



SPAIN EDITION: THE CORPORATE REPUTATION OF PHARMA IN 2021

The Patient Perspective—Spain edition

The views of 154 Spanish patient groups

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PatientView is today publishing the results of its latest 'Corporate Reputation of Pharma' survey—the 2021 Spain edition (now in its 8th year, and two years into the Covid-19 pandemic). Between November 2021-February 2022, the survey collected the opinions of 154 Spain-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 154 respondent Spanish patient groups had, collectively, been in communication with nearly 850,000 Spanish patients during the year. 79% of the Spanish 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 Spain element of the 'Corporate Reputation' survey;**
- ▶ **The companies included in the 2021 Spain analysis; and**
- ▶ **The profiles of 2021's respondent Spanish patient groups.**

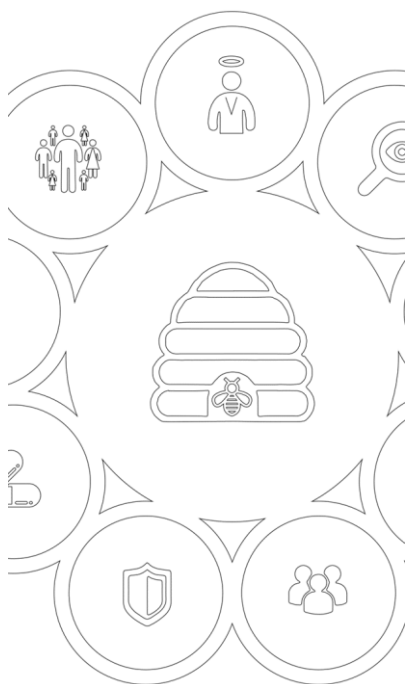
Contents and tables can be downloaded [here](#)

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** (20 companies in the 2021 Spain 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 Spain report

AbbVie | Ammirall | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Eli Lilly | Gilead Sciences | Grifols | GSK | Janssen | MSD | Novartis | Pfizer | Roche | Sandoz | Sanofi | Takeda | ViiV Healthcare

Chart 2.

The number of respondent Spain patient groups **familiar**, or **working**, with the companies listed above [<https://bit.ly/3RkNA3L>].

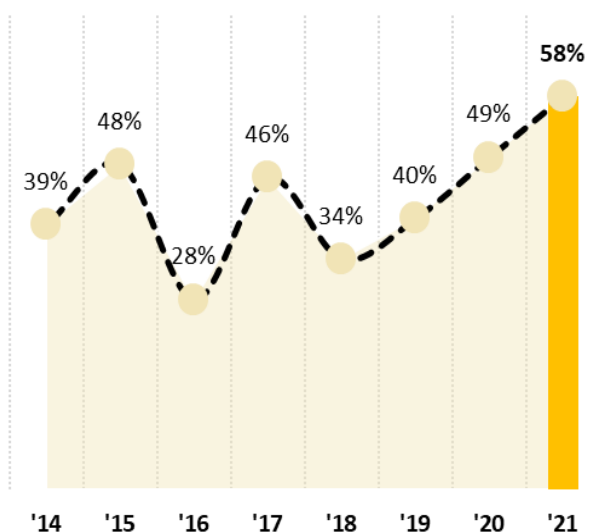
[Click here to read more about PatientView’s methodology for the ‘Corporate Reputation of Pharma’ 2021 \(published 2022\).](#)

SUMMARY OF RESULTS FOR SPAIN, 2021

FINDINGS AT PHARMA-INDUSTRY LEVEL

In 2021, for the first time since PatientView started tracking pharma’s performance in Spain, the industry’s corporate reputation in the country outperformed that of most other healthcare stakeholders. Some 58% of 2021’s respondent Spanish patient groups assessed pharma’s corporate reputation as “Excellent” or “Good”—putting the industry on a par with retail pharmacists, and ahead of biotech, generic, medical-device, and insurance companies, as well as private-sector healthcare services. The figure is a significant improvement on 2020, when 49% of that year’s respondent Spanish patient groups rated the industry’s corporate reputation as “Excellent” or “Good” [see chart below].

Chart 3: The corporate reputation of the pharmaceutical industry, 2014-2021
(Percentage of respondent Spanish patient groups stating “Excellent” or “Good”)



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

In 2021, as many as 89% of respondent Spanish patient groups thought the pharma industry “Very effective” or “Effective” at supporting patients during the Covid-19 pandemic—the highest percentage among Western-European countries. The industry’s record at a fast turnaround in developing Covid-19 vaccines in 2020 and 2021 undoubtedly exerted a positive influence on Spanish patient-groups’ perspectives of the pharma industry, boosting perceptions of corporate reputation (particularly in the subject areas of effectiveness at R&D, and ensuring patient safety).

Unsurprisingly, therefore, 67% of 2021’s respondent Spanish patient groups believed the pharma industry “Excellent” or “Good” at innovation; 71% regarded pharma “Excellent” or “Good” at providing high-quality products of benefit to patients; and 61% saw pharma as “Excellent” or “Good” at ensuring patient safety.

But the Covid-19 pandemic also exposed the fragility of Spain’s healthcare system

During the first wave of Covid-19 in 2020, Spain experienced one of the higher infection rates in Europe. Elements of the country’s national health service (particularly its hospitals) were over stretched, with Spain’s reaction to Covid-19 accounting for a significant element of the normal annual healthcare budget [<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7812423/>].

The Spanish government decided to increase the annual spend on healthcare in 2022, while at the same time pledging to adopt greater cost-containment measures to bring down its drugs bill [https://health.ec.europa.eu/system/files/2021-12/2021_chp_es_english.pdf].

Indeed, Spanish patient groups responding to the 2021 ‘Corporate Reputation of Pharma’ survey commented on the need for pharma to review its drug-pricing strategies, and its measures to ensure patient access to medicines, and to also adopt greater transparency in its price negotiations. Only 17% of 2021’s respondent Spanish patient groups believed the pharma industry “Excellent” or “Good” at having fair-pricing policies; similarly, only 29% thought pharma “Excellent” or “Good” at ensuring patient access to medicines; and just 19% saw pharma as “Excellent” or “Good” at having transparent pricing policies. Feedback from respondent Spanish patient groups called for the pharma industry to institute appropriate change.

“Facilitar balances económicos y explicaciones que ayuden a comprender los precios desorbitados de muchos fármacos.”

(“Provide economic balances, and explanations that help with understanding the exorbitant prices of many drugs.”)

—Regional HIV/AIDS patient group

In summary

The overall reputation of the pharma industry is strong in Spain in 2021, with Spanish patient groups rating the industry’s key fundamentals of innovation, and creating products of value, very highly—a positive impression enhanced by the industry’s impressive response to Covid-19.

The main areas in which Spanish patient groups would like to see improvement reflect those that pharma finds challenging globally—namely, the pricing of drugs, and transparency of the drug-pricing negotiation process. These are subjects that pharma will need to tackle if it is to retain leading corporate-reputation ratings in Spain in future years.

COMPANY RANKINGS IN SPAIN IN 2021

▶ **The top-three pharma companies in Spain in 2021, out of 20 companies**, ranked for their overall corporate reputation (as assessed by respondent Spanish patient groups familiar with the company): **ViiV Healthcare**, 1st | **Janssen**, 2nd | **Gilead Sciences**, 3rd.

▶ **The top-three pharma companies in Spain in 2021, out of 12 companies**, ranked for their overall corporate reputation (as assessed by respondent Spanish patient groups working with the company): **Gilead Sciences**, 1st | **ViiV Healthcare**, 2nd | **Janssen**, 3rd.

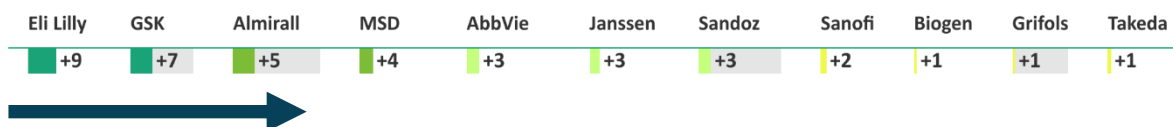
▶ **The top-three ‘big-pharma’ companies in Spain in 2021, out of 12 ‘big-pharma’ companies**, ranked for their overall corporate reputation (as assessed by respondent Spanish patient groups familiar with the company): **Janssen**, 1st | **AbbVie**, 2nd | **Pfizer**, 3rd.

▶ **The top-three ‘big-pharma’ companies in Spain in 2021, out of 10 ‘big-pharma’ companies**, ranked for their overall corporate reputation (as assessed by respondent Spanish patient groups working with the company): **Janssen**, 1st | **AbbVie**, 2nd | **Novartis**, 3rd.

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

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

Rises listed high to low, left to right

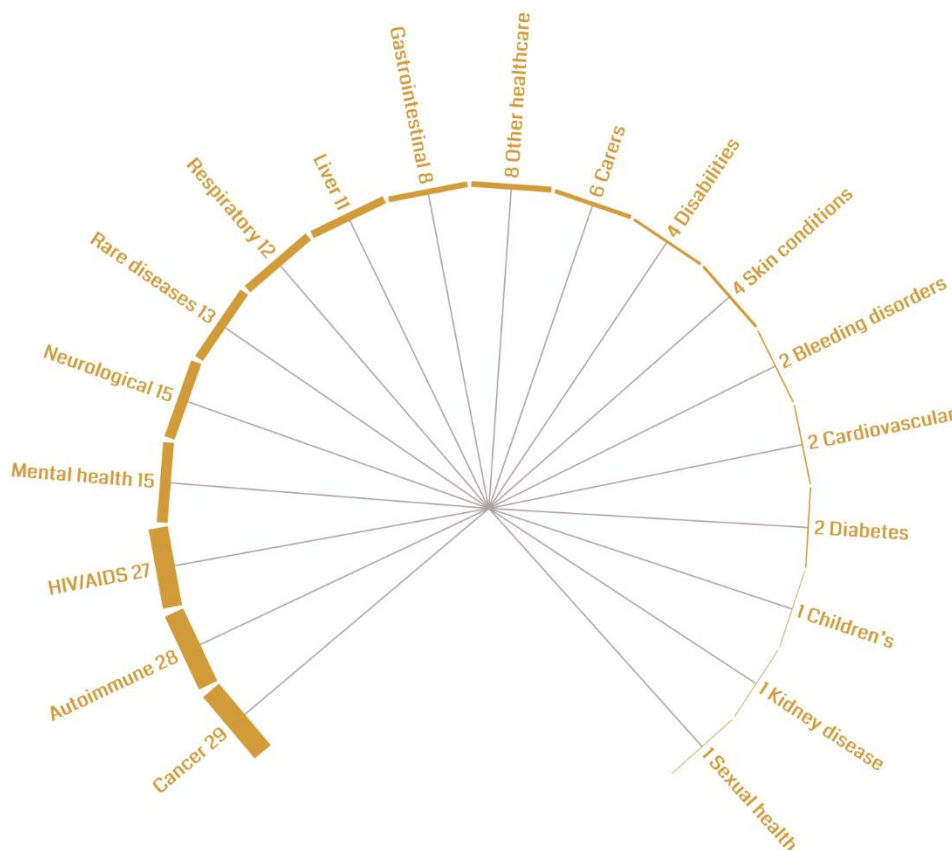


PROFILES OF 2021'S RESPONDENT SPANISH PATIENT GROUPS

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

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

Some disease areas may fall into more than one category



PatientView would like to thank the 154 Spanish patient groups that gave up their time to respond to the 'Corporate Reputation of Pharma' survey 2021 (published 2022).

These respondent Spain 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 20 pharma companies featured in the 2021 Spain 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 Spain report, please use contact details at the head of the press release.

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