



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

The results of an independent survey of 262 autoimmune patient groups in 2020. Collectively, these patient groups reached out during 2020 to 181,200 patients with various autoimmune conditions. The respondent autoimmune patient groups commented on 24 companies, selecting those with the “Best” corporate reputation in 2020, and which were “Best” at tackling Covid-19 in 2020.

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## SUMMARY OF FINDINGS

*London, October 15th 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, between November 2020 and February 2021, the opinions of 262 autoimmune patient groups on the performance of pharma during the Covid-19 pandemic of 2020 (from both industry-wide and company-specific perspectives). For a list of companies included in the autoimmune analyses see end of email,*

*The findings show that patients with autoimmune conditions suffered significantly during the Covid-19 lockdowns of 2020—not only because they were unable to go to hospital, but also as a result of some of their customary treatments being re-purposed to treat patients with Covid-19, creating shortages for people with autoimmune conditions. In addition, these patients experienced other drug shortages, created by Covid-related disruptions to the drug-distribution supply chain. Patient groups specialising in autoimmune conditions had to step up and fill new demands placed on them by 'locked-down' autoimmune patients. However, many such patient groups found that they weren't receiving hoped-for support from pharma while the pandemic was raging.*

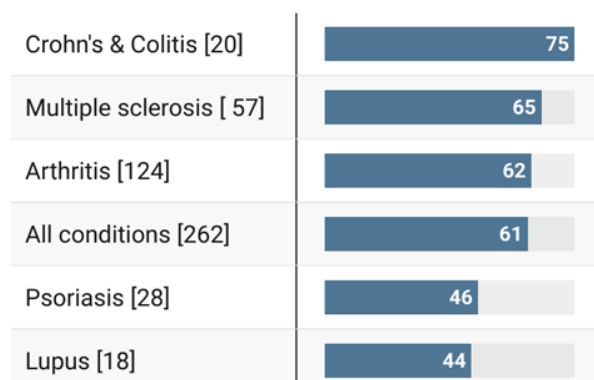
## INDUSTRY-WIDE FINDINGS, 2020—THE PERSPECTIVES OF AUTOIMMUNE PATIENT GROUPS

The perceptions of respondent autoimmune patient groups **as a whole** were compared with those from respondent patient groups specialising in **five different types** of autoimmune conditions: • **arthritis**; • **inflammatory bowel disease (IBD)**; • **lupus**; • **multiple sclerosis**; and • **psoriasis**.

### Pharma's response to Covid-19

61% of 2020's respondent autoimmune patient groups judged the pharma industry's response to Covid-19 to be "Very effective" or "Effective"—a figure in line with the global average of 62% from patient groups of all therapy areas. However, **Chart 1** shows that attitudes towards the pharma industry's effectiveness at tackling Covid-19 varied significantly among the patient groups specialising in the different autoimmune conditions. Most negative were the respondent lupus patient groups. The feedback they provided to the 2020 survey highlighted the problems that the patients with whom they were familiar were having in accessing standard lupus treatments during 2020—treatments which had been re-purposed for, and diverted to, patients with Covid-19.

**Chart 1:** Percentage of respondent autoimmune patient groups which thought the pharma industry "Very effective" or "Effective" at **supporting patients during the Covid-19 pandemic of 2020**—comparing five different autoimmune conditions  
Note: "All conditions" means all autoimmune conditions

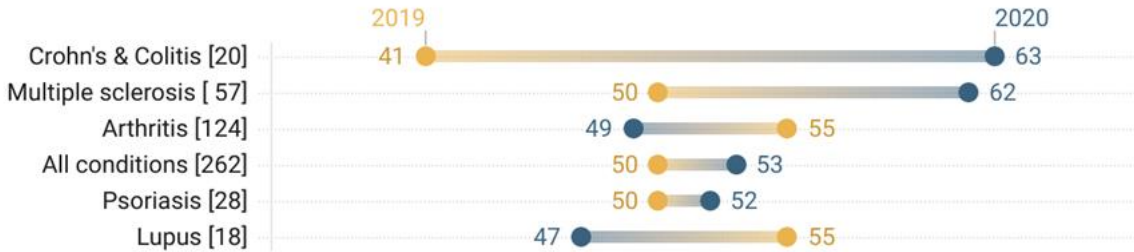


### The corporate reputation of pharma

Since 2017, the majority of the 'Corporate Reputation's respondent autoimmune patient groups have mostly taken a positive view of the pharma industry. 53% of 2020's respondent autoimmune patient groups stated that the pharma industry as a whole had an "Excellent" or "Good" corporate reputation. This put the industry ahead of most other healthcare stakeholders, including biotechnology companies (51%), and generic drug manufacturers (42%), but behind retail pharmacists (57%).

Even so, attitudes among the various different types of respondent autoimmune patient groups were dissimilar—a point illustrated by **Chart 2** (see next page). Respondent arthritis patient groups and lupus patient groups believed that pharma's corporate reputation fell in 2020—whereas other types of respondent autoimmune patient groups thought pharma's reputation to have improved in 2020. For instance, 63% of 2020's respondent Crohn's-and-colitis patient groups regarded pharma's corporate reputation to be "Excellent" or "Good" (the equivalent figure from 2019's respondent Crohn's-and-colitis patient groups was 41%).

**Chart 2:** *The pharma industry's corporate reputation, 2020 v. 2019—according to five different categories of respondent autoimmune patient groups. Percentage of respondent autoimmune patient groups stating that the pharma industry has an “Excellent” or “Good” corporate reputation*



Note: “All conditions” means all autoimmune conditions

## THE RANKINGS OF INDIVIDUAL PHARMA COMPANIES, 2020—THE PERSPECTIVES OF AUTOIMMUNE PATIENT GROUPS

Rankings were calculated according to the assessments made by ..

1. All 262 respondent autoimmune patient groups;
2. The 124 respondent arthritis patient groups;
3. The 20 respondent inflammatory-bowel disease (IBD) patient groups; and
4. The 28 respondent psoriasis patient groups.

### Covid-19 response

**Table 1:** *The three pharma companies voted “Best” for their support of patients during the Covid-19 pandemic in 2020 by respondent autoimmune patient groups familiar with the companies [figure in brackets is the total number of companies included in each therapy-area set of the rankings]*

	Autoimmune [24]	Arthritis [17]	IBD [4]	Psoriasis [6]
<b>1st</b>	AbbVie	AbbVie	AbbVie	AbbVie
<b>2nd</b>	Novartis	Pfizer	Janssen	Novartis
<b>3rd</b>	Pfizer	Novartis	Takeda/Shire	Eli Lilly

2020's respondent autoimmune patient groups also referred, in their commentaries, to a number of companies offering flexible emergency support for autoimmune patients cut off from their normal treatments by the pandemic. The following 9 companies were specifically mentioned for such action: • Boehringer Ingelheim; • Bristol Myers Squibb; • GSK; • Janssen; • Eli Lilly; • LEO Pharma; • Pfizer; • Roche/Genentech; and • Sanofi.

Overall corporate reputation

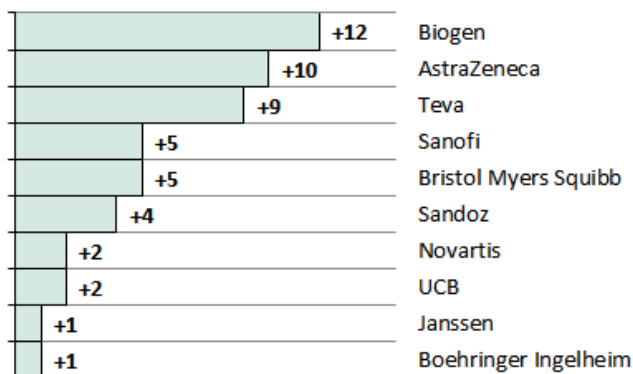
**Table 2:** The three pharma companies voted “Best” for overall corporate reputation in 2020, according to respondent autoimmune patient groups familiar with the companies [figure in brackets is the total number of companies included in each therapy-area set of the rankings]

	Autoimmune [24]	Arthritis [17]	IBD [4]	Psoriasis [6]
<b>1st</b>	AbbVie	AbbVie	Janssen	AbbVie
<b>2nd</b>	Novartis	Pfizer	Takeda/Shire	Janssen
<b>3rd</b>	Roche/Genentech	Novartis	AbbVie	Novartis

The commentaries supplied to PatientView by 2020’s respondent autoimmune patient groups made clear that their opinions on the corporate reputation of pharma companies in 2020 were primarily influenced by company responses to Covid-19—whether that be the development and production of vaccines, or other efforts by companies to support patients with autoimmune conditions during lockdown. 2020’s respondent autoimmune patient groups also offered recommendations on how the pharma industry, and individual companies, could improve in their service to patients with autoimmune conditions.

Other success stories

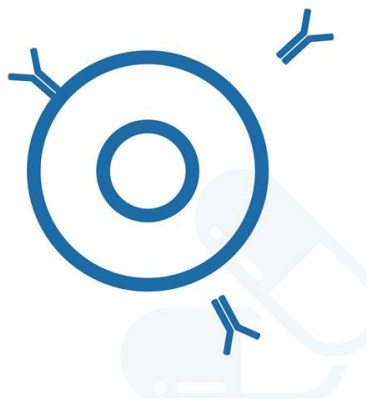
**Chart 3:** Companies showing an increase in overall rankings in the PatientView ‘Corporate Reputation of Pharma’ autoimmune league tables, 2019-2020 (as assessed by respondent autoimmune patient groups familiar with the company)



The company making the biggest jump in overall corporate reputation in the field of autoimmune conditions in 2020 was **Biogen**, which was ranked **11th** out of 24 pharma companies by 2020’s respondent autoimmune patient groups familiar with the company—a jump of 12 places on Biogen’s 2019 position (when the company was ranked 23rd out of 29 companies).



## WHERE PHARMA NEEDS TO IMPROVE



Although 2020's respondent autoimmune patient groups acknowledged the pharma industry's capabilities in R&D in 2020, the majority also believed pharma to be either "Fair" or "Poor" (or they "Did not know") at other key activities of importance to patients—most notably:

- provision of patient information; and
- patient access to medicines.

### Provision of patient information

2020's respondent autoimmune patient groups identified that patients with an autoimmune condition had a strong, but unmet, need during the pandemic for information from pharma about the impact of Covid-19 on autoimmune conditions, in particular:

- How Covid-19 affects people with an autoimmune condition.
- How to use autoimmune treatments when vaccinated.
- How to adapt hospital-based treatments for home use.

*"Per medicament toelichting geven over de interferentie met Covid-19 medicatie." ("For each medicine, provide an explanation as to the interference with Covid-19 medicine".) —*

**MS-Liga Vlaanderen, a regional multiple-sclerosis patient group, Belgium**

### Access to medicines

*"Lääkkeen saatavuusongelma (HCQ) vaivaa edelleen muissa Euroopan maissa." ("Many European countries still have problems with availability of the medicine HCQ [hydroxychloroquine]" —***National lupus patient group, Finland**

*"Fremsnakke sikker tilgang på medisiner." ("Advocate secure access to medicines.") —***Norsk Revmatikerforbund, a national arthritis patient group, Norway**

In 2020, only a minority of respondent autoimmune patient groups (34%) stated that the industry was "Excellent" or "Good" at helping patients with autoimmune conditions gain access to customary medicines (versus 29% saying the same in 2019). Respondent autoimmune patient groups gave several reasons as to why they made this assessment. Specific types of autoimmune patient communities were affected by:

1. Supplies of their medication being diverted to treat Covid-19 patients.
2. Serious shortages of imported drugs during 2020. These shortages were, in part, a by-product of the disruption imposed on drug-distribution chains by the Covid-19 pandemic. And ...
3. Drug pricing was another hurdle preventing patients with autoimmune conditions from accessing medicines during 2020. Only 11% of that year's respondent autoimmune patient groups felt the pharmaceutical industry to be "Excellent" or "Good" at instituting fair pricing policies (a similar figure to the 12% saying the same in 2019).

## ABOUT THE 2020 'CORPORATE REPUTATION' SURVEY

### *A survey of 262 autoimmune patient groups*

- **When?** The survey was conducted November 2020-February 2021, when key events of the pandemic will have influenced the opinions of respondent autoimmune 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 during that year.
- **Companies assessed?** 24 companies were included in the 2020 autoimmune analyses: AbbVie | Amgen | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Eli Lilly | Ferring | Gilead Sciences | GSK | Janssen | LEO Pharma | Merck & Co/MSD | Merck KGaA/EMD Serono | Mylan | Novartis | Pfizer | Roche/Genentech | Sandoz | Sanofi | Takeda/Shire | Teva | UCB.
- **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.

## PROFILE OF 2020'S 262 RESPONDENT AUTOIMMUNE PATIENT GROUPS

Of the 262 respondent patient groups ...

- 6% held an international geographic remit.
- 66% were national patient groups.
- 17% were large regional.
- 10% local.
- 71% worked/partnered with at least one pharmaceutical company.
- The 262 respondent autoimmune patient groups were headquartered in 51 different countries.

**Chart 4. Therapeutic areas of respondent autoimmune patient groups, 2020.** Number of respondent autoimmune patient groups, N=262

Ankylosing spondylitis	19
Arthritis: most/all types	45
Atopic dermatitis/eczema	2
Autoimmune: most/all conditions	15
Autoimmune: other	3
Celiac	4
Crohn's and colitis	20
Lupus	18
Multiple sclerosis	57
Osteoarthritis	3
Psoriasis	6
Psoriasis and psoriatic arthritis	22
Rheumatoid arthritis	35
Scleroderma	13



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

~END OF PRESS RELEASE~

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