



NEUROLOGY EDITION: THE CORPORATE REPUTATION OF PHARMA IN 2021

The Patient Perspective—Neurology Edition

*The views of 258 neurology patient groups
(60 of these patient groups focus on multiple sclerosis)*

PRESS RELEASE EMBARGOED UNTIL
MONDAY, 21st NOVEMBER 2022, 6 AM GMT / 2AM EST

Contact: Alex Wyke **Tel:** +44-(0)-7960-855-019 **Email:** report@patient-view.com

London, 21st November 2022

PatientView is today publishing the results of its latest 'Corporate Reputation of Pharma' survey—Neurology edition, now in its 9th year (and two years into the Covid-19 pandemic). Between November 2021-February 2022, the survey collected the opinions of 258 neurology patient groups on the performance of the pharmaceutical industry during 2021.

Patient groups—and neurology patient groups especially—possess a deep and unique understanding of the patients they represent, and express the collated views of these patients. 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 the pharmaceutical industry'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.

Continue reading for details on:

- ▶ **How PatientView measures pharma's corporate reputation from a patient perspective;**
- ▶ **The companies included in the 2021 neurology analyses;**
- ▶ **The headline results of the 2021 survey, from the perspective of neurology patient groups; and**
- ▶ **The profiles of 2021's respondent neurology patient groups.**

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

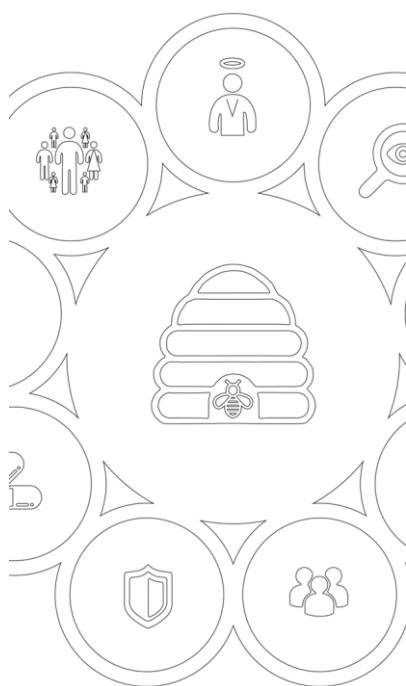
PatientView, press release, November 2022

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 (in this case, patients with an neurology condition).
- (2) The performance of **individual pharma companies** (20 in total in the neurology edition of the 2021 survey results). 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. The new 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



The 20 companies included in the neurology arm of the 2021 ‘Corporate Reputation of Pharma’ analyses:

AbbVie | AstraZeneca | Bayer | Biogen | Boehringer Ingelheim | Bristol Myers Squibb | Eisai | Eli Lilly | Grünenthal | GSK | Janssen | Lundbeck | Merck KGaA/EMD Serono | Novartis | Pfizer | Roche/Genentech/Chugai | Sanofi | Takeda | Teva | UCB

Chart 2: The number of respondent neurology patient groups familiar, or working, with the 20 companies listed above [https://bit.ly/3zUQCWp].

60 of the 258 respondent neurology patient groups focused on multiple sclerosis, and a separate set of analyses has been made for this therapy area. 7 companies are included in the multiple-sclerosis analysis.

The 7 companies included in the multiple-sclerosis element of the 2021 ‘Corporate Reputation of Pharma’ analyses:

Bayer | Biogen | Merck KGaA/EMD Serono | Novartis | Roche/Genentech/Chugai | Sanofi | Teva

Chart 3: The number of respondent multiple-sclerosis patient groups familiar, or working, with the 7 companies listed above [<https://bit.ly/3EiBZP5>].

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

SUMMARY OF RESULTS

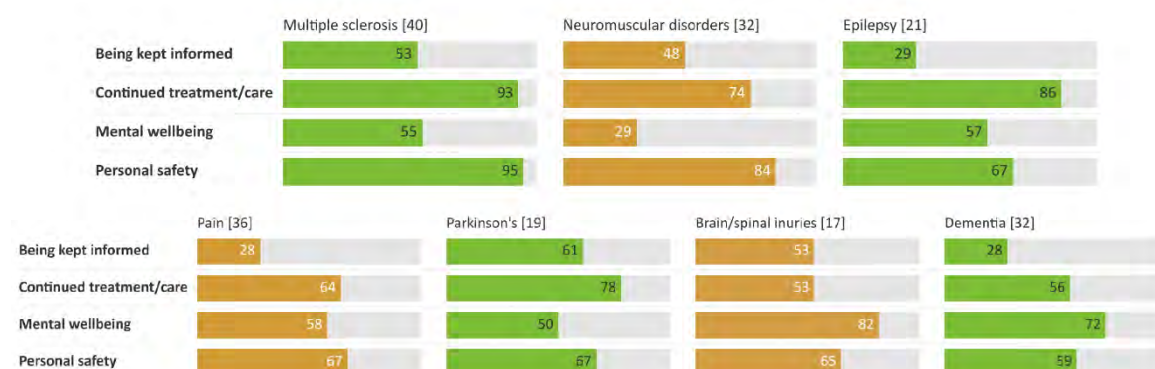
FINDINGS AT INDUSTRY-WIDE LEVEL

2021’s respondent neurology patient groups ranked the pharma industry’s corporate reputation as higher than that of all other healthcare sectors, bar retail pharmacists; 53% of them rated the pharma industry’s corporate reputation as “Excellent” or “Good” (up from 2020’s 46%).

The increased rating reflects not only respondent neurology patient groups’ general approval of the industry’s ability to mount a rapid response to the Covid-19 pandemic, but also its record on R&D. Nonetheless, from the feedback received, 2021’s respondent neurology patient groups remain disheartened by the industry’s inability to provide patient access to new treatments—in part, due to regulatory barriers (and, also, pharma’s pricing policies). In addition, the experiences of Covid-19 caused some of 2021’s respondent neurology patient groups to question the quality of their relationships with pharma.

Chart 4: Main worries/concerns for patients with a neurological condition during Covid-19. Percentage of neurology patient groups saying ...

[Number in square brackets is the number of respondent neurology patient groups]



Source: <https://bit.ly/3HecH4A>

A survey of patient groups conducted by PatientView between July and August 2020, at the height of the pandemic, identified patients’ primary concerns of the time. The main issue for patients with multiple sclerosis, or neuromuscular disorders, or chronic pain, was personal safety from Covid-19.

For patients with epilepsy or Parkinson's, the main fear during the pandemic was a lack of confidence that they would continue to receive acceptable levels of treatment and care. Meanwhile, patients with dementia or brain/spinal injuries, living through the pandemic, worried about their mental wellbeing under lockdown.

As the PatientView 2020 survey also discovered, patients during the pandemic relied especially heavily on support provided by patient groups—be it the provision of personal protective equipment (PPE), peer-to-peer support, medical advice, and, in some cases, the delivery of treatment and care.


Though all patient groups faced increased challenges throughout the pandemic, only a minority of 2021's respondent neurological patient groups reported improved relationships with pharma companies during the pandemic. Many were uncertain as to whether pharma planned funding for their organisations in the time of the pandemic. Others, too, did not feel that pharma companies provided patient groups with information on pandemic-related subject matter. Just 41% of the neurology patient groups responding to the '2021 Corporate Reputation of Pharma' survey stated that pharma was "Excellent" or "Good" in its patient-group relations.

Pharma's R&D is seen as a strength by neurology patient groups, though they remain disappointed with lack of access to new treatments

The majority of 2021's respondent neurology patient groups believed pharma to be "Excellent" or "Good" at both innovation and the provision of high-quality products valued by patients—58% and 56%, respectively.

Even during the pandemic, pharma remained active at R&D in the neurology therapy area. According to the US pharma trade association, PhRMA, 964 neurological drug treatments were in clinical development as of January 2021—12% of the total number of drugs in the whole of the pharma industry's R&D pipeline in the US. 132 of the neurological drugs were for Alzheimer's disease; 125 for Parkinson's disease; and 58 for ALS (Lou Gehrig's disease).¹

Yet, despite significant progress, pharma's record at getting novel neurological drugs to patients remains less impressive. According to a report entitled 'Clinical Development Success Rates and Contributing Factors, 2011-2020', new neurological treatments are less likely to be approved than drugs of other therapy areas.² The 'Clinical Development' report believes that this higher risk of failure in neurology R&D may, in part, be explained by the lengthy clinical trials in that field, required to demonstrate positive change in patients.

 „Wir Patienten mit Ataxie bekommen von der Pharmaindustrie keinerlei Unterstützung da es bis dato keinerlei Medikamente gibt und wir daher wirtschaftlich nichts relevant sind.“
(“We patients with ataxia get no support of any kind from the pharmaceutical industry—because, to date, no medicines are available, and, therefore, we are commercially irrelevant.”)

—National movement-disorders (ataxia) patient group, Germany

Even when a neurology drug is approved, a company may fail to convince the appropriate authorities to reimburse. As one US-based international rare-diseases (neuroimmune) patient group responding to the 2021 'Corporate Reputation' survey noted:

¹ https://phrma.org/-/media/Project/PhRMA/PhRMA-Org/PhRMA-Org/PDF/G-I/Innovation_in_Biopharmaceuticals.pdf

² Clinical Development Success Rates and Contributing Factors, 2011-2020', by Biotechnology Innovation Organization (BIO), Biomedtracker and QLS advisors, February 2021.



“What good is a therapy if it’s too expensive to access, and insurance doesn’t cover?”

In summary

Neurological patient groups as a whole cover a broad range of acute and chronic neurological conditions that affect patients young and old. While a lot of the conditions are disabling, degenerative, incurable, the outlook for patients with a neurological disorder can vary. Some conditions may improve over time, under the right care and rehabilitation; others worsen.

The need for innovation in the field of neurology is matched by pharma’s investment in neuroscience. The trend ensures that the reputation of the pharma industry remains strong among neurological patient groups. However, neurology patients and patient groups are feeling increasingly frustrated by continued disappointments in R&D, allied to elevated drug prices that exacerbate health inequities.

COMPANY RANKINGS IN THE FIELD OF NEUROLOGICAL CONDITIONS, 2021

▶ **The top-three pharma companies** out of 20 companies, ranked for their overall corporate reputation in 2021, as assessed by respondent neurology patient groups **familiar** with the company: **Roche**, 1st | **Novartis**, 2nd | **Biogen**, 3rd.

▶ **The top-three pharma companies** out of 12 companies, ranked for their overall corporate reputation in 2021, as assessed by respondent neurology patient groups **working** with the company: **Roche**, 1st | **Novartis**, 2nd | **Pfizer**, 3rd.

▶ **The top-three ‘big-pharma’ companies** out of 11 companies, ranked for their overall corporate reputation in 2021, assessed by respondent neurology patient groups **familiar** with the company: **Roche**, 1st | **Novartis**, 2nd | **Pfizer**, 3rd.

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

▶ **The companies rising the most in the neurology rankings, 2020 to 2021**, as assessed by respondent neurology patient groups **familiar** with the company, can be seen in the chart below.

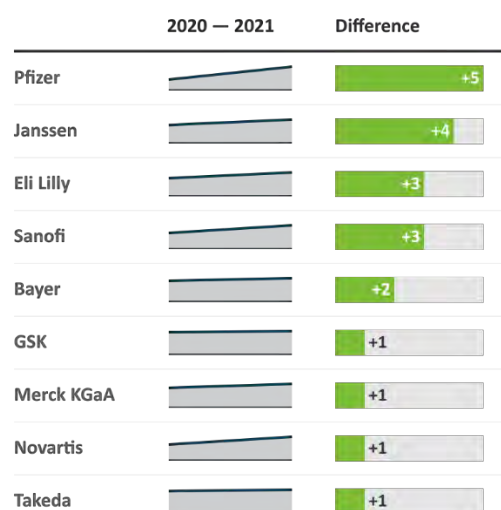


Chart 5: Companies rising the most in the rankings for overall corporate reputation in the field of neurological conditions, 2020 to 2021, as assessed by respondent neurology patient groups **familiar with the company**

Listed high to low, top to bottom

COMPANY RANKINGS IN THE FIELD OF MULTIPLE SCLEROSIS, 2021

▶ **The top-three pharma companies** out of 7 companies, ranked for their overall corporate reputation in 2021, as assessed by respondent multiple-sclerosis patient groups **familiar** with the company:

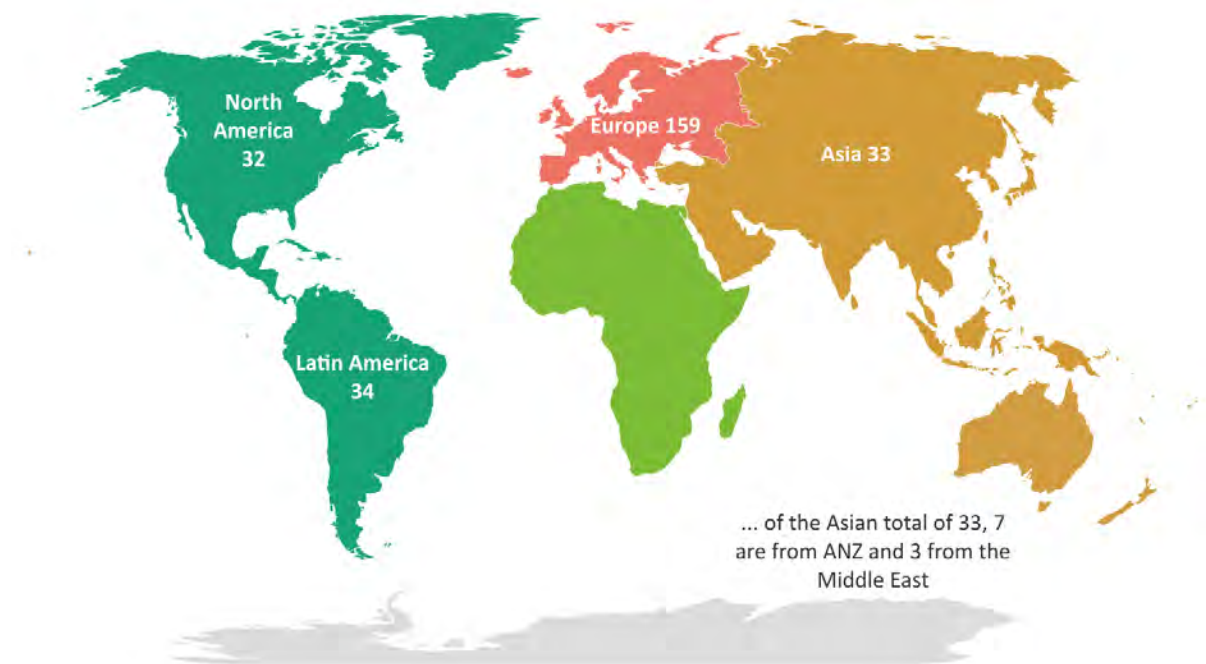
Novartis, 1st | **Roche**, 2nd | **Sanofi**, 3rd.

▶ **The top-three pharma companies** out of 5 companies, ranked for their overall corporate reputation in 2021, as assessed by respondent multiple-sclerosis patient groups **working** with the company:

Novartis, 1st | **Roche**, 2nd | **Merck KGaA**, 3rd.

PROFILE OF RESPONDENT PATIENT GROUPS

2021's 258 respondent neurology patient groups were based in 49 countries, and specialised in a range of neurology conditions.



PatientView would like to thank the 258 neurology patient groups which gave up their time to respond to the 'Corporate Reputation of Pharma' survey 2021 (published 2022).

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

END OF PRESS RELEASE