

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

The logo for Patient View, featuring the words "PATIENT" and "VIEW" stacked vertically in white, uppercase, sans-serif font, centered within a dark blue square.

The last report in our series on the corporate reputation of pharma in 2020: a focus on mental health—from the patient perspective

The results of an independent survey of 80 mental-health patient groups in 2020.

Collectively, these patient groups reached out to 45,500 people with various mental-health conditions during 2020. The respondent mental-health patient groups commented on 7 companies, selecting those with the “Best” corporate reputation in 2020, and which were “Best” at responding to Covid-19 in 2020.

EMBARGOED PRESS RELEASE:

1am GMT, THURSDAY, NOVEMBER 11th 2021

▶ **Contact:** Alex Wyke

▶ **Mobile/cell:** +44-(0)-7960-855-019

▶ **Email:** report @ patient-view.com

Summary of findings

Findings from the 2020 'Corporate Reputation' survey show that many members of the population feared their mental health to be suffering during the pandemic. Mental-health patient groups responding to the survey reported increased contact during the year with individuals seeking help for mental-health issues. Yet respondent mental-health patient groups described, in their commentaries to the survey, how pharma's reaction to the pandemic was, for the most part, muted. They pointed out several ways in which pharma companies could have provided help to mental-health communities.

About the survey of 80 mental-health patient groups:

- ***When?*** The survey was conducted November 2020-February 2021, when key events of the pandemic will have influenced the opinions of respondent mental-health 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?*** 7 companies were included in the 2020 mental-health analyses: AbbVie | Eli Lilly | Janssen | Lundbeck | Otsuka | Sandoz | Teva.
- ***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.

The Covid-19 pandemic and mental health

Mental health became a major concern during the pandemic, as evidenced by a rise in the consumption of anti-depressants and anti-anxiety treatments in 2020. People unable to gain access to health professionals during lockdown increasingly turned to mental-health medication. Young people, and individuals from low socioeconomic-status households, seemed especially badly affected. The process of isolation during lockdown, and Covid-19’s disruption of mental-health services, both escalated stress and anxiety among people with mental-health conditions.

Industry-wide results

Pharma’s corporate reputation in 2020, as assessed by mental-health patient groups—and the industry’s effectiveness during the pandemic in supporting patients with mental-health issues

Since 2015, when PatientView began measuring mental-health patient groups’ assessments of the corporate reputation of the pharma industry, these groups have consistently marked the industry’s corporate reputation less favourably than patient groups from all therapy areas. 2020 was no exception, though 2020’s respondent mental-health patient groups did consider pharma to have improved its performance on 2019 [see [Chart 1](#), below].

The 2020 ‘Corporate Reputation’ survey also asked patient groups to comment on the effectiveness of pharma in supporting patients during the pandemic. 50% of 2020’s respondent mental-health patient groups judged the pharma industry’s response to Covid-19 to be “Very effective” or “Effective”—lower than the global average of 62% from patient groups of all therapy areas. **Lundbeck** and **Gilead Sciences** were two companies mentioned by respondent mental-health patient groups as helpful during the pandemic to them, and to patients with mental-health issues.

Chart 1: Percentage of respondent patient groups stating that pharma had an “Excellent” or “Good” corporate reputation, 2015-2020: mental health v. all therapy areas

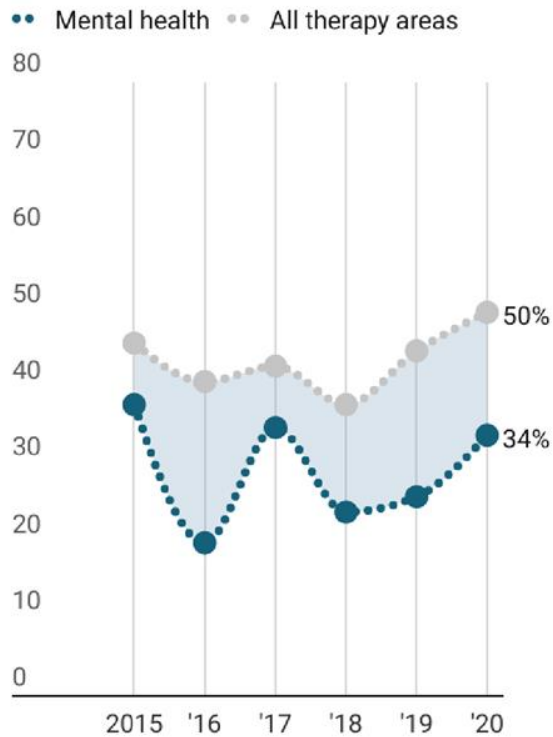
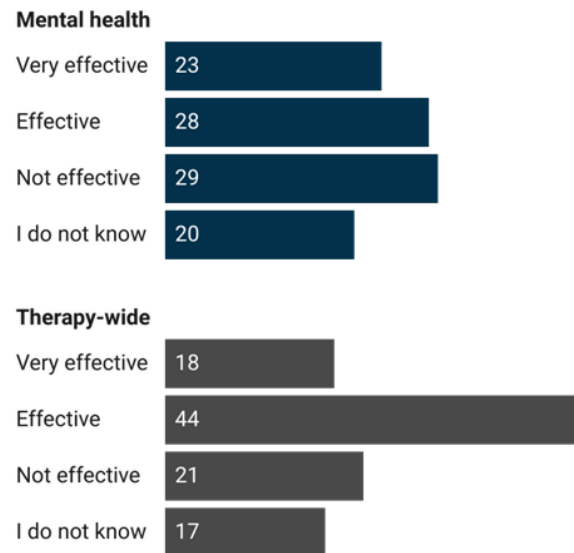


Chart 2: Percentage of respondent patient groups stating that pharma was “Very effective ” or “Effective” at supporting patients during the pandemic: mental health v. all therapy areas



How industry needs to improve

As mentioned above, respondent mental-health patient groups identified ways in which pharma could have improved during the pandemic, by undertaking the following:

- **Conducting research into Covid-19’s impact on mental health.**
- **Addressing the digital/e-health needs of people with a mental-health condition who are trapped in lockdown.**
- **Supporting mental-health patient groups facing extra demands during the pandemic from increased numbers of people with mental-health concerns.**
- **Providing tailored information oriented around the impact of Covid-19 on people with mental-health issues.**
- **Having greater consideration of the impact of drug/vaccine-pricing strategies on health inequities.**
- **Promoting interventions that are aimed at the prevention of poor mental health.**

Some comments from mental health-groups

« Questionner la population qui subit doublement les problèmes de santé mentale avec la Covid; tenir compte de toutes les répercussions psychologiques sur les gens fragilisés et leur proposer des solutions fiables. » (“Research the population that suffers twofold, with both mental-health problems, and Covid. Consider all the psychological repercussions on those people, made even more vulnerable, and offer them reliable solutions.”) — **National mental-health patient group, Belgium**

"Samarbejde med patientforeningerne. Det er dem, der kender patientens situation og perspektiv." (“Collaboration with the patient associations. It is they who know the patient’s situation and perspectives.”) — **National patient group focused on addiction, Denmark**

“Support the dissemination of objective information about their disease areas and the impact of Covid.” — **National patient group focused on depression, USA**

The rankings of individual pharma companies 2020—the perspectives of mental-health patient groups

Rankings were calculated according to the assessments made by mental-health patient groups that feel they know the company well enough to be able to comment on its activities (familiar with).

The three pharma companies voted “Best” for **overall corporate reputation in 2020**, according to respondent mental-health patient groups **familiar** with the companies:

- ▶ **1st. Lundbeck.** Lundbeck was ranked 1st out of 7 companies for overall corporate reputation in 2020, according to the 35 respondent mental-health patient groups claiming familiarity with the company (up 2 places on the rank held by Lundbeck in 2019).
- ▶ **2nd. Janssen.** Janssen was ranked 2nd out of 7 companies for overall corporate reputation in 2020, according to the 44 respondent mental-health patient groups claiming familiarity with the company (down one place from 2019). And ...
- ▶ **3rd. AbbVie.** AbbVie was ranked 3rd out of 7 companies for overall corporate reputation in 2020, according to the 20 respondent mental-health patient groups claiming familiarity with the company (AbbVie was not included in the 2019 analyses).

The three pharma companies voted “Best” for **their response to Covid-19 in 2020**, according to respondent mental-health patient groups **familiar** with the companies, were the same top three as above.

END OF PRESS RELEASE

ANNOUNCEMENT BY GAMIAN-EUROPE

GAMIAN-Europe has asked PatientView to circulate the following invitation to mental-health patient groups based in Europe.

GAMIAN-Europe has recently launched a survey, together with the European Patients Association (EPA), on the impact of COVID-19 on mental health, care, and service delivery in Europe. The survey aims to gather patients' and clinicians' perspectives on the issue. The survey can be accessed from the link below:

[COVID-19 Survey II: Are mental health needs being met by services? | GAMIAN-Europe](#)

The survey is available in multiple European languages



Share PatientView, London

Tweet

Share

Forward