

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 555 CANCER PATIENT GROUPS SAY ABOUT PHARMA IN 2022

—The Patient Perspective

CANCER edition

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PatientView is today publishing the cancer results of the latest 'Corporate Reputation of Pharma' survey (cancer results now in their 10th year). Between November 2022-February 2023, the survey collected the opinions of 555 cancer 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 cancer results of the 2022 survey.**

▶ **The 24 pharma companies included in the 2022 cancer analysis.**

CANCER RESULTS

► Industry wide

The pharma industry’s corporate reputation in the field of cancer remained the same in 2022 as in 2021:

- 67% of 2022’s respondent cancer patient groups believed the pharma industry’s corporate reputation to be “Excellent” or “Good” (compared with 67% in 2021).
- 74% of 2022’s respondent cancer patient groups thought pharma “Excellent” or “Good” at providing cancer products of benefit to patients.

However, the pharma industry scored lower in 2022 for other activities important to respondent cancer patient groups, such as:

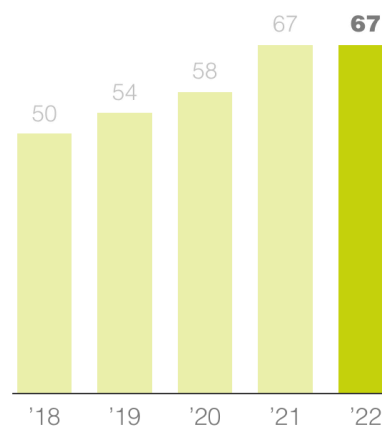
- Just 18% of 2022’s respondent cancer patient groups regarded pharma “Excellent” or “Good” at setting fair pricing policies.
- And only 22% of 2022’s respondent cancer patient groups saw pharma as “Excellent” or “Good” at being transparent about its pricing.

Key issues: drug pricing, and access to medicines

Treatment options and outcomes for patients with cancer improved in recent years (particularly, for patients with a blood cancer). A flush of new cancer products have raised hopes and expectations among all cancer patient groups. However, novel anti-cancer therapies bring their own set of complex challenges—not least, pharma’s ability to deliver automated manufacturing to scale, efficiently, and at reasonable cost. Other challenges include managing toxicity profiles, and limitations in the use of new therapies on solid tumours (such as sarcomas and carcinomas).

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

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



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

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

Figures just for 2022 ▼

| | |
|--------------------------------|-----------|
| Products that benefit patients | 74 |
| Innovation | 70 |
| Ensuring patient safety | 69 |
| Patient-group relations | 64 |
| Patient centricity | 60 |
| Information | 60 |
| Integrity | 56 |
| Services 'beyond the pill' | 50 |
| Access to medicines | 41 |
| Transparency: funding | 38 |
| Transparency: clinical data | 32 |
| Engaging patients in R&D | 31 |
| Transparency: pricing | 22 |
| Fair pricing policies | 18 |

The Covid-19 pandemic's long-term negative impact on cancer-oriented healthcare services are significant. Looking at Europe, for example, The Lancet's 'European Groundshot' project, launched in 2022, estimates one million diagnoses of cancer to have been missed across that continent during the time of Covid-19. The continued legacy of the pandemic on services, on research, and, in fact, on all patients with cancer, convinced the 'Groundshot' authors to conclude that outcomes in Europe for patients with cancer could be set back by as much as ten years.¹

The cancer results of the 2022 'Corporate Reputation' survey contrast the positivity of respondent cancer patient groups to the pharma industry's skills at innovation, and also at the development of medicines that benefit cancer patients, and the industry's continual generally-poor standing at transparency of pricing, and about setting fair pricing policies.

Many of 2022's respondent cancer patient groups—whatever their cancer specialty—felt that cancer drugs should be cheaper. And they would like pharma companies to provide patient information—not just on products, but also on the processes that lead to their development, and on how these medicines come to be priced.



Cancer patient groups responding to the 2022 'Corporate Reputation' survey provided considerable written feedback. While they endorsed the pharma industry's rise in reputation, post-Covid, they also called on pharma companies to escalate the use of patient-support programmes that allow particular patients to obtain timely access to cancer medicines. Pharma's failure to invest in cancer was another factor discussed in the feedback offered to the 2022 survey.

توفير الدواء مجاناً لليمن لأنه يمر بظروف اقتصادية صعبة كما أنه من البلدان الفقيرة نتيجة الحرب “والصراعات

[“Providing free medications to Yemen, as it is going through difficult economic conditions, and is a poor country, as a result of war and conflicts.”]

National blood-cancer patient group, Yemen

“Medicijnen goedkoper maken in eerste instantie om probleem te behandelen, kleinere verpakkingen aanbieden om uit te testen of het medicijn wel het juiste is, om te vermijden dat je onnodig hoge kosten hebt voor grote verpakkingen die in de vuilnisbak belanden indien medicijn niet afdoend werkt of maar beperkt aantal nodig. De medicijnenafvalberg is gigantisch. Mensen met een financiële en sociale beperking kunnen die hoge kosten niet meer aan en gaan zelf de medicijnen niet ophalen als ze horen wat ze zelf moeten betalen.”

[“Making medication cheaper to begin with could help. Smaller packs could be offered, to test whether the medication is suitable, and to avoid unnecessarily high costs, as a result of overly-large packs that simply end up getting thrown away, because the medication does not have the desired effect, or the patient only needs a limited amount. A huge volume of medicines end up being thrown away. People with financial and social limitations can no longer afford these high costs, and will even refuse to pick up the medicines they are prescribed when they hear how much they will have to pay themselves.”]

Regional breast-cancer patient group, Belgium

“Involucrar al paciente más en todo el proceso. Ajustar precios para que se financie en cartera los tratamientos más innovadores.”

[“Involve patients more in the whole process. Adjust prices, so that the most-innovative treatments can be covered by social security.”]

National thyroid-cancer patient group, Spain

¹ [https://doi.org/10.1016/S1470-2045\(22\)00540-X](https://doi.org/10.1016/S1470-2045(22)00540-X)

The top-three-ranking companies, cancer, 2022

Out of all 24 companies

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

1st: Roche
2nd: Merck & Co
3rd: Pfizer

Out of 23 companies

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

1st: Roche
2nd: Servier
3rd: Pfizer

Out of 15 'big-pharma' companies

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

1st: Roche
2nd: Merck & Co
3rd: Pfizer

Out of 15 'big-pharma' companies

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

1st: Roche
2nd: Pfizer
3rd: Janssen

* Merck & Co is known as MSD outside of Canada and the USA.

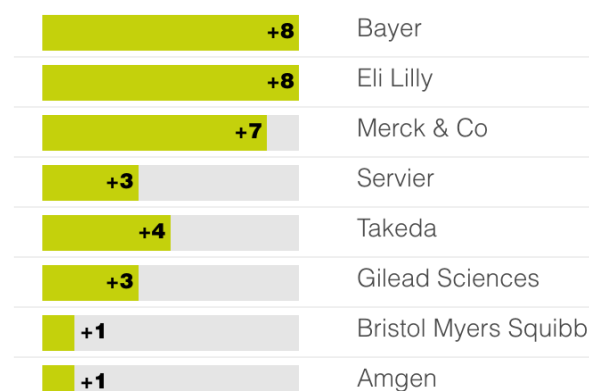
* Roche is known as Genentech in the USA, and as Chugai in Japan.

► Individual company results

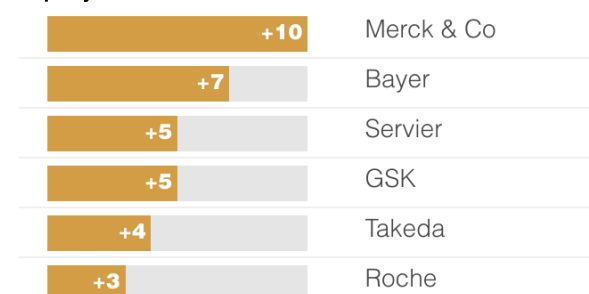
The 24 companies assessed in the cancer element of the 2022 'Corporate Reputation of Pharma' survey were:

- AbbVie • Amgen • Astellas • AstraZeneca • Bayer • Biogen
- Boehringer Ingelheim • Bristol Myers Squibb
- CSL Behring • Daiichi Sankyo • Eisai • Eli Lilly • Gilead Sciences
- GSK • Ipsen • Janssen • Menarini • Merck & Co • Merck KGaA • Novartis • Novo Nordisk • Pfizer • Pierre Fabre
- Roche • Sanofi • Servier • Takeda • Vertex

► The companies rising the most in the upper part of the cancer rankings (out of all 24 companies), 2022 v. 2021, as assessed by respondent cancer patient groups *familiar* with the company



► The companies rising the most in the upper part of the cancer rankings (out of 15 'big-pharma' companies), 2022 v. 2021, as assessed by respondent cancer patient groups *working* with the company



PROFILES OF RESPONDENTS

555 cancer patient groups responded to the cancer element of the 2022 'Corporate Reputation of Pharma' survey.

The respondent cancer patient groups stated that they had reached out to approximately some 8.5 million patients with cancer during 2022.

► Country headquarters of 2022's respondent cancer patient groups

Number of respondent cancer patient groups

North America

195

Western Europe

180

Asia

68

Latin America

65

Eastern Europe

39

Middle East

4

Africa

3

► Specialities of 2022's respondent cancer patient groups

Number of respondent cancer patient groups

| | |
|-------------------------|----|
| Most types | 98 |
| Breast | 92 |
| Blood | 88 |
| Lung | 35 |
| Children/Young People | 33 |
| Carers, Family, Friends | 28 |
| Other | 26 |
| Digestive | 20 |
| Prostate | 18 |
| Rare | 16 |
| Women's | 15 |
| Brain | 11 |
| Gynaecological | 10 |
| Bladder | 8 |
| Liver | 8 |
| Men's | 6 |
| Ovarian | 6 |
| Sarcoma | 6 |
| Throat, Head or Neck | 6 |
| Kidney | 5 |
| Neuroendocrine | 5 |
| Pancreatic | 5 |
| Skin | 4 |
| Cervical | 2 |
| Thyroid | 2 |
| Bone | 1 |
| Testicular | 1 |

Finally, PatientView would like to thank the 555 cancer patient groups that gave up their time to respond to the 2022 ‘Corporate Reputation of Pharma’ survey.

The respondent cancer 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 24 pharma companies featured in the cancer 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 cancer report, please use contact details at the head of the press release or below.

END OF PRESS RELEASE

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