



HIV/AIDS EDITION: THE CORPORATE REPUTATION OF PHARMA IN 2021

The Patient Perspective—HIV/AIDS edition

The views of 168 HIV/AIDS patient groups

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PatientView is today publishing the results of its latest 'Corporate Reputation of Pharma' survey—HIV/AIDS edition, now in its 9th year, and two years into the Covid-19 pandemic. Running between November 2021 to February 2022, the survey collected the opinions of 168 HIV/AIDS patient groups on the performance of the pharmaceutical industry during 2021.

Patient groups possess a unique understanding of the needs of the patients, and represent the collated views of patients. Patient-group perspectives have become increasingly important to regulators that demand patient input into trial design and conduct, as well as into the evaluation of clinical outcomes. At the same time, many patient groups are also familiar with the complexities of pharma's business—85% of the HIV/AIDS patient groups responding to the 2021 'Corporate Reputation of Pharma' survey worked or partnered with at least one pharma company that year.

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 HIV/AIDS patient groups;**
- ▶ **The companies included in the 2021 HIV/AIDS analysis; and**
- ▶ **The profiles of 2021's respondent HIV/AIDS patient groups.**

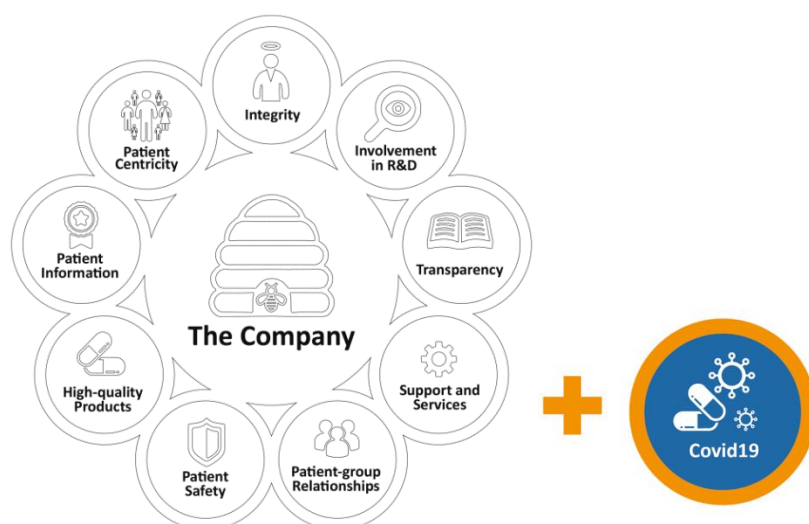
Contents and tables can be downloaded [here](#)

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** (12 in total in the HIV/AIDS 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



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

The 12 companies included in the HIV/AIDS arm of the 2021 ‘Corporate Reputation of Pharma’ analyses:

AbbVie | Bristol Myers Squibb | Gilead Sciences | GSK | Janssen | Merck & Co* | Mylan | Roche** | Sandoz | Sanofi | Teva | ViiV Healthcare

* Known as MSD outside of the United States and Canada.

** Known as Genentech in the United States, and as Chugai in Japan.

Chart 1.

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

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 168 HIV/AIDS 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. 50% of 2021’s respondent HIV/AIDS patient groups stated that the industry had an “Excellent” or “Good” corporate reputation, against 47% saying the same in 2020—although both of these figures remain lower than those reported by patient groups of other therapy areas. In 2021, 59% of respondent patient groups from all therapy areas thought the pharma industry had an “Excellent” or “Good” corporate reputation.

The pharmaceutical industry has always had to respond to an active and effective patient movement that represents people with HIV/AIDS. However, the recent increases in pharma’s corporate reputation over the last two years can, in part, be attributed to the industry’s response to the Covid-19 pandemic. **78% of 2021’s respondent HIV/AIDS patient groups judged the industry’s response to Covid-19 to be “Effective” or “Very effective”.** Although pharma’s relationships with patient groups are wide ranging, funding became an existential issue for patient groups during the pandemic. In 2021, 65% of the 142 respondent HIV/AIDS patient groups working with pharma stated that they had received financial donations. 2020’s equivalent figure was 57%.

Despite the higher approval ratings for pharma from the HIV/AIDS patient groups responding to the 2021 ‘Corporate Reputation’ survey, these patient groups also expressed concerns that the industry should be doing much more. Although pharma has made significant therapeutic advances over the past 40 years, the fact remains that almost 38 million people worldwide continue to live with HIV. International bodies have set the goal of ending the epidemic by 2030. The pharmaceutical industry has an important role to play in supporting these efforts, according to respondent HIV/AIDS patient groups, as follows:

- ▶ **Innovation:** 68% of the HIV/AIDS patient groups responding to the 2021 ‘Corporate Reputation’ survey thought the industry “Excellent” or “Good” at innovation (versus 58% saying the same in 2020). Also in 2021, 72% of respondent HIV/AIDS groups considered the industry “Excellent” or “Good” at creating products of benefit to patients (versus 58% saying the same in 2020). Nonetheless, as the world aims to eliminate the HIV/AIDS epidemic, respondent HIV/AIDS patient groups call for further improvements to pharma’s drug treatments, so that people living with HIV/AIDS can take their medication with minimal difficulty (improve compliance), and, at the same time, enjoy a good quality of life.



“Investigar en más fármacos y opciones terapéuticas, para la mejora de la calidad de vida de las personas. Invertir en vacunas tanto preventivas como terapéuticas. Mejorar los efectos secundarios de los fármacos y sus interacciones farmacológicas.”

(“Investigate more drugs and therapeutic options to improve people’s quality of life. Invest in both preventive and therapeutic vaccines. Improve the side effects of drugs, and their drug interactions.”)

—Regional HIV/AIDS patient group, Spain

- ▶ **Access to medicines:** Just 33% of 2021’s respondent HIV/AIDS patient groups thought the industry “Excellent” or “Good” at helping to ensure equitable access to medicines. Of the estimated 37.7 million people living with HIV in 2020, only 75% were accessing anti-retroviral treatment—leaving 9.5 million individuals (predominantly in poorer countries) still

waiting. In June 2021, UNAIDS issued a new global pledge “to end all inequalities faced by communities and people affected by HIV towards ending AIDS.”

[https://www.unaids.org/en/resources/presscentre/pressreleaseandstatementarchive/2021/june/20210608_hlm-opens]



“Facilitar o acesso aos medicamentos à comunidade de baixa renda.”

(“Facilitate access to medicines for the low-income community.”)

—**National HIV/AIDS patient group, Brazil**

- ▶ **Drug pricing and transparency:** Some respondent HIV/AIDS patient groups blame the current inequitable situation on the ineffective processes by which governments negotiate drug prices with pharma, and pharma’s lack of transparency in that process. Since 2013, respondent HIV/AIDS patient groups have consistently marked pharma down for its pricing policies—in 2021, only 18% thought the industry “Excellent” or “Good” at setting fair prices. Similarly, just 16% thought pharma “Excellent” or “Good” at being transparent about pricing.



“Para efeitos de percepção da integridade, a indústria farmacêutica deveria flexibilizar as condições negociais, tendo em consideração a importância vital de alguns dos seus produtos no garante da sobrevivência das populações, nomeadamente através da concessão de patentes.”

(“For the sake of the perception of integrity, the pharmaceutical industry should make its negotiating terms more flexible, taking into consideration the vital importance of some of its products in ensuring the survival of populations, specifically through the granting of patents.”)

—**International HIV/AIDS and hepatitis patient group, Portugal**

COMPANY RANKINGS

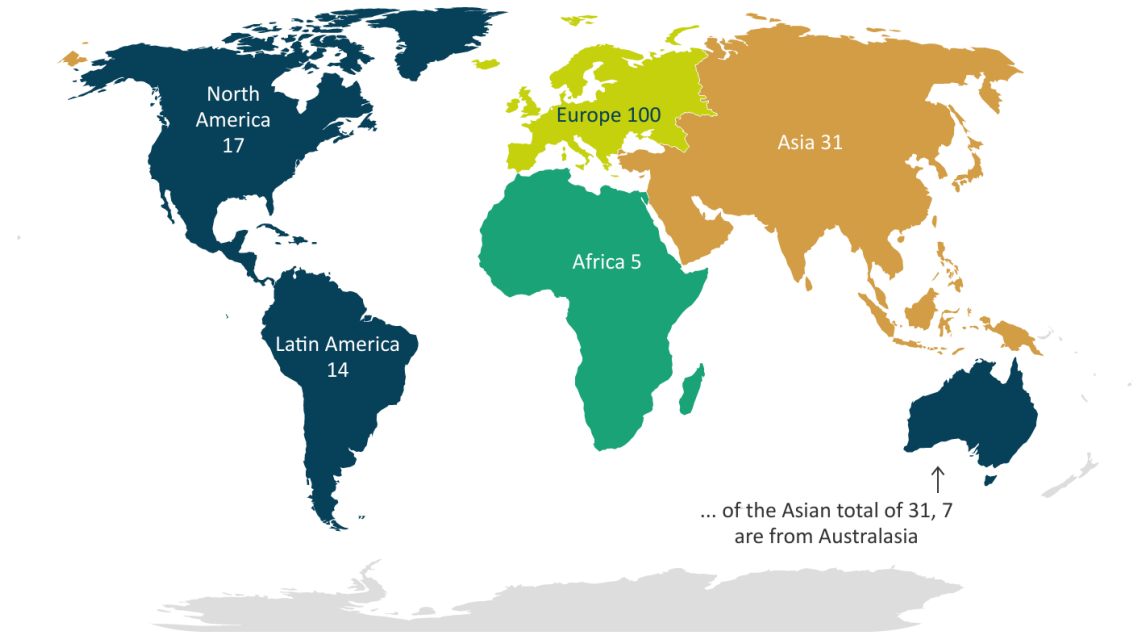
▶ **The top-three pharma companies out of 12 companies**, ranked for their overall corporate reputation in 2021, assessed by respondent HIV/AIDS patient groups familiar with the company: **ViiV Healthcare**, 1st | **Gilead Sciences**, 2nd | and **Janssen**, 3rd.

▶ **The top-three ‘big-pharma’ companies out of 7 companies**, ranked for overall corporate reputation in 2021, assessed by respondent HIV/AIDS patient groups familiar with the company: **Janssen**, 1st | **GSK**, 2nd | and **Merck &Co***, 3rd.

* known as MSD outside of the United States and Canada

PROFILE OF 2021'S RESPONDENT HIV/AIDS PATIENT GROUPS

Chart 2: Geographic location of respondent HIV/AIDS patient groups, 2021



PatientView would like to thank the 168 HIV/AIDS patient groups that gave up their time to respond to the 'Corporate Reputation of Pharma' survey 2021 (results published 2022).

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

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