

## 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 97 FRENCH PATIENT GROUPS SAY ABOUT PHARMA IN 2022

## —The Patient Perspective

## FRANCE edition

**PRESS RELEASE EMBARGOED until**  
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PatientView is today publishing the French results of the latest 'Corporate Reputation of Pharma' survey (French version now in its 3rd year). Between November 2022-February 2023, the survey collected the opinions of 97 French 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 French results of the 2022 survey.**

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

# FRANCE RESULTS

Despite a steady, but gradual, increase over the years among respondent French patient groups attitudes toward the pharmaceutical industry, only 43% of 2022's respondent French patient groups described the industry's reputation as "Excellent" or "Good" against 60% of 2022's respondent patient groups worldwide. Although:

- 64% of 2022's respondent French patient groups thought pharma "Excellent" or "Good" at innovation.

The pharma industry's lowest-scoring attributes in France remain fair pricing policies, and transparency. In 2022 ...

- Just 10% of respondent French patient groups believed pharma "Excellent" or "Good" at setting fair pricing policies.
- Similarly, only 10% of 2022's respondent French patient groups saw pharma as "Excellent" or "Good" at being transparent about pricing policies. The figures for transparency in the funding of external stakeholders, and transparency in the sharing of clinical data, were 12% and 13% respectively.

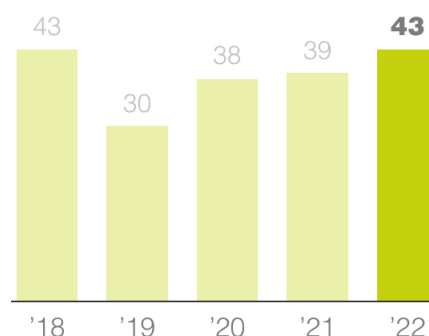
### Key issues for 2023 in France: access to healthcare and treatment

The healthcare crisis continues to figure large in political debate in France in 2023. Despite government promises to recruit more medical assistants, and to delegate certain medical tasks to pharmacists and nurses (freeing up more consultation time for GPs), one of the country's biggest healthcare problems is still a lack of access to doctors in rural (and even suburban) parts of France—where 600,000 chronically-ill patients are currently said to live without easy access to a doctor.<sup>1</sup>

And, though the government has tried to improve patient access to innovative medicines (with the 2021 introduction of

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

% of respondent French patient groups, per year, stating "Excellent" or "Good"



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

% of respondent French patient groups stating "Excellent" or "Good"

#### Figures just for 2022

Innovation	64
Products that benefit patients	48
Ensuring patient safety	44
Patient-group relations	44
Patient centricity	41
Information	37
Services 'beyond the pill'	30
Engaging patients in R&D	24
Integrity	22
Access to medicines	20
Transparency: clinical data	13
Transparency: funding	12
Transparency: pricing	10
Fair pricing policies	10

<sup>1</sup> <https://www.bbc.com/news/world-europe-64216269>

Article 78 of the Projet de loi de financement de la Sécurité sociale (LFSS), Social Security Financing Act), most French patient groups are unconvinced that pharma itself is being as effective as it could be in this regard.

The relationship between many French patient groups and pharma seems to stay strained. Although 43% of 2022's respondent French patient groups regard pharma as "Excellent" or "Good" at managing relationships with patient groups, as many as 48% considered the industry just "Fair" to "Poor". These mixed viewpoints were reflected in the written feedback received from French patient groups by the 2022 'Corporate Reputation of Pharma' survey.



« Les relations avec les entreprises pharmaceutiques sont déjà excellentes à notre niveau. Il y a beaucoup d'écoute et une réelle volonté de s'adapter aux besoins de l'association et des patients. »

["The relationships with pharmaceutical companies are already excellent in our area. There is a lot of listening, and a real desire to adapt to the needs of the association and the patients."]

—**National rare-conditions patient group, France**

« En tenant plus compte des besoins réels non couverts que des stratégies marketing de séduction des prescripteurs. En arrêtant de concurrencer les associations de malades par la production de contenu environnement avec les meilleures agences de communication pour faire à tout prix de la vitrine au lieu de pousser les contenus associatifs, car La Défense des droits des patients c'est nous qui la faisons, et si l'industrie vide les associations de ses adhérents en proposant des services comparables, l'industrie tue la démocratie en santé. Devenues illégitimes faute d'adhésion, les associations ne seront plus entendues par les décideurs. »

["Taking into account the real unmet needs, rather than marketing strategies to seduce prescribers. Stop competing with patient associations by producing content with the best communication agencies to advertise at high cost, instead of pushing the association content. Because, when it comes to defending patient rights, it's us who do it. If the industry drains the associations of their members by proposing comparable services, then the industry is killing health democracy. They become illegitimate without members, and the associations will no longer be seen as the decision-makers."]

—**National arthritis patient group, France**

« En affichant une réelle transparence sur l'état des stocks et les risques de rupture d'approvisionnement ou pénuries de médicaments (causes, solutions, délais). »

["Showing real transparency about the state of medicine stocks, and about the risks of supply disruption or shortages of medicines (causes, solutions, time periods, etc)."]

—**National infectious-disease patient group, France**

### ► Individual company results

The 20 companies assessed in the France element of the 2022 'Corporate Reputation' 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 • Merck & Co/MSD • Novartis • Pfizer • Pierre Fabre • Roche • Sanofi
- Servier • Takeda • UCB.

88% of 2022's 97 respondent French patient groups stated that they worked with at least one pharma company.

## The top-three-ranking companies, France, 2022

### Out of all 20 companies

▶ As assessed by respondent French patient groups *familiar* with the company

**1st: Pfizer**  
**2nd: Boehringer Ingelheim**  
**3rd: AstraZeneca**

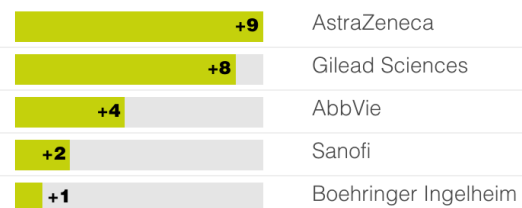
### Out of 16 companies

▶ As assessed by respondent French patient groups *working* with the company

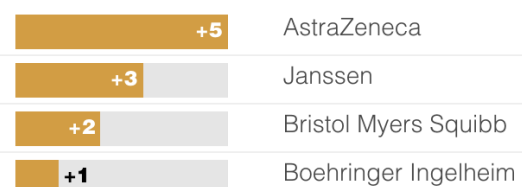
**1st: Boehringer Ingelheim**  
**2nd: AstraZeneca**  
**3rd: Gilead Sciences**

2022's top-three 'big-pharma' rankings for France were exactly the same as those above.

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



▶ The companies rising the most in the upper part of the France rankings (out of 16 companies), 2022 v. 2021, as assessed by respondent French patient groups *working* with the company



## PROFILES OF RESPONDENTS

97 French patient groups responded to the France element of the 2022 'Corporate Reputation of Pharma' survey.

The respondent French patient groups stated that they had reached out to approximately 645,700 French patients during 2022.

### ► Specialities of 2022's respondent French patient groups

Number of respondent French patient groups

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Arthritis / rheumatic	13
Bleeding disorders	1
Cancer	20
Heart conditions	3
Cardio-cerebrovascular	7
Carers, family, and friends	3
Children's conditions	2
Endocrine conditions	6
Gastrointestinal conditions	3
HIV/AIDS	5
Kidney disease	1
Liver conditions	3
Mental health	3
Neurological conditions	11
General healthcare issues	4
Infectious	1
Rare diseases	13
Respiratory / allergy	7
Skin conditions	3
Other	1

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**Finally, PatientView would like to thank the 97 French patient groups that gave up their time to respond to the 2022 ‘Corporate Reputation of Pharma’ survey.**

The respondent French 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 France 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 France report, please use contact details below.

**END OF PRESS RELEASE**

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