



ASIA EDITION: THE CORPORATE REPUTATION OF PHARMA IN 2021

The Patient Perspective—Asia edition

The views of 300 Asian patient groups

PRESS RELEASE EMBARGOED UNTIL
THURSDAY, AUGUST 25th 2022, 6am GMT / 7am CET / 2am EST

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London, 25th August 2022

PatientView is today publishing the results of its latest 'Corporate Reputation of Pharma' survey—the 2021 Asia edition (now in its 4th year, and two years into the Covid-19 pandemic). Between November 2021-February 2022, the survey collected the opinions of 300 Asian patient groups on the performance of the pharmaceutical industry during 2021 [see table below for the countries included in this Asia analysis].

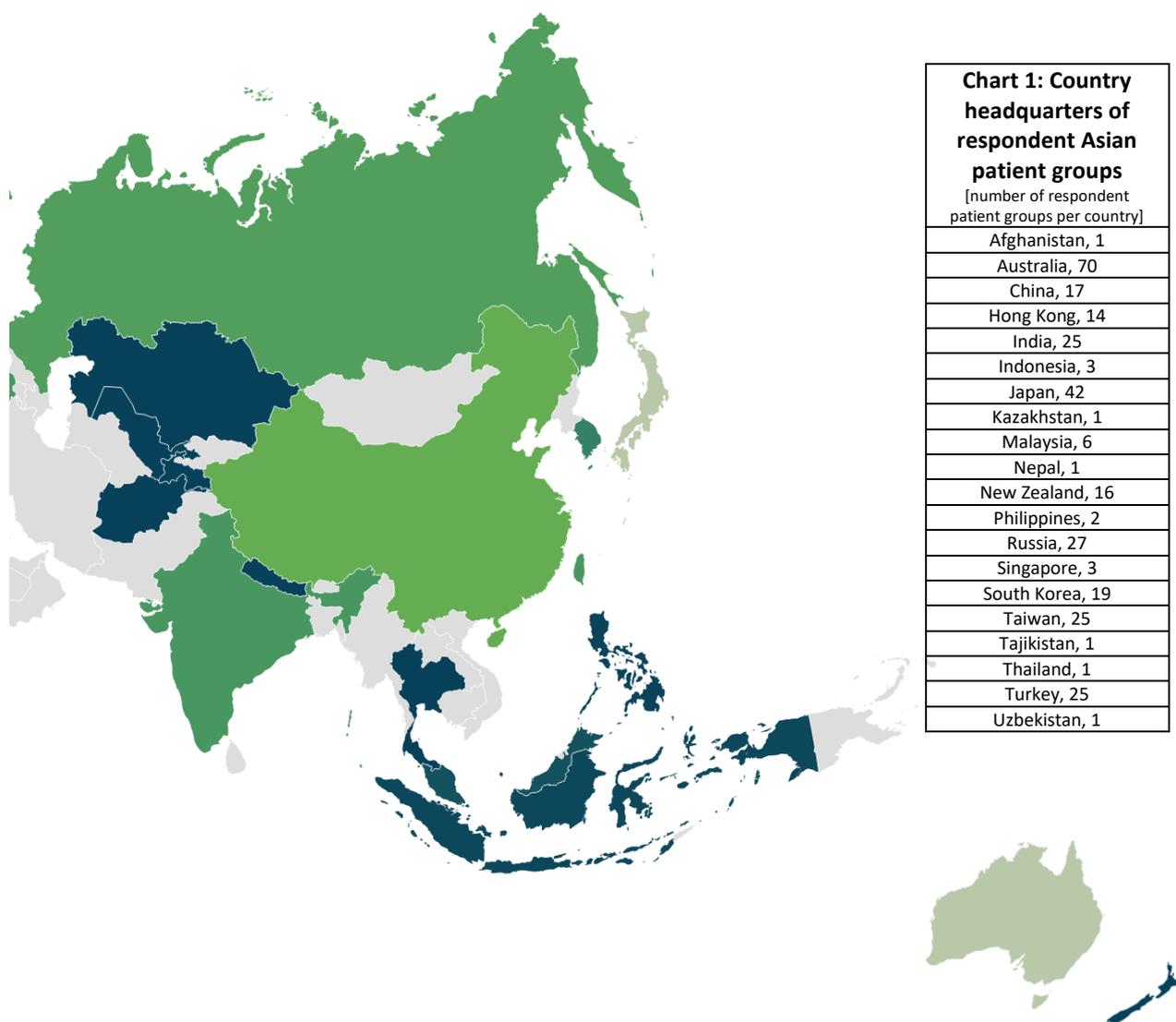
Patient groups possess a unique understanding of the needs of patients, and represent their collated views. As such, patient-group perspectives have become increasingly important to regulators that demand patient input into trial design and conduct, as well as into the evaluation of clinical outcomes. Many patient groups, too, are familiar with the complexities of pharma's business. From their vantage point, therefore, patient groups are both able to assess pharma, and to recommend ways in which companies can improve—all from a patient perspective.

The 300 Asian patient groups responding to the 2021 'Corporate Reputation of Pharma' survey had, collectively, been in communication with nearly 2.7 million Asian patients during 2021. 70% of the respondent Asian patient groups worked or partnered with at least one pharma company that year.

Continue reading on for details of:

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

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

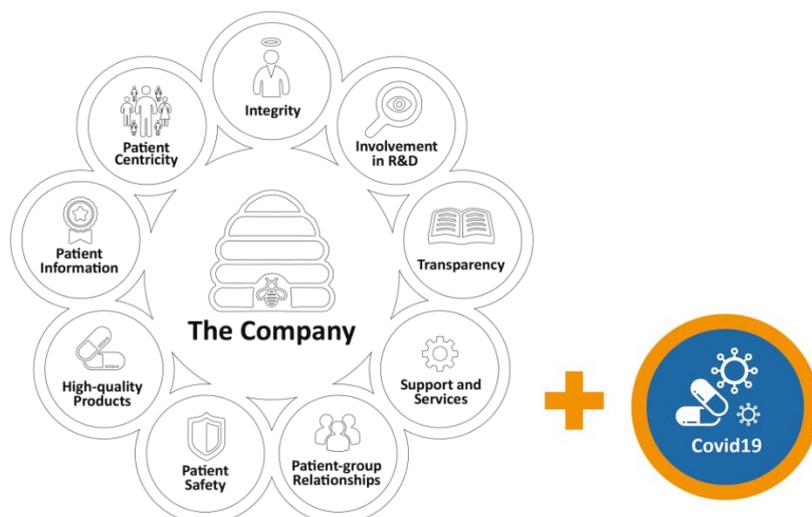


METHODOLOGY

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** (31 companies in the 2021 Asia arm of the survey). Companies are assessed by respondent patient groups for their performance across nine indicators of corporate reputation [see chart below]. 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.

Chart 2: 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 Asian 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 Asia report

AbbVie | Amgen | Astellas Pharma | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | CSL Behring | Daiichi Sankyo | Eisai | Eli Lilly | Gilead Sciences | GSK | Ipsen | Janssen | LEO Pharma | Merck KGaA | MSD | Mylan | Novartis | Novo Nordisk | Otsuka | Pfizer | Roche (known as Chugai in Japan) | Sandoz | Sanofi | Sun Pharma | Takeda | Teva | ViiV Healthcare

Chart 3: Numbers of respondent Asian patient groups familiar, or working, with the companies listed above.

Asia: <https://bit.ly/3zZOB6>

Australasia: <https://bit.ly/3zUa44v>

Japan: <https://bit.ly/3dvheVw>

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

SUMMARY OF RESULTS FOR ASIA, 2021

Drawing any conclusions about the attitudes of patient groups across so vast and varied a region as Asia is difficult. Fortunately, the survey results permit a general overview of how Asian patient groups regard pharma and its activities.

FINDINGS AT PHARMA-INDUSTRY LEVEL

The majority (66%) of 2021's respondent Asian patient groups believe the pharma industry's corporate reputation to be “Excellent” or “Good, and to be outperforming that of other healthcare stakeholders in the Asian region—including biotechnology companies (on 55%), and generic drug manufacturers (on 47%). This positive perspective of the industry's reputation was particularly marked in Australia, where 72% of 2021's respondent patient

groups returned a score of “Excellent” or “Good” for the pharma industry—representing an increase of 34% on the 2020 figure from Australia [see chart 4].

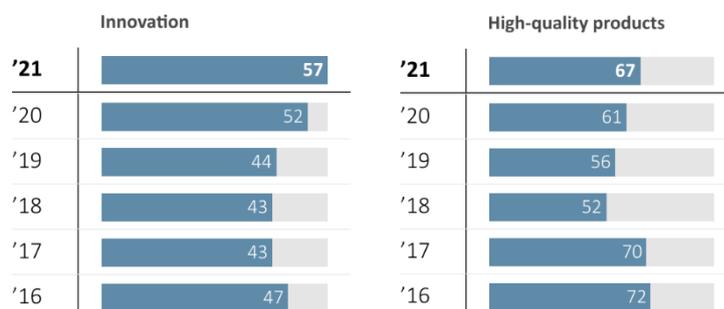
Chart 4: The corporate reputation of the pharmaceutical industry, 2021 v. 2020
(Percentage of respondent patient groups stating “Excellent” or “Good”)

	2021	2020	Difference ▼
Australia	72	38	+34
Hong Kong	92	81	+11
New Zealand	50	40	+10
Asia-wide	66	57	+9
India	55	46	+9
Taiwan	79	74	+5
Russia	52	48	+4
Japan	61	65	-4
Turkey	52	57	-5
China	81	92	-11
Korea	64		

In 2021 (perhaps to a lesser extent than 2020, but, nevertheless, still significantly), Covid-19 continued to keep the pharma industry in Asia in the public spotlight. Covid-19 had already given the pharma industry a huge opportunity in 2020 to prove its value, by contributing direct solutions to the healthcare challenges posed by the pandemic (and, in so doing, to heighten its corporate reputation), and that state of affairs was still reflected in the perceptions of the pharma industry among 2021’s respondent Asian patient groups.

Pharma’s performance at delivering vaccines at speed in response to the Covid-19 pandemic convinced most of 2021’s respondent Asian patient groups of the industry’s effectiveness at both innovation and ability to deliver products that truly benefit patients. Back in 2016, 47% of that year’s respondent Asian patient groups had thought pharma “Excellent” or “Good” at innovation. In 2021, the figure had increased to 57%. Similarly, in 2018, 52% of that year’s respondent Asian patient groups had thought pharma “Excellent” or “Good” at providing high-quality products; 2021’s equivalent figure was 67%. These jumps in percentages are common to most of the Asian countries examined in this 2021 Asian analysis.

Chart 5: Percentage of respondent Asian patient groups stating that pharma was “Excellent” or “Good” at innovation, and at having high-quality products, 2016-2021



Areas for improvement

Nonetheless, pharma did score poorly among Asian patient groups for other activities of importance to patients—most notably, issues of pricing. Just 16% of 2021’s respondent Asian patient groups stated that the industry was “Excellent” or “Good” at having fair pricing policies (versus 17% in 2020).

The finding is true for patient groups worldwide, and underlines the challenge the industry faces in creating pricing policies which patient groups believe to be fair. In New Zealand, the score for this indicator was 0% in both 2021 and 2020. The country’s Pharmaceutical Management Agency (Pharmac), which is charged with negotiating the purchase of drugs, has been striving to contain costs so vigorously that higher-priced drugs sometimes never reach New Zealand. One of 2021’s respondent New Zealand patient groups, specialising in rare disease, called on pharma to respond by lowering the costs of antivirals.

In 2021, just 15 % of respondent Asian patient groups stated that the industry was “Excellent” or “Good” at having transparent pricing (versus 16% in 2020). Again, this low figure is fairly standard across the globe, and demonstrates that the industry still has a long way to go in explaining its prices to patient groups, and, perhaps, to society in general. In adverse economic times, the indicator of transparency in pricing policies is likely to become even more heavily weighted in importance, and certainly something to concern industry. Once again, in New Zealand, the same indicator scores significantly lower, at just 7%, than that already-low Asia-wide figure of 15%.

Examples of Asian patient-group feedback on drug pricing, and on patient access to medicines

“Ensuring better access to life-saving medicine for all the patients.”

—CureSMA Foundation of India, India

“処方薬が薬局に入らなくなった事があり、非常に困った。薬をやむなく休止する事や、病状が落ち着いても薬を変更せざるを得ない事は患者にとって不安である。安全に安定した薬の供給を心から望む。”

(“It’s a huge problem when prescription drugs don’t make it to the pharmacy. Patients worry that they might be forced into not using the drug for a period, or, having to change drugs, even if their condition improves. I sincerely wish to have a reliable and stable supply of drugs.”)

—全国膠原病友の会 東京支部, Japan

“Make antivirals available at lower cost. Our drug-buying agency, Pharmac, has only ordered limited supply, and created access criteria that will exclude many, as a result. We can only assume this is a cost-related decision.”

—National rare-disease patient group, New Zealand

“Помогать еще более улучшить доступность лекарственных препаратов. Стабилизировать рост цен на необходимые лекарств препараты по нашим заболеваниям.”

(“Provide more help to improve access to drugs. Stabilise price growth for the drugs needed for the diseases we cover.”)

—Regional gastrointestinal-conditions patient group, Russia

COMPANY RANKINGS IN 2021

IN ASIA

▶ **The top-three pharma companies in Asia in 2021, out of 31 companies**, ranked for their overall corporate reputation (as assessed by respondent Asian patient groups familiar with the company): **Gilead Sciences**, 1st | **Pfizer**, 2nd | **ViiV Healthcare**, 3rd.

▶ **The top-three pharma companies in Asia in 2021, out of 18 companies**, ranked for their overall corporate reputation (as assessed by respondent Asian patient groups working/partnering with the company): **Gilead Sciences**, 1st | **Pfizer**, 2nd | **Roche/Chugai**, 3rd.

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

▶ **The top-three 'big-pharma' companies in Asia in 2021, out of 13 'big-pharma' companies**, ranked for their overall corporate reputation (as assessed by respondent Asian patient groups working/partnering with the company): **Pfizer**, 1st | **Roche/Chugai**, 2nd | **GSK**, 3rd.

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

Chart 6: Pharma companies making the biggest rises in the Asia rankings, 2020 to 2021, as assessed by respondent Asian patient groups familiar with the company

Rises listed high to low, left to right



IN AUSTRALASIA

▶ **The top-three pharma companies in Australasia in 2021, out of 18 companies**, ranked for their overall corporate reputation (as assessed by respondent Australasian patient groups familiar with the company): **Pfizer**, 1st | **Gilead Sciences**, 2nd | **Sanofi**, 3rd.

▶ **The top-three 'big-pharma' companies in Australasia in 2021, out of 12 'big-pharma' companies**, ranked for their overall corporate reputation (as assessed by respondent Australasian patient groups familiar with the company): **Pfizer**, 1st | **Sanofi**, 2nd | **AbbVie**, 3rd.

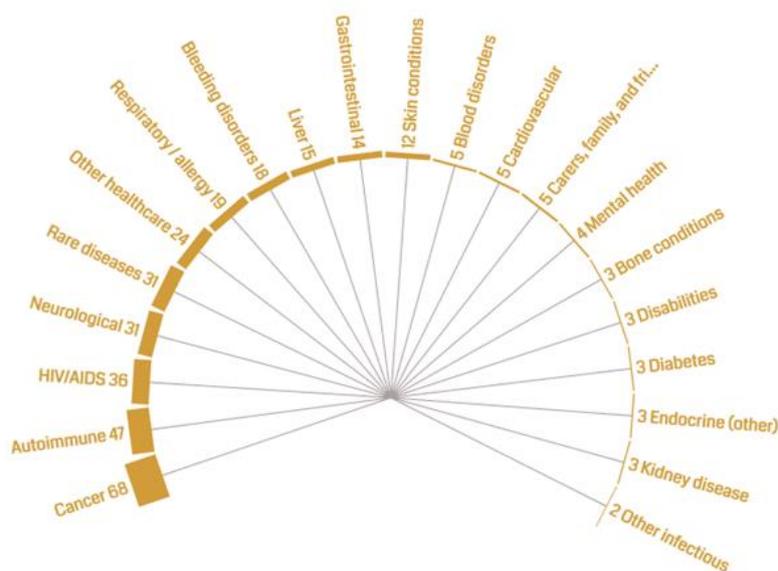
IN JAPAN

▶ **The top-three pharma companies in Japan in 2021, out of 7 companies**, ranked for their overall corporate reputation (as assessed by respondent Asian patient groups familiar with the company): **Novartis**, 1st | **Roche/Chugai**, 2nd | **Pfizer**, 3rd.

PROFILES OF 2021'S RESPONDENT ASIAN PATIENT GROUPS

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

Chart 7: Therapeutic areas of respondent Asian patient groups, 2021



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

PatientView would like to thank the 300 Asian patient groups that gave up their time to respond to the 'Corporate Reputation of Pharma' survey 2021 (results published 2022).

These respondent Asian patient groups feel that the sharing of feedback and experiences will help the pharmaceutical industry gain valuable insights into improvement in meaningful ways. Many of the 31 pharma companies featured in the 2021 Asia element of the 'Corporate Reputation of Pharma' survey are building strategies around patients, and the patient-group insights contained in these survey results can influence company models and approaches, enabling individual companies to align more closely with patient needs and perspectives.

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

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