

# THE CORPORATE REPUTATION OF PHARMA, 2022 —FROM A PATIENT PERSPECTIVE

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An update to patient advocacy groups about the forthcoming 2022 survey

PATIENT  
VIEW

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# 1. About this survey



## About this survey



The views of patients and patient groups have become of central importance across all of pharma's activities, including ...

- Selecting which treatments address patients' unmet needs.
- Defining optimum services that should be supplied 'beyond the pill'.
- Co-creating user-friendly patient information.

...and much more.

## About this survey



- Few studies explore the opinions of patient groups worldwide on whether pharma meets their expectations (and, if not, how might the industry, and individual pharma companies, improve).
- PatientView's annual 'Corporate Reputation of Pharma' survey gives health campaigners and patient-advocacy groups (PAGs) an opportunity to comment on, and assess, the pharma industry's performance.
- The results help support efforts in the industry to become more patient centric, and are also of great benefit to patient group and industry relations.

2.  
Why are  
the  
opinions of  
patient  
groups  
critical for  
change?

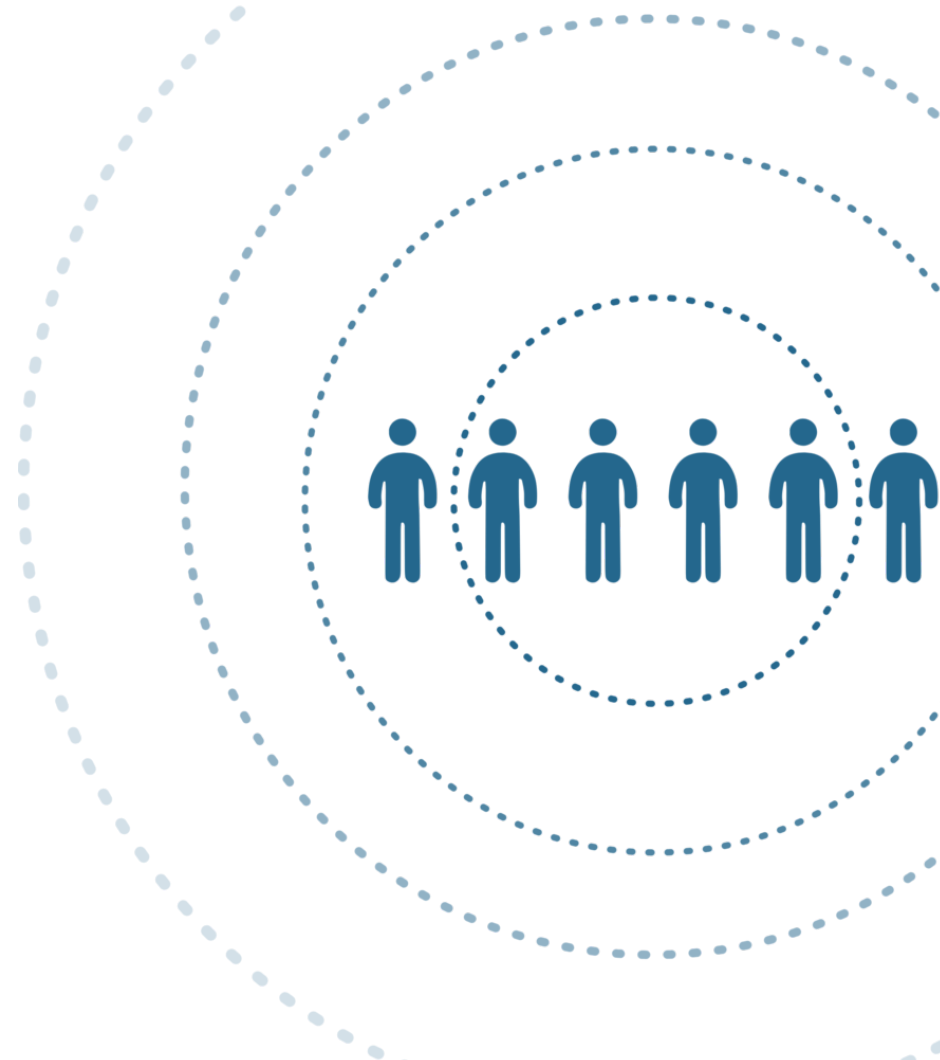


## Why are the opinions of patient groups critical for change?

- Patient groups possess a unique understanding of the needs of patients and represent the collated views of patients.
- Patient-group perspectives have become increasingly relevant 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.



### 3. Why take part in the PatientView survey?





## Why take part in the PatientView survey?

- The annual 'Corporate Reputation of Pharma' survey has been **conducted since 2011** so you are **contributing to tracking historic progress** of the industry becoming more patient centric, and recording key challenges or setbacks.
- PatientView works with **patient groups worldwide** (of most therapy areas, and from most countries).
- Currently working in 21 languages, to ensure **patient group accessibility**.
- PatientView are **financially independent** and not paid by any healthcare stakeholder.
- All PatientView work is **evidence based**.
- Research is both **quantitative and qualitative**.
- Most of the major pharma companies worldwide find PatientView data helpful in developing their patient-centric strategies, so **taking part in the survey is an opportunity to steer change**.

## 4. Key questions to assess pharma companies' corporate reputation

*'Corporate Reputation of Pharma – from the Patient Perspective'*



# Key questions to assess pharma companies' corporate reputation

Corporate reputation is defined as companies that meet the expectations of your patient organisation



## Why the changes for the 2022 survey?

- ➔ Although the Covid-19 pandemic continues to influence the healthcare landscape, the more-pressing, long-term, pre-Covid needs of patients have returned to the fore in 2022—hence, we have removed the 2021 ‘Corporate Reputation’ survey’s question on **‘company support for patients during the pandemic’**, to add emphasis to the importance of the remaining indicators .
- ➔ One of the survey’s 2022 changes reflecting the new perspectives of patient groups, post pandemic, is the subject of **‘gaining access to medicines’**—whether this be addressing drug shortages; continued access to treatment, post-clinical trial; or negotiating reimbursements with regulatory agencies to ensure that novel medicines reach patients. We hope that the feedback provided by patient groups responding to the 2022 survey will better define what patients mean by the phrase ‘more-equitable access to medicines’.
- ➔ Increasingly, companies are also seeking to develop more-extensive measures to determine the quality of their relationships with patient organisations—which is why we have expanded the **‘patient-relations’** element of the questionnaire to accommodate this need.

## 5. HOW TO TAKE PART

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How to take part in the Corporate Reputation of Pharma 2022/2023 survey.

## How to take part

— How to take part in the Corporate Reputation of Pharma 2022/2023 survey.

- Contact [alexwyke@patient-view.com](mailto:alexwyke@patient-view.com) to be added to the mailing list to receive the survey link for your geography/language, and reminders to take the survey before it closes.
- Follow us on [LinkedIn](#) or [Twitter](#) to keep up with survey news.
- Get in touch with [PatientView](#) directly if you have not yet taken the survey, and get involved before it closes at the end of February.



Please do not hesitate to get in touch,  
should you have further questions:

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*or*

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