



USA EDITION: THE CORPORATE REPUTATION OF PHARMA IN 2021

The Patient Perspective—USA edition

The views of 240 USA patient groups

PRESS RELEASE EMBARGOED UNTIL
FRIDAY, MAY 13th 2022, 6 AM GMT / 2AM EST

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

London, 13th May 2022

PatientView is today publishing the results of its latest 'Corporate Reputation of Pharma' survey—US 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 240 US-based 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 USA survey;**
- ▶ **The companies included in the 2021 US analysis; and**
- ▶ **The profiles of 2021's respondent US patient groups.**

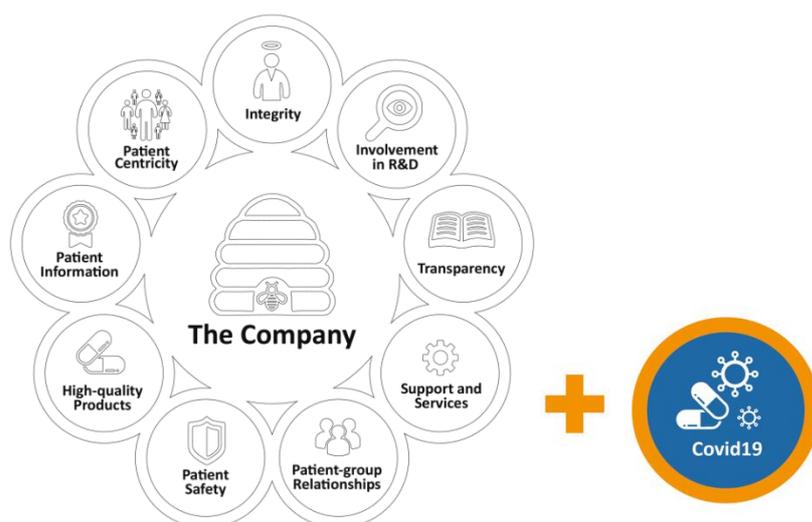
Contents and tables can be downloaded [here](#)

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** (41 in total in the 2021 survey). 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 on patient support during the Covid-19 pandemic



Respondent US patient groups are asked to nominate the three companies they think are “Best” at each of the indicators of corporate reputation.

Companies assessed for corporate reputation in the 2021 USA report

AbbVie | Acorda Therapeutics | Amgen | Astellas Pharma | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Chiesi Farmaceutici | CSL Behring | Daiichi Sankyo | Dr Reddy’s | Eisai | Eli Lilly | EMD Serono (Merck KGaA) | Ferring | Genentech (Roche) | Gilead Sciences | Grifols | GSK | Horizon Therapeutics | Ipsen | Janssen | Lundbeck | Merck & Co (MSD) | Mylan | Novartis | Novo Nordisk | Octapharma | Otsuka | Pfizer | Sandoz | Sanofi | Servier | Sun Pharma | Takeda | Teva | UCB | Vertex | ViiV Healthcare

Chart 1.

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

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 240 US patient groups responding to the 2021 survey rated the pharma industry more favourably for corporate reputation than their predecessors in previous years. 67% of 2021's respondent patient groups stated that the industry had an "Excellent" or "Good" corporate reputation, against 57% saying the same in 2020.

The positivity of 2021's respondent patient groups appears to be largely driven by the pharma industry's response to the Covid-19 pandemic—specifically, the success some US companies have had at developing vaccines and treatments. In total 81% of 2021's respondent patient groups stated that pharma was "Very effective" or "Effective" at providing support to patients during the pandemic, the same percentage as in 2020.

During 2021, the Covid-19 pandemic continued to monopolise public life in the USA. Prior to the pandemic, other, **longer-term problems—particularly health inequities, rising drug pricing and pharma's perceived lack of transparency**—dominated political debate in the field of healthcare. For patients with chronic diseases, these issues have not gone away. Already, PatientView's 2021 figures indicate a growing impatience with pharma among US patient groups. 2021's 240 respondent US patient groups registered significant drops in their approval ratings when asked in the 'Corporate Reputation' survey about specific pharma activities of importance to patients and patient groups—especially patient safety, patient centricity, patient information, and integrity (see chart below).

Chart 2: Percentage of respondent US patient groups which thought the pharma industry "Excellent" or "Good" at carrying out specific activities of importance to patients, 2021 v. 2020

(Percentage of respondent patient groups stating "Excellent" or "Good")

	2021	2020	Difference	
Patient safety	66%	78%	-12	
Integrity	54%	64%	-9	
Transparency: data	35%	44%	-9	
Patient centricity	51%	60%	-9	
Engagement: development	37%	44%	-7	
Patient information	56%	62%	-6	
Engagement: research	32%	36%	-4	
Patient-group relations	65%	68%	-3	
Fair pricing policies	12%	14%	-2	
Access to medicines	46%	47%	-2	
Transparency: pricing	16%	18%	-1	
Innovation	71%	72%	-1	
High-quality products	81%	81%	0±	
Services 'beyond the pill'	52%	48%	4+	
Transparency: funding	38%	32%	6+	

COMPANY RANKINGS

▶ **The top-three pharma companies out of 41 companies**, ranked for their overall corporate reputation in 2021 (assessed by respondent patient groups familiar with the company):

ViiV Healthcare, 1st | **Horizon Therapeutics**, 2nd | **Pfizer**, 3rd.

▶ **The top-three ‘big-pharma’ companies out of 13 companies**, ranked for overall corporate reputation in 2021 (assessed by respondent patient groups familiar with the company):

Pfizer, 1st | **Genentech (Roche)**, 2nd | and **Janssen**, 3rd.

▶ **The companies rising the most in the rankings, 2020 to 2021, as assessed by respondent US patient groups**, can be seen in the charts below.

Chart 3: Companies making the biggest rises in the US rankings, 2020 to 2021, as assessed by respondent US patient groups familiar with the company

Rises listed high to low, left to right

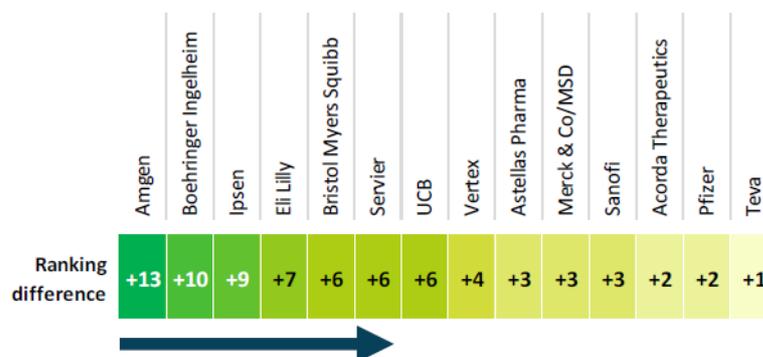
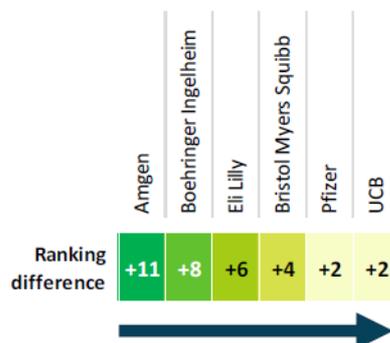


Chart 4: Companies making the biggest rises in the US rankings, 2020 to 2021, as assessed by respondent US patient groups working with the company

Rises listed high to low, left to right



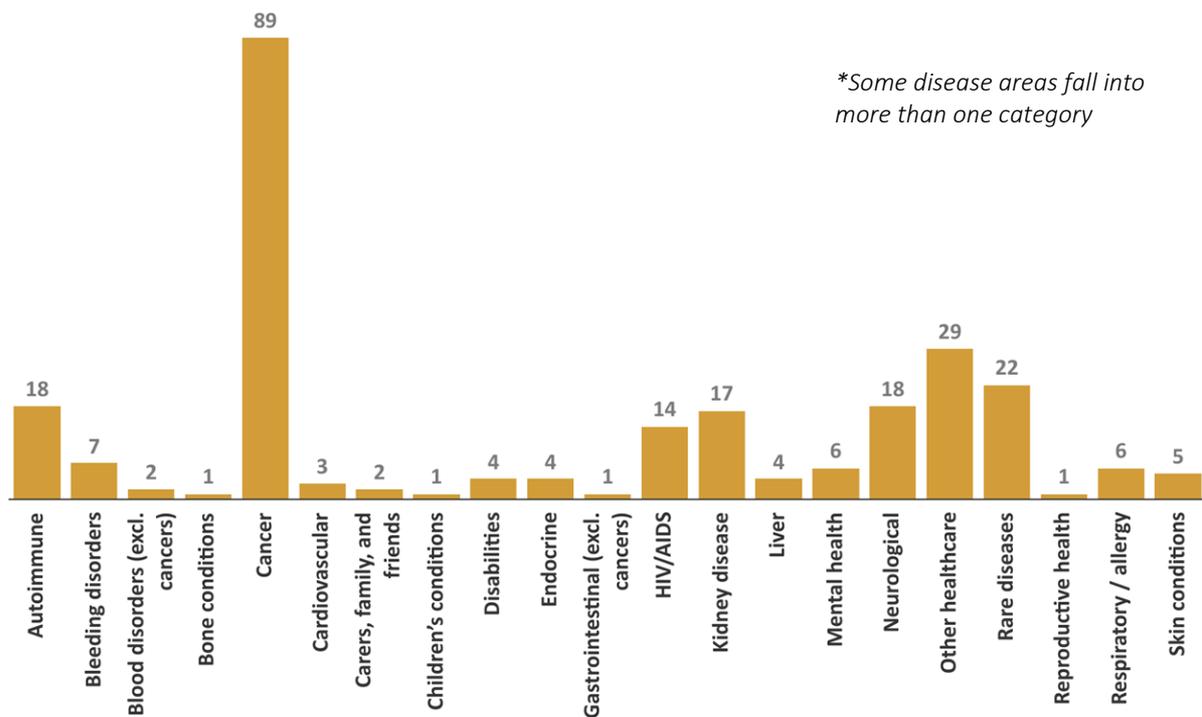
PROFILES OF RESPONDENT PATIENT GROUPS

“The average age of a person being diagnosed with lung cancer is 70. They are on Medicare. But the targeted-therapy drugs are too expensive, and the pharma-assistance programs do not help people on Medicare. That is a wrong that needs to be made right.”

—International respiratory patient group

2021’s respondent US patient groups specialised in **21 broad disease subject areas** [see chart below].

Chart 5: Therapeutic areas of respondent US patient groups, 2021



PatientView would like to thank the 240 US patient groups who gave up their time to respond to the ‘Corporate Reputation of Pharma’ survey 2021 (published 2022).

These respondent US patient groups feel that the sharing of feedback and experiences on whether the pharma industry (and individual pharma companies) meet their needs and expectations will help the industry gain valuable insights into improvement in meaningful ways. Many of the 41 pharma companies featured in the 2021 ‘Corporate Reputation of Pharma’ survey are building strategies around patients, and the feedback the survey results provides can influence their models and approaches, enabling companies to align more closely with patient needs and perspectives.

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

END OF PRESS RELEASE