



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

*The Patient Perspective—Italy edition*

*The views of 103 Italian patient groups*

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PatientView is today publishing the results of its latest 'Corporate Reputation of Pharma' survey—the 2021 Italy edition (now in its 8<sup>th</sup> year, and two years into the Covid-19 pandemic). Between November 2021-February 2022, the survey collected the opinions of 103 Italy-based 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 their collated views. 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. 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.

2021's 103 respondent Italian patient groups had, collectively, been in communication with 959,000 Italian patients during the year. 76% of the Italian patient groups responding to the 2021 'Corporate Reputation of Pharma' survey 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 Italy element of the 'Corporate Reputation' survey;**
- ▶ **The companies included in the 2021 Italy analysis; and**
- ▶ **The profiles of 2021's respondent Italian patient groups.**

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

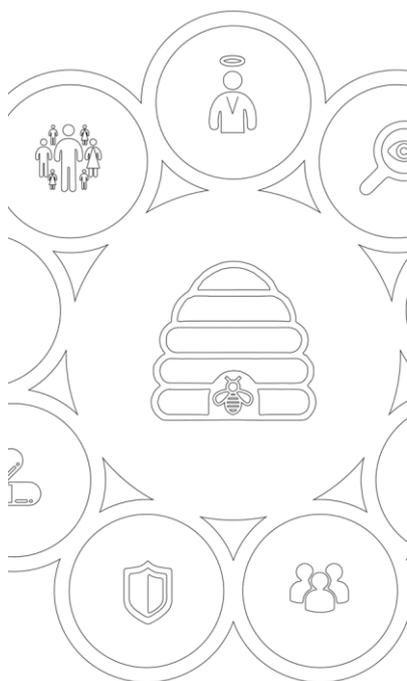
# METHODOLOGY

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** (22 companies in the 2021 Italy 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**



Each indicator measures which three companies were “Best” in 2021 at the following:

1. Supporting patients during the Covid-19 pandemic [first added in the 2020 survey].
2. Having an effective patient-centred strategy.
3. Providing high-quality information for patients.
4. Ensuring patient safety.
5. Providing products of most benefit to patients.
6. Being transparent on ...
  - (i) Pricing;
  - (ii) Clinical data; and
  - (iii) The funding of external stakeholders.
7. Acting with integrity.
8. Quality of relationships with patient groups.
9. Providing services ‘beyond the pill’.
10. Engaging patients in ...
  - (i) Research; and
  - (ii) Development



## Companies assessed for corporate reputation in the 2021 Italy report

AbbVie | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Chiesi Farmaceutici | Eli Lilly | Gilead Sciences | GSK | Janssen | Menarini | MSD | Mylan | Novartis | Novo Nordisk | Pfizer | Roche | Sandoz | Sanofi | Takeda | Teva

### Chart 2.

The number of 2021’s respondent Italian patient groups **familiar**, or **working**, with the companies listed above [<https://bit.ly/3RBCfgo>].

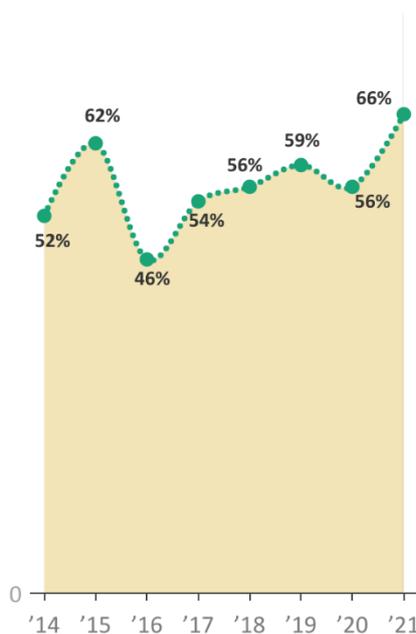
[Click here to read more about PatientView’s methodology for the ‘Corporate Reputation of Pharma’ 2021 \(published 2022\).](#)

# SUMMARY OF RESULTS FOR ITALY, 2021

## FINDINGS AT PHARMA-INDUSTRY LEVEL

66% of 2021's respondent Italian patient groups assessed pharma's corporate reputation as "Excellent" or "Good"—putting the industry ahead in Italy of biotech, medical-device, retail pharmacy, generic, and insurance companies, as well as private-sector healthcare services. The figure is also a significant improvement on 2020, when 56% of that year's respondent Italian patient groups rated the industry's corporate reputation as "Excellent" or "Good" [see chart below].

**Chart 3: The corporate reputation of the pharmaceutical industry, Italy, 2014-2021**  
(Percentage of respondent Italian patient groups stating "Excellent" or "Good")



## The Covid-19 pandemic allowed the industry to demonstrate its R&D capabilities

Italy, in 2020, was one of the first countries to experience a severe impact from the pandemic. As the vaccine roll out escalated in Italy in 2021, the pharma industry's reputation grew in tandem. In 2020, the pharma industry had been ranked by respondent Italian patient groups as 4th lowest in Europe for the effectiveness of its patient support during the pandemic; by 2021, the industry moved up to 4th highest [see chart below]. By the end of 2021, 75% of the Italian population had been fully vaccinated, and Italy currently ranks 3rd in Europe for the percentage of population vaccinated [<https://www.statista.com/statistics/1196071/covid-19-vaccination-rate-in-europe-by-country/>].

In addition, a majority of 2021's respondent Italian patient groups were positive about the pharma industry's ability to provide new treatments. 61% of 2021's respondent Italian patient groups believed the industry "Excellent" or "Good" at innovation; 64% regarded pharma as "Excellent" or "Good" at providing high-quality products of benefit to patients; and 53% saw pharma as "Excellent" or "Good" at ensuring patient safety.

**Chart 4. Percentage of respondent patient groups in Western-European countries believing the pharma industry to be “Very effective” or “Effective” at supporting patient during the Covid-19 pandemic, 2021 v. 2020**

|             | 2021 | 2020 | Diff |
|-------------|------|------|------|
| Spain       | 89   | 86   | 3+   |
| Portugal    | 85   | 61   | 24+  |
| Finland     | 83   | 62   | 21+  |
| Italy       | 77   | 51   | 26+  |
| Greece      | 76   | 67   | 9+   |
| Belgium     | 75   | 69   | 6+   |
| Germany     | 75   | 62   | 13+  |
| Ireland     | 75   | 68   | 7+   |
| UK          | 75   | 74   | 1+   |
| Norway      | 71   | 72   | -1   |
| Netherlands | 69   | 43   | 26+  |
| Switzerland | 69   | 56   | 13+  |
| Austria     | 67   | 77   | -10  |
| Denmark     | 67   | 53   | 14+  |
| France      | 61   | 31   | 30+  |
| Sweden      | 60   | 36   | 24+  |

#### **But the Covid-19 pandemic also highlighted the fragility of Italy’s healthcare system**

The Covid-19 pandemic, however, exposed inherent weaknesses in Italy’s healthcare system, serving, as it does, a rapidly-ageing population (older people seem more vulnerable to developing severe reactions to coronavirus). The country’s high proportion of older people are only expected to place further demands on Italy’s healthcare system in future. The Italian government is trying to tackle the issues brought to the fore by the pandemic with its 2022 Finance Act, which includes a boost to spending on innovative medicines. Despite the extra funding authorised, the Italian government continues to explore ways in which drug costs might be contained.

“Assicurare le forniture di farmaci e non toglierli dal mercato per il sopraggiungere di mancate convenienze economiche. Un’industria che fornisce farmaci deve sì guardare al profitto ma anche non dimenticare che lavora con la salute degli umani.”

*(“Ensure the supply of drugs, and do not remove them from the market due to the occurrence of lack of economic convenience. An industry that provides drugs must focus on profit, but it must also not forget that it works for the health of humans.”)*

— **National primary-immunodeficiencies patient group**

While 2021’s respondent Italian patient groups did acknowledge the contributions that the pharma industry has been making to the health outcomes of Italian people, only 10% of them believed the industry “Excellent” or “Good” at having fair pricing policies; similarly, only 33% thought pharma “Excellent” or “Good” at ensuring patient access to medicines; and just 17% saw pharma as “Excellent” or “Good” at being transparent in pricing policies. 2021’s respondent Italian patient

groups called, in their feedback to the ‘Corporate Reputation’ survey, for the pharma industry to institute appropriate change in these areas.

**In summary**

The overall reputation of the pharma industry in Italy is strong, and generally improving. After a very-difficult first year of Covid-19, the industry has reacted well in Italy to the challenge of the pandemic, and ranks—from the perspective of patients—above comparator nations. However, reflecting significant statutory reform, patient groups in Italy would like to see improvements to fairness in pharma’s pricing policies, plus more transparency in both pricing and pharma funding of stakeholders. Additionally, Italian patient groups believe strongly in the necessity for heightened patient inclusion in all aspects of research and development.

**COMPANY RANKINGS IN ITALY IN 2021**

▶ **The top-three pharma companies in Italy in 2021, out of 22 companies**, ranked for their overall corporate reputation (as assessed by respondent Italian patient groups familiar with the company): **Roche**, 1st | **Novo Nordisk**, 2nd | **Pfizer**, 3rd.

▶ **The top-three pharma companies in Italy in 2021, out of 6 companies**, ranked for their overall corporate reputation (as assessed by respondent Italian patient groups working with the company): **Pfizer**, 1st | **Roche**, 2nd | **Novartis**, 3rd.

▶ **The top-three ‘big-pharma’ companies in Italy in 2021, out of 12 ‘big-pharma’ companies**, ranked for their overall corporate reputation (as assessed by respondent Italian patient groups familiar with the company): **Roche**, 1st | **Pfizer**, 2nd | **GSK**, 3rd.

▶ **The top-three ‘big-pharma’ companies in Italy in 2021, out of 5 ‘big-pharma’ companies**, ranked for their overall corporate reputation (as assessed by respondent Italian patient groups working with the company): **Pfizer**, 1st | **Roche**, 2nd | **Novartis**, 3rd.

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

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

*Rises listed high to low, left to right*

| Menarini | GSK | Sanofi | Takeda | AbbVie | Chiesi Farmaceutici | Bristol Myers Squibb | Bayer | Novartis | Teva | Biogen | Gilead Sciences | Novo Nordisk |
|----------|-----|--------|--------|--------|---------------------|----------------------|-------|----------|------|--------|-----------------|--------------|
| +12      | +8  | +7     | +7     | +6     | +6                  | +4                   | +3    | +3       | +2   | +1     | +1              | +1           |



## PROFILES OF 2021'S RESPONDENT ITALIAN PATIENT GROUPS

2021's respondent Italian patient groups specialised in several **broad disease subject areas** [see table below].

### Chart 6: Therapeutic areas of respondent Italian patient groups, 2021

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

|                    |    |
|--------------------|----|
| Autoimmune         | 5  |
| Bleeding disorders | 9  |
| Blood disorders    | 2  |
| Bone conditions    | 1  |
| Cancer             | 22 |
| Cardiovascular     | 4  |
| Carers             | 2  |
| Diabetes           | 15 |
| Disabilities       | 3  |
| Endocrine          | 16 |
| Gastrointestinal   | 2  |
| HIV/AIDS           | 6  |
| Liver              | 5  |
| Neurological       | 4  |
| Other healthcare   | 5  |
| Rare diseases      | 27 |
| Respiratory        | 6  |
| Skin conditions    | 2  |

**PatientView would like to thank the 103 Italian patient groups that gave up their time to respond to the 'Corporate Reputation of Pharma' survey 2021 (published 2022).**

These respondent Italy 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 22 pharma companies featured in the 2021 Italy element of the 'Corporate Reputation of Pharma' survey are building strategies around patients, and the feedback the survey results provide can influence their models and approaches, enabling companies to align more closely with patient needs and perspectives.

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

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