



UK EDITION: THE CORPORATE REPUTATION OF PHARMA IN 2021

The Patient Perspective—UK edition

The views of 111 UK patient groups

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PatientView is today publishing the results of its latest 'Corporate Reputation of Pharma' survey—the 2021 UK edition (now in its 10th year, and two years into the Covid-19 pandemic). Between November 2021-February 2022, the survey collected the opinions of 111 UK-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 on for details of:

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

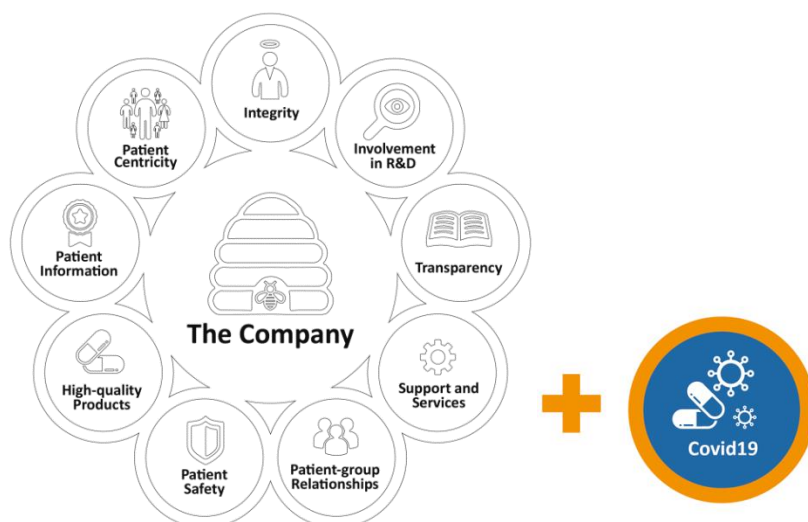
Contents and tables can be downloaded [here](#)

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** (21 companies in the 2021 UK arm of the 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].

Chart 1: 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 UK patient groups are asked to nominate the three companies they think “Best” at each of the indicators of corporate reputation.

Companies assessed for corporate reputation in the 2021 UK report

AbbVie | Amgen | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Eli Lilly | Gilead Sciences | GSK | Janssen | Merck KGaA | MSD | Novartis | Pfizer | Roche | Sandoz | Sanofi | Takeda | Teva | UCB

Chart 2.

The number of respondent UK patient groups familiar, or working, with the companies listed above [<https://bit.ly/3omu6Q1>].

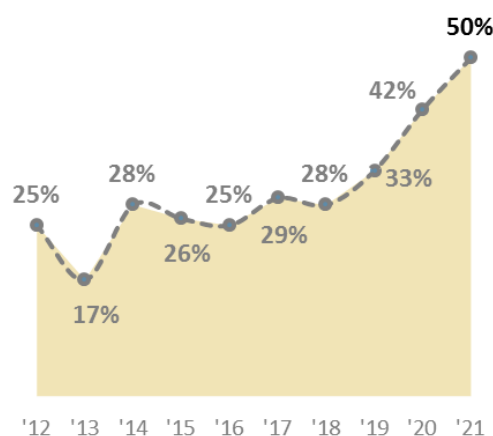
Click here to read more about PatientView’s [methodology for the ‘Corporate Reputation of Pharma’ 2021 \(published 2022\)](#).

SUMMARY OF RESULTS FOR THE UK, 2021

FINDINGS AT PHARMA-INDUSTRY LEVEL

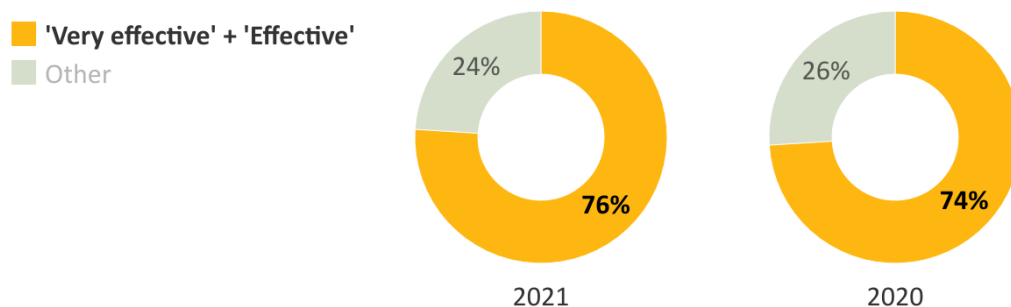
PatientView’s data shows that the overall reputation of the pharmaceutical industry in the UK has steadily increased from a low in 2013 [see chart below]. In 2021, as many as 50% of respondent UK patient groups stated that pharma’s reputation was either “Excellent” or “Good”—against just 17% back in 2013.

Chart 3: The corporate reputation of the pharmaceutical industry, 2012-2021
 (Percentage of respondent UK patient groups stating “Excellent” or “Good”)



In the latter two years, at least, much of that increase in the corporate reputation of the pharma industry in the UK can be attributed to the strong contribution the industry made to tackling the Covid-19 pandemic—chiefly, the development and roll out of vaccines. Further evidence for this conclusion is seen by the sudden sharp rise in approval ratings, 2020-2021, of two of the major manufacturers of Covid-19 vaccines, UK-headquartered AstraZeneca, and Pfizer. Pfizer’s vaccine was approved by the UK’s Medicines and Healthcare products Regulatory Agency (MHRA) in early-December 2020—the first such approval worldwide. AstraZeneca’s vaccine was approved in late-December 2020.

Chart 4: Percentage of respondent UK patient groups believing the pharma industry to be “Very effective” or “Effective” at supporting patients during the Covid-19 pandemic, 2021 v. 2020



In 2021 and 2020, close to three quarters of respondent UK patient groups stated that the pharma industry was “Very effective” or “Effective” at supporting patients during the Covid-19 pandemic—higher than the 2021 global figure of 66% reported by respondent patient groups worldwide.

In 2020, the reason for the approbation, according to respondent UK patient groups that year, was the excellence shown by the pharma industry at innovation, at patient safety, and at creating products of real benefit to patients. However, the data collected in the 2021 UK element of the ‘Corporate Reputation’ survey seems to suggest that the feel-good factor articulated by UK patient groups in the 2020 survey was beginning to fade (despite the continued high rating that respondent UK patient groups accorded in the 2021 survey to pharma’s reaction to the pandemic).

In 2021, a declining percentage of respondent UK patient groups believed the pharma industry to be “Excellent” or “Good” at innovation, patient safety, patient centricity, and patient-group relations. In the case of patient-group relationships, the decline was as much as 9%: only 32% of 2021’s respondent UK patient groups thought pharma’s patient-group relations “Excellent” or “Good.”

UK patient groups and pharma

As society’s healthcare priorities slowly return, post pandemic, to a ‘new normal’, UK patients, even now, continue to experience difficulties in accessing general practitioners; they also face long waiting times for hospital care and treatment.¹ Patient organisations have done much to fill the void, effecting peer-to-peer engagement, offering medical advice, and even supporting medical research.² Yet, according to a number of 2021’s respondent UK patient groups, pharma was largely unresponsive in helping them meet these new demands. Some companies seem to have distanced themselves from UK patient groups during the pandemic, and have yet to reconnect with their UK patient-group partners.

“None of the pharma companies particularly helped rheumatic-arthritis patients, specifically in relation to Covid-19 pandemic response.”

— National musculoskeletal-conditions patient group, UK

Access to medicines in the UK, and drug pricing

2021’s respondent UK patient groups aired other concerns in addition to the pandemic—worries which, in part, could be blamed on the UK’s Brexit withdrawal from the European Union on the 31st January 2020. A July 2022 study by Imperial College³ found that the number of innovative medicines approved in the UK, in the first year after Brexit (2020), was less than those approved in the EU. Authors of the report argued that pharma is now shying away from the UK’s regulatory complexities, put off by the small size of the market, and uncertainty as to whether the National Health Service will agree to reimburse new drugs.

The UK has developed rigorous processes across its devolved national healthcare systems for evaluating the cost effectiveness of new drugs (methodologies that continually evolve). To many, NHS England’s National Institute for Health and Clinical Excellence (NICE) was seen as an exemplar of health-technology assessment, and a successful UK ‘export’. Most new drug launches in England are now preceded by months of negotiation with NHS England & Improvement (NHSE&I), and any resultant ‘deal’ provides agreed levels of patient access. Although this commercial approach may appear pragmatic, it does inevitably result in delays to patient access, while the confidentiality of the

¹ <https://www.health.org.uk/publications/long-reads/waiting-for-care>

² <https://createsend.com/t/j-57D693D55D59C7912540EF23F30FEDED>

³ <https://www.ft.com/content/75679552-8dba-4993-9b4d-ce0c5302928d>

discounts offered and received are emblematic of a lack of transparency in the system. Hence, only 25% of the 111 UK patient groups responding to 2021’s ‘Corporate Reputation of Pharma’ survey thought pharma “Excellent” or “Good” at ensuring UK patient access to medicines. Only 6% of the 111 thought pharma “Excellent” or “Good” at having fair pricing policies. Similarly, only 10% of 2021’s respondent UK patient groups stated that the industry was “Excellent” or “Good” at transparency of pricing policies.

Moving forward

Patient groups in the UK believe that pharma can do better, particularly on the issue of access to medicines. Their stance is probably best summarised by a national blood-cancers patient group, which called for pharma to “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 ... [and] be transparent about their pricing decisions.”

COMPANY RANKINGS IN THE UK IN 2021

▶ **The top-three pharma companies in the UK in 2021, out of 21 companies**, ranked for their overall corporate reputation (as assessed by respondent UK patient groups familiar with the company):
Pfizer, 1st | Roche, 2nd | AstraZeneca, 3rd.

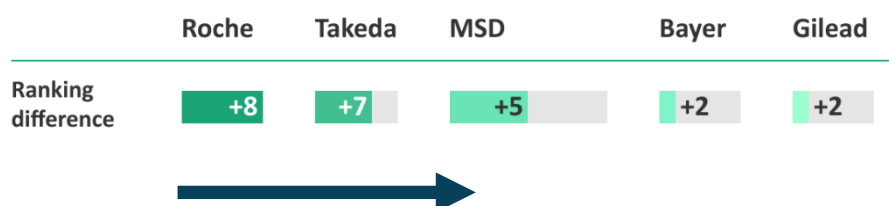
▶ **The top-three pharma companies in the UK in 2021, out of 9 companies**, ranked for their overall corporate reputation (as assessed by respondent UK patient groups working with the company):
Pfizer, 1st | AstraZeneca, 2nd | Janssen, 3rd.

▶ **The top-three ‘big-pharma’ companies in the UK in 2021, out of 13 ‘big-pharma’ companies**, ranked for their overall corporate reputation (as assessed by respondent UK patient groups familiar with the company):
Pfizer, 1st | Roche, 2nd | AstraZeneca, 3rd.

▶ **The pharma companies rising the most in the the UK rankings, 2020 to 2021**, can be seen in the chart below.

Chart 5: Pharma companies making the biggest rises in the the UK rankings, 2020 to 2021, as assessed by respondent UK patient groups familiar with the company

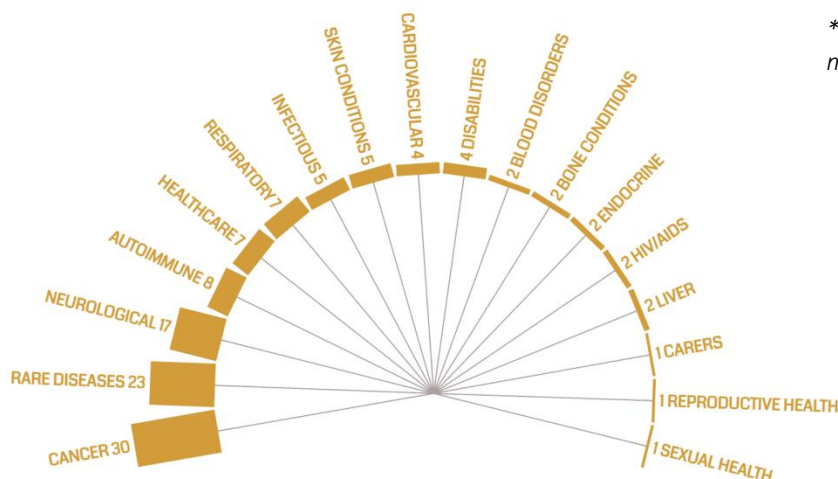
Rises listed high to low, left to right



PROFILES OF 2021'S RESPONDENT UK PATIENT GROUPS

2021's respondent UK patient groups specialised in **15 broad disease subject areas** [see chart below].

Chart 6: Therapeutic areas of respondent UK patient groups, 2021



** Some disease areas fall into more than one category*

PatientView would like to thank the 111 UK patient groups that gave up their time to respond to the 'Corporate Reputation of Pharma' survey 2021 (published 2022).

These respondent UK patient groups feel that the sharing of feedback and experiences will help the industry gain valuable insights into improvement in meaningful ways. Many of the 21 pharma companies featured in the 2021 UK element of the 'Corporate Reputation of Pharma' survey are building strategies around patients, and the feedback these 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 UK report, please use contact details at the head of the press release.

END OF PRESS RELEASE