

How PatientView measures pharma's corporate reputation from a patient perspective

PatientView's annual 'Corporate Reputation of Pharma' survey measures various aspects of pharma's performance—all from a patient and patient-group perspective.

The survey is financially independent (funded solely by PatientView) and offers respondent patient groups full anonymity (if they wish). The survey results, therefore, are highly likely to reflect honest, true, respondent feedback.

In this latest survey:

☑ The question on Covid-19 that featured in the 2020 and 2021 'Corporate Reputation' surveys has been removed for the 2022 survey.

☑ The Covid-19 pandemic threw into sharp relief existing long-term global (and even national) inequities facing patients who wish to gain **access to medicines**. So, the 2022 survey includes a new indicator on access to medicines (with 'equitable access' defined as 'access for more patients').

The 10 indicators by which patient groups assess pharma's corporate reputation, 2022



WHAT 122 CANADIAN PATIENT GROUPS SAY ABOUT PHARMA IN 2022

—The Patient
Perspective

CANADA edition

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

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PatientView is today publishing the Canadian results of the latest 'Corporate Reputation of Pharma' survey (Canada version now in its 5th year). Between November 2022-February 2023, the survey collected the opinions of 122 Canadian patient groups on the performance of the pharmaceutical industry during 2022.

Patient groups responding to 2022's 'Corporate Reputation of Pharma' survey are uniquely positioned to comment on the pharma industry, and individual pharma companies, as they understand the experiences of patients, and they also network with all other stakeholders in the healthcare system.

Continue reading, for details about ...

▶ **The headline Canadian results of the 2022 survey.**

▶ **The 20 pharma companies included in the 2022 Canadian analysis.**

CANADA RESULTS

► Industry wide

Pharma’s corporate reputation changed only slightly in Canada in 2022:

- 65% of 2022’s respondent Canadian patient groups believed pharma’s corporate reputation to be “Excellent” or “Good” (compared with 66% in 2021).

- 68% of 2022’s respondent Canadian patient groups thought pharma “Excellent” or “Good” at providing products of benefit to patients.

However, the industry’s low-scoring attributes in Canada remain fair pricing policies, and the ability of Canadian patients to access medicines. In 2022:

- Just 20% of respondent Canadian patient groups believed pharma to be “Excellent” or “Good” at setting fair pricing policies.
- Similarly, only 37% of 2022’s respondent Canadian patient groups saw pharma’s ability to offer greater access to its medicines as “Excellent” or “Good”.

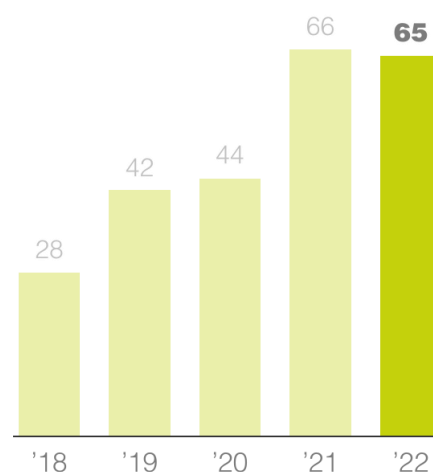
Key issues: drug pricing and access to medicines

The commentaries that Canadian patient groups gave to the 2022 ‘Corporate Reputation’ survey showed their predominant worries for that year to be focused around drug pricing and access to new medicines—with good reason.

A March 2023 report by Health Canada (the federal department responsible for health) pointed out that Canada’s prescription-drug prices were the third highest among Economic Co-operation and Development (OECD) countries—behind only the USA and Switzerland, and approximately 25% above the OECD median. These high prices, stated Health Canada, impact Canadians’ ability to access important prescription drugs, and, in its opinion, threaten the sustainability of the Canadian healthcare system.¹

► The corporate reputation of the pharma industry, according to respondent Canadian patient groups, 2018-2022

% of respondent Canadian patient groups, per year, stating “Excellent” or “Good”



► How good or bad the pharma industry was at carrying out specific activities, Canada, 2022

% of respondent Canadian patient groups stating “Excellent” or “Good”

Figures just for 2022

Products that benefit patients	68
Ensuring patient safety	65
Patient-group relations	60
Innovation	59
Integrity	51
Information	51
Patient centricity	49
Services 'beyond the pill'	44
Transparency: funding	39
Access to medicines	37
Transparency: pricing	35
Engaging patients in R&D	31
Transparency: clinical data	22
Fair pricing policies	20

¹ <https://www.canada.ca/en/health-canada/services/health-care-system/pharmaceuticals/costs-prices.html>

Canada's efforts to control pharmaceutical pricing are also controversial. Back in 1987, Canada reformed its patent laws in favour of pharma, with the aim of:

- (1.) encouraging the industry to invest more in R&D in the country; and
- (2.) making drug pricing more reasonable in Canada.

However, in March 2023, two senior executives resigned from the independent regulator, the Patented Medicine Prices Review Board (PMPRB), accusing Health Canada of yielding to industry lobbyists, since neither of the two objectives had been met in 35 years.²

When the PhRMA (Pharmaceutical Research and Manufacturers of America) analysed the length of typical waiting times in several different countries, it found that, from 2012 to the end of 2021, Canadians waited an average of 17 months from global launch of a new medicine to public reimbursement in Canada—compared with four months in the USA.³



2022's respondent Canadian patient groups provided significant feedback. The industry's rise in reputation post-Covid remains intact in 2022. But, Canadian patient groups called for pharma to escalate patient-support programs that allow particular patients to obtain timely access to medicines. Pharma's failure to invest in Canada was another factor discussed in feedback to the 2022 survey.

"Meet to discuss R&D plans, and talk about gaps in development of such products. One problem is that international companies don't make those decisions in Canada—so, getting to the right people in the company for this discussion is an issue."

National cancer patient group, Canada

"Extending their patient-support program (PSP) services would be immensely helpful, which would make the therapy available for a greater period of time."

National digestive-cancer patient group, Canada

"Stop fighting the PMPRB (Patented Medicine Prices Review Board) changes, and focus on bringing actual innovation to the table."

National respiratory-conditions patient group

► Individual company results

The 20 companies assessed in the Canadian element of the 2022 survey were selected on two main criteria—size of revenue, or on request by companies or patient groups:

- AbbVie • Amgen • AstraZeneca • Bayer • Biogen • Boehringer Ingelheim • Bristol Myers Squibb • Eli Lilly
- Gilead Sciences • GSK • Janssen • Lundbeck • Merck & Co • Merck KGaA [EMD Serono in Canada]
- Novartis • Novo Nordisk • Pfizer • Roche • Sanofi • Takeda

93% of 2022's respondent Canadian patient groups worked with one or more pharma companies.

² <https://twitter.com/cmherder/status/1628762330396753921/photo/1>; <https://www.cmaj.ca/content/195/10/E378>

³ <https://phrma.org/-/media/Project/PhRMA/PhRMA-Org/PhRMA-Refresh/Report-PDFs/A-C/2023-04-06-PhRMA-Global-Access-to-New-Medicines-Report-FINAL.pdf>

The top-three-ranking companies, Canada, 2022

Out of all 20 companies

→ As assessed by respondent Canadian patient groups *familiar* with the company

- 1st: Boehringer Ingelheim**
- 2nd: Pfizer**
- 3rd: Lundbeck**

Out of 15 companies

→ As assessed by respondent Canadian patient groups *working* with the company

- 1st: Boehringer Ingelheim**
- 2nd: Pfizer**
- 3rd: AbbVie**

Out of 15 'big-pharma' companies

→ As assessed by respondent Canadian patient groups *familiar* with the company

- Equal 1st: Boehringer Ingelheim**
- Equal 1st: Pfizer**
- 3rd: AbbVie**

Out of 14 'big-pharma' companies

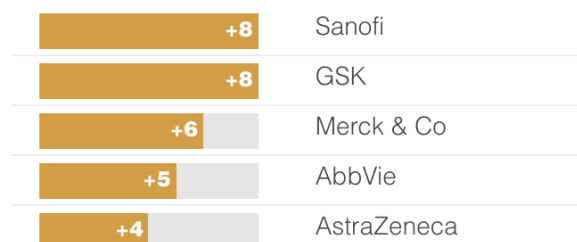
→ As assessed by respondent Canadian patient groups *working* with the company

- 1st: Boehringer Ingelheim**
- 2nd: Pfizer**
- 3rd: AbbVie**

▶ The companies rising the most in the upper part of the Canada rankings (out of all 20 companies), 2022 v. 2021, as assessed by respondent Canadian patient groups *familiar* with the company



▶ The companies rising the most in the upper part of the Canada rankings (out of 15 companies), 2022 v. 2021, as assessed by respondent Canadian patient groups *working* with the company



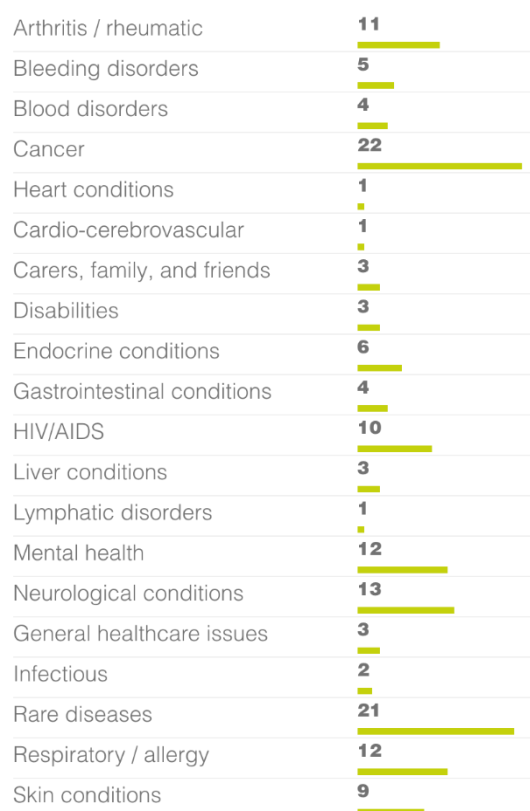
PROFILES OF RESPONDENTS

122 Canadian patient groups responded to the Canadian element of the 2022 'Corporate Reputation of Pharma' survey.

The respondent Canadian patient groups stated that they had reached out to approximately 2 million Canadian patients during 2022.

► **Specialities of 2022's respondent Canadian patient groups**

Number of respondent Canadian patient groups



Finally, PatientView would like to thank the 122 Canadian patient groups that gave up their time to respond to the 2022 ‘Corporate Reputation of Pharma’ survey.

The respondent Canadian patient groups feel that the sharing of their evaluation and experiences on whether the pharma industry (and individual pharma companies) meets patient needs and expectations will help the industry gain valuable insights into improvement.

Because many of the 20 pharma companies featured in the Canadian element of the 2022 ‘Corporate Reputation of Pharma’ survey are currently building strategies around patients, the respondent feedback provided by the survey results can influence company models and approaches, enabling closer alignment with patient needs and perspectives.

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

END OF PRESS RELEASE

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