



## CANCER EDITION: THE CORPORATE REPUTATION OF PHARMA IN 2021

***The Patient Perspective—Cancer edition***

*The views of 520 cancer patient groups*

**PRESS RELEASE EMBARGOED UNTIL**  
TUESDAY, MAY 31<sup>st</sup> 2022, 6 AM GMT / 2AM EST

**Contact:** Alex Wyke **Tel:** +44-(0)-7960-855-019  
**Email:** [report@patient-view.com](mailto:report@patient-view.com)

***London, 31<sup>st</sup> May 2022***

PatientView is today publishing the results of its latest 'Corporate Reputation of Pharma' survey—cancer edition, now in its 9th year, and two years into the Covid-19 pandemic. Between November 2021-February 2022, the survey collected the opinions of 520 cancer patient groups on the performance of the pharmaceutical industry during 2021.

Patient groups responding to the 'Corporate Reputation of Pharma' survey are uniquely positioned to comment on the pharma industry's performance during the pandemic. Patient groups not only understand the perceptions of patients, but are also the only healthcare stakeholder to network with *all* other stakeholders in the healthcare system.

Continue reading for details on:

- ▶ **How PatientView measures pharma's corporate reputation from a patient perspective;**
- ▶ **The headline results of the 2021 survey, from the perspective of cancer patient groups;**
- ▶ **The companies included in the 2021 cancer analysis; and**
- ▶ **The profiles of 2021's respondent cancer patient groups.**

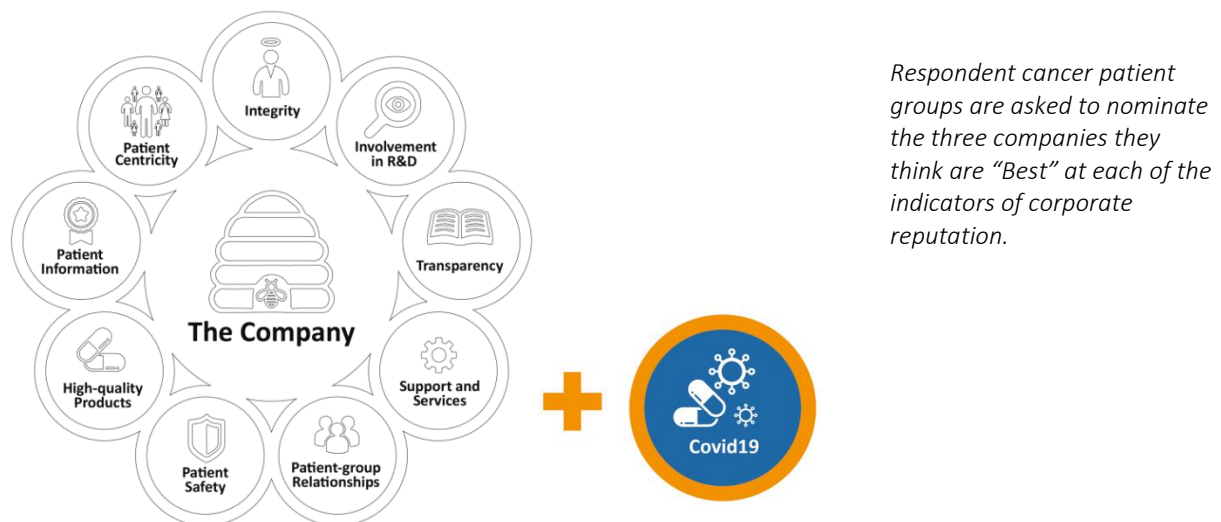
Contents and tables can be downloaded [here](#)

# METHODOLOGY

PatientView's annual online 'Corporate Reputation of Pharma' survey measures various aspects of pharma's performance—all from a patient and patient-group perspective. The survey's questions to respondent patient groups fall into two areas:

- (1) The performance of the **pharma industry as a whole**, compared to other healthcare industries, —and for various activities of importance to patients.
- (2) The performance of **individual pharma companies** (30 in total in the cancer edition of the 2021 survey results). Companies are assessed by respondent patient groups for their performance across nine indicators of corporate reputation. A new, 10th indicator was added to the previous year's survey (that of 2020), looking at companies' support to patients during the Covid-19 pandemic. This indicator was retained in the 2021 survey [see chart below].

The nine indicators that measure pharma's corporate reputation, from a patient perspective, plus a 10th indicator, looking at pharma's patient support during the Covid-19 pandemic



**The 30 companies included in the oncology arm of the 2021 'Corporate Reputation of Pharma' analyses:**

AbbVie | Amgen | Astellas Pharma | AstraZeneca | Bayer | Boehringer Ingelheim | Bristol Myers Squibb | Daiichi Sankyo | Dr Reddy's | Eisai | Eli Lilly | Gilead Sciences | GSK | Ipsen | Janssen | Menarini | Merck & Co/MSD | Merck KGaA/EMD Serono | Mylan | Novartis | Otsuka | Pfizer | Pierre Fabre | Roche/Genentech | Sandoz | Sanofi | Servier | Sun Pharma | Takeda | Teva

## Chart 1.

The number of respondent cancer patient groups familiar, or working, with the companies listed above [<https://bit.ly/3IF1Qa0>].

*Click here to read more about PatientView's [methodology for the 'Corporate Reputation of Pharma' 2021 \(published 2022\)](#).*

# SUMMARY OF RESULTS

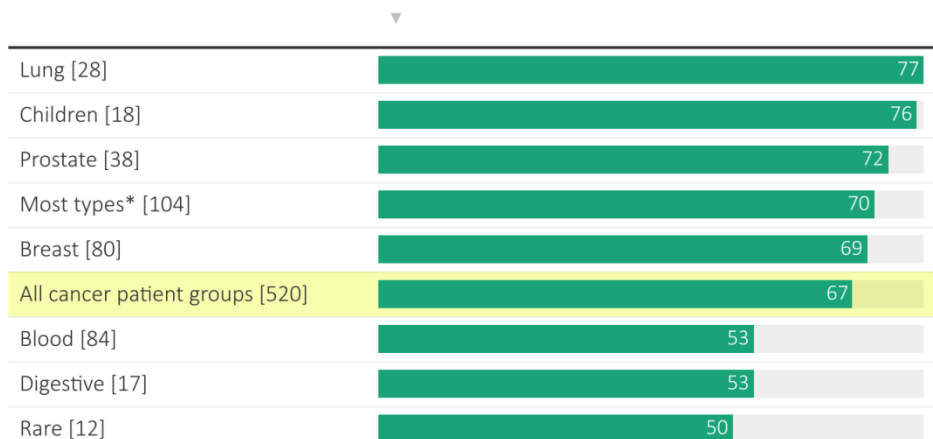
## FINDINGS AT INDUSTRY LEVEL

**The 520 cancer patient groups responding to the 2021 ‘Corporate Reputation’ survey rated the pharma industry more favourably for corporate reputation than their predecessors in all previous years.** 67% of 2021’s respondent cancer patient groups stated that the industry had an “Excellent” or “Good” corporate reputation, against 57% saying the same in 2020. Although many patients with cancer suffered from the indirect consequences of the pandemic, the sentiment of cancer patient groups towards industry, and to its achievements—particularly in relation to the Covid-19 pandemic—remained positive during 2020 and 2021. **81% of 2021’s 520 respondent cancer patient groups thought the pharma industry “Very effective” or “Effective” at supporting patients during the Covid-19 pandemic**—higher than the equivalent figures received from 2021’s respondent patient groups of other therapy areas.

**However, 2021’s respondent cancer patient groups are not uniform in their views about the pharma industry’s reputation.** Lung-cancer patient groups were the most positive about the pharma industry in 2021; blood-, digestive-, and rare-cancer patient groups were the least positive. So, why the difference?

**Chart 1: The corporate reputation of pharma, 2021**

*Percentage of respondent cancer patient groups stating “Excellent” or “Good”*



Cancer patient groups which marked pharma down for its reputation in 2021 pointed to many unmet areas of patient need in cancer R&D, including:

- ▶ Patient access to cancer medicines.
- ▶ The need to emphasise the quality of life of patients with cancer.
- ▶ The need for real-world evidence (RWE) on the tolerability and side effects of cancer medicines.
- ▶ The need for cancer R&D to consider larger patient populations.

## COMPANY RANKINGS – ALL CANCERS

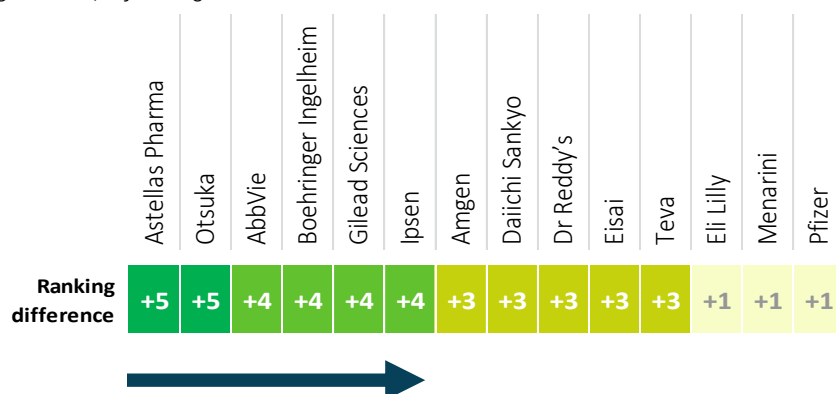
► **The top-three pharma companies out of 30 companies**, ranked for their overall corporate reputation in 2021, assessed by respondent cancer patient groups familiar with the company: **Pfizer**, 1st | **Roche/Genentech**, 2nd | **Novartis**, 3rd.

► **The top-three pharma companies out of 26 companies**, ranked for their overall corporate reputation in 2021, assessed by respondent cancer patient groups working with the company: **Pfizer**, 1st | **Roche/Genentech**, 2nd | **Janssen**, 3rd.

► **The companies rising the most in the rankings, 2020 to 2021, as assessed by respondent cancer patient groups familiar with the company**, can be seen in the chart below.

**Chart 2: Companies making the biggest rises 2020 to 2021, as assessed by respondent cancer patient groups familiar with the company**

*Rises listed high to low, left to right*



## COMPANY RANKINGS – FOR DIFFERENT TYPES OF CANCER

### THE VIEWS OF 84 **BLOOD-CANCER** PATIENT GROUPS

- **The top-three pharma companies out of 19 companies**, ranked for their overall corporate reputation in 2021, assessed by respondent patient groups familiar with the company:

**Janssen**, 1st | **AbbVie**, 2nd | **Pfizer**, 3rd

### THE VIEWS OF 92 **BREAST-/WOMEN'S-CANCER** PATIENT GROUPS

- **The top-three pharma companies out of 23 companies**, ranked for their overall corporate reputation in 2021, assessed by respondent patient groups familiar with the company:

**Pfizer**, 1st | **Roche/Genentech**, 2nd | **Novartis**, 3rd

### THE VIEWS OF 28 **LUNG-CANCER** PATIENT GROUPS

- **The top-three pharma companies out of 11 companies**, ranked for their overall corporate reputation in 2021, assessed by respondent patient groups familiar with the company:

**Roche/Genentech**, 1st | **Takeda**, 2nd | **Pfizer**, 3rd

### THE VIEWS OF 42 **PROSTATE-/MEN'S-CANCER** PATIENT GROUPS

- **The top-three pharma companies out of 9 companies**, ranked for their overall corporate reputation in 2021, assessed by respondent patient groups familiar with the company:

**Janssen**, = 1st | **Pfizer**, = 1st | **Astellas**, 3rd

*“Listen to advice from patient experts. Ensure their drugs actually get to market, instead of demanding impossible prices for particular countries. Engage with HTAs and payers, instead of sitting on their drugs.”*

**—National blood-cancers patient group, UK**

2021’s 520 respondent cancer patient groups specialised in **24 different types of cancer** [see chart below].

Chart 5: Cancer specialties of respondent cancer patient groups, 2021

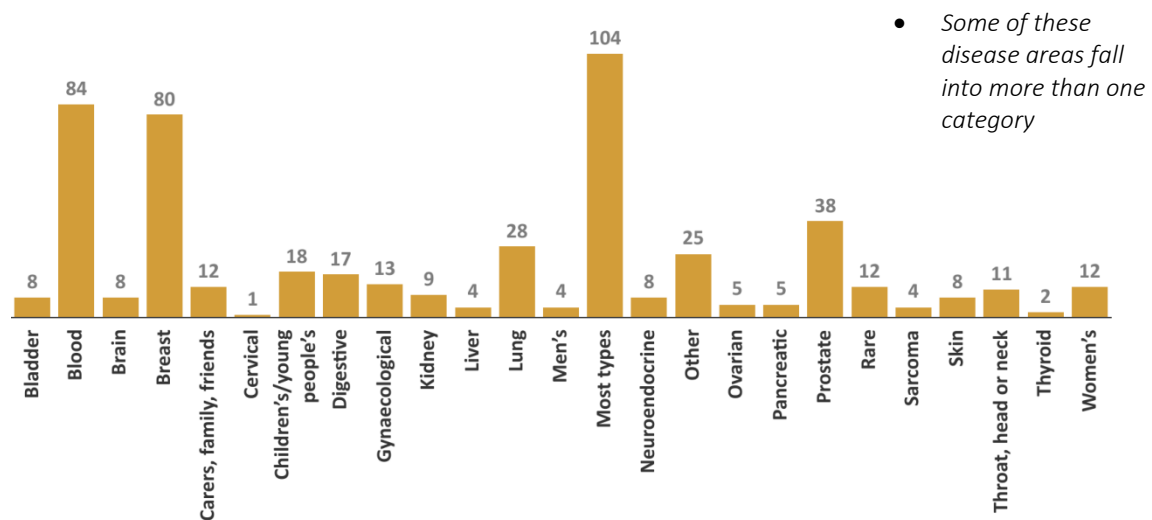
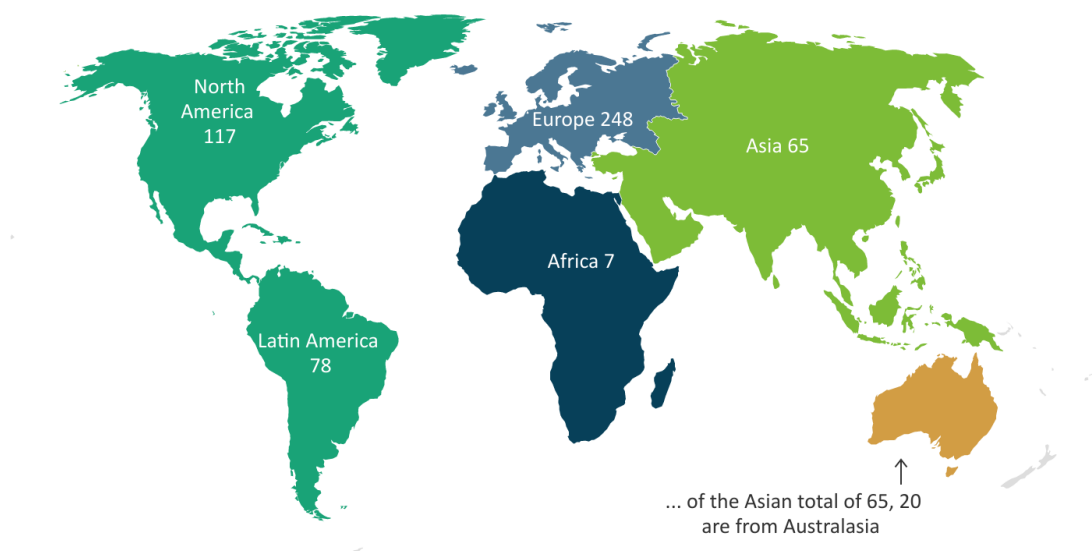


Chart 6: Geographic location of respondent cancer patient groups, 2021



**PatientView would like to thank the 520 cancer patient groups who gave up their time to respond to the 'Corporate Reputation of Pharma' survey 2021 (published 2022).**

For further information on this report, please use contact details at the head of the press release.

END OF PRESS RELEASE