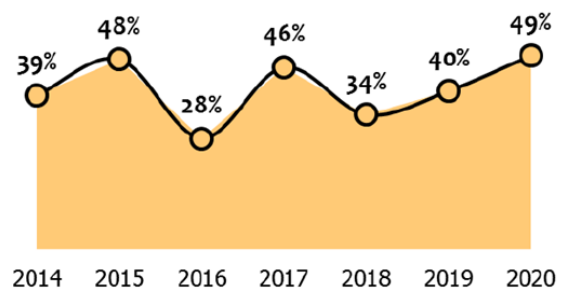
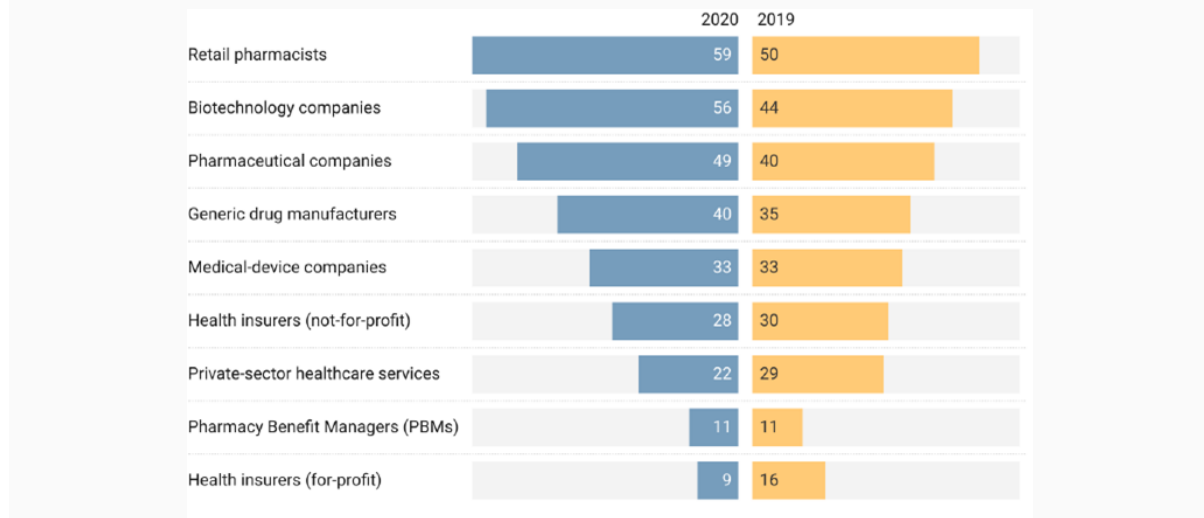


Chart 3: The corporate reputation of the pharmaceutical industry in Spain, 2020 v. 2019—compared with that of other healthcare sectors (Percentage of respondent Spanish patient groups stating “Excellent” or “Good”)



### 3. RANKINGS OF INDIVIDUAL PHARMA COMPANIES IN SPAIN IN 2020

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

Pfizer, Sanofi, Merck KGaA, and Grifols all achieved a jump of 6 places in the rankings for overall corporate reputation in Spain in 2020, as assessed by respondent Spanish patient groups familiar with the company. In 2020, Sanofi ranked 9th, Merck KGaA ranked 13th, and Grifols ranked 14th.

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

+6	Pfizer
+6	Sanofi
+6	Merck KGaA
+6	Grifols
+4	Merck & Co/MSD
+2	AstraZeneca
+1	ViiV Healthcare
+1	Janssen
+1	Almirall

## PROFILE OF 2020’S 133 RESPONDENT SPANISH PATIENT GROUPS

Of the 133 respondent Spanish patient groups ...

- 5% held an international geographic remit.
- 55% were national patient groups.
- 27% were large regional.
- 12% local.
- 59% worked/partnered with at least one pharmaceutical company.
- The 133 respondent Spanish patient groups specialised in 50 different therapy areas.



*For further information on this 2020 Spain '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](mailto:report@patient-view.com)  
[www.patient-view.com](http://www.patient-view.com)  
Registered in England Number: 3944382  
Registered office:  
One Fleet Place, London, EC4M 7WS, UK