

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



ARTHRITIS edition

WHAT 77 ARTHRITIS PATIENT GROUPS SAY ABOUT PHARMA IN 2022— The Patient Perspective

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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 arthritis results of its latest 'Corporate Reputation of Pharma' survey, (the 4th arthritis edition in the annual 'Corporate Reputation' series). Between November 2022-February 2023, the survey collected the opinions of 77 arthritis patient groups (specialising in various types of autoimmune arthritis) 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 ...

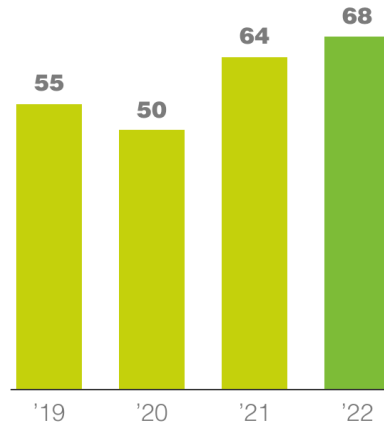
▶ **The headline arthritis results of the 2022 survey.**

▶ **The 15 pharma companies included in the 2022 arthritis analysis.**

ARTHRITIS RESULTS

► **The corporate reputation of the pharma industry, according to respondent arthritis patient groups, 2019-2022**

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



► **Industry wide**

2022's 77 respondent patient groups representing patients with arthritis (autoimmune) were generally positive about the pharmaceutical industry's overall corporate reputation:

- 68% described pharma's reputation as "Excellent" or "Good"—just behind biotechnology companies (69%), and significantly higher than the pharma industry's therapy-wide average of 60%:

- 2022's arthritis patient groups also rated pharma highly for two indicators of corporate reputation: products that benefit patients, and innovation—with 70-plus percent of the respondent arthritis patient groups calling the industry "Excellent" or "Good" at these two activities. Additionally, arthritis patient groups judged the industry more favourably for engaging patients in R&D compared with patient groups from other disease areas (41% seeing pharma as "Excellent" or "Good" here, compared to a therapy-wide average of 26%).

However, despite these signs of approval, respondent arthritis patient groups marked pharma down for other subjects of importance to patients:

- Only 38% of 2022's respondent arthritis patient groups thought the industry "Excellent" or "Good" at improving access to medicines for patients with arthritis. And ...

- Just 24% thought the industry "Excellent" or "Good" at fair pricing policies (a tendency which they believe has adversely affected patient access to medicines).

► **How good or bad the pharma industry was at carrying out specific activities in the field of arthritis, 2022**

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

Figures just for 2022	
Products that benefit patients	74
Innovation	72
Ensuring patient safety	68
Patient-group relations	64
Integrity	58
Information	57
Patient centricity	56
Services 'beyond the pill'	47
Engaging patients in R&D	41
Access to medicines	38
Transparency: funding	36
Transparency: clinical data	33
Transparency: pricing	32
Fair pricing policies	24

Key issues

According to the latest-available data from the Global Rheumatoid Arthritis (RA) Network (an international organisation of patient groups set up in 2016 to work on common goals to improve the lives of people with rheumatoid arthritis), more than 350 million people

worldwide were living with arthritis in 2021.¹ These numbers are growing rapidly, decade on decade.² Arthritis brings with it a high disability rate if left untreated—many organs, as well as joints, are adversely affected. No surprise that arthritis is considered to be among the key public-health issues worldwide.³

Treatments for arthritis do exist—thanks largely to the introduction, and widespread use, of biologics from 1999 onwards. Hope also exists that new genetic-engineering methods, or cell-based therapies (such as CAR-T-cell therapy), could even potentially generate a cure for rheumatoid arthritis. The goals of treatment, up until now, have been altogether more modest: symptom control, and limiting the progression of the disease.⁴

Despite the positive outlook, the cost of today's arthritis treatment remains high. Healthcare systems generally seek to cap drug expenditure, which reduces patient access to arthritis medicines. Furthermore, although cheaper biosimilars have been available since 2016, patients with arthritis have gained limited access to them. The US-based Arthritis Foundation blames two factors: (i.) Lack of patient knowledge about the existence of biosimilars; and (ii.) The failure of physicians to select biosimilars as a treatment option.⁵



Arthritis patient groups responding to the 2022 'Corporate Reputation of Pharma' survey appeal to the pharmaceutical industry to promote better patient access to arthritis medicines. For example:

“As medicações são caras, não importa o benefício se não podem ser adquiridas.”

[“Medication is expensive. It doesn't matter what benefits it provides, if people can't actually get any.”]

—Regional arthritis patient group, Brazil

“Poder brindar más apoyo en el acceso a los medicamentos que están fuera del alcance de los pacientes.”

[“They (pharmaceutical companies) could provide more support, in terms of access to medicines that are beyond patients' reach.”]

—National rheumatoid-arthritis patient group, Chile

“Proporcionar mas información de su medicamento, guías dirigidas al paciente para él pueda exigir su derecho a una mejor medicación.”

[“Provide more information on their medicines, such as guides aimed at the patient, so that patients can assert their right to better medication.”]

—National rheumatoid-arthritis patient group, Dominican Republic

“The pharma industry needs to be investing in educating those who procure the medications for rheumatoid arthritis, to ensure equitable access—and not postcode lotteries, due to regional-procurement deals.”

—National rheumatoid-arthritis patient group, UK

¹ <https://globalranetwork.org/project/disease-info/>

² https://www.ema.europa.eu/en/https://www.cdc.gov/arthritis/data_statistics/national-statistics-text-version.html#national-text

³ <https://www.mdpi.com/2077-0383/12/4/1291>

⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8832593/>

⁵ <https://www.arthritis.org/news/press-releases-and-statements/arthritis-foundation-statement-on-biosimilars>

► Individual company results

The 15 companies assessed in the arthritis results of the 2022 ‘Corporate Reputation of Pharma’ survey are:

- AbbVie • Amgen • Biogen • Boehringer Ingelheim • Bristol Myers Squibb • Eli Lilly • GSK
- Janssen • LEO Pharma • Merck & Co/MSD • Novartis • Pfizer • Roche/Genentech/Chugai • Sanofi
- UCB

The 12 companies selected for the 2022 arthritis ‘big-pharma’ analyses are:

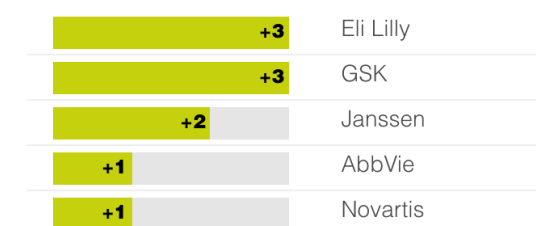
- AbbVie • Amgen • Boehringer Ingelheim • Bristol Myers Squibb • Eli Lilly • GSK • Janssen • Merck & Co/MSD • Novartis • Pfizer • Roche/Genentech/Chugai • Sanofi

The three companies ranking top for corporate reputation worldwide in the field of arthritis, 2022

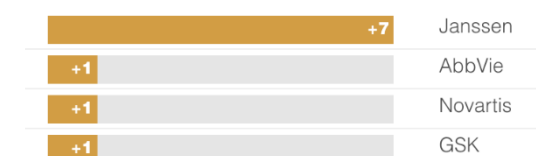
Out of 15 companies (and 12 ‘big-pharma’), as assessed by 2022’s respondent arthritis patient groups *familiar*, or *working*, with each company:

- 1st: AbbVie**
- 2nd: Novartis**
- 3rd: Pfizer**

The companies rising the most in the upper rankings (out of all 15 companies), 2022 v. 2021—as assessed by respondent arthritis patient groups familiar with the company



The companies rising the most in the upper rankings (out of 13 companies), 2022 v. 2021—as assessed by respondent arthritis patient groups working with the company



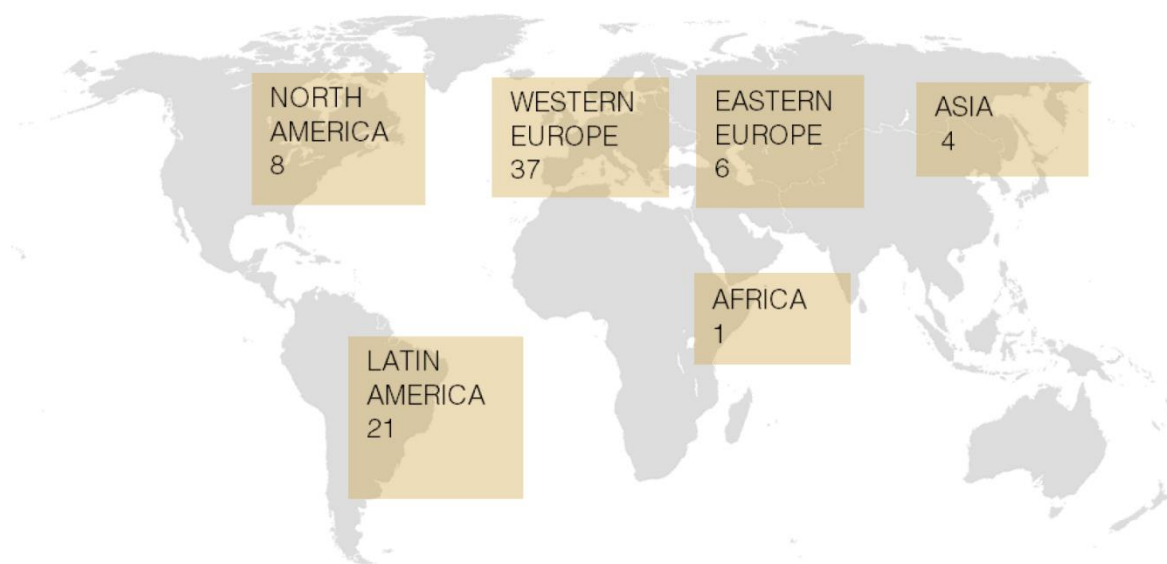
PROFILES OF RESPONDENTS

77 arthritis patient groups responded to the arthritis element of the 2022 'Corporate Reputation of Pharma' survey.

The 77 stated that, collectively, they had actively supported and served 1.4 million patients with arthritis during 2022.

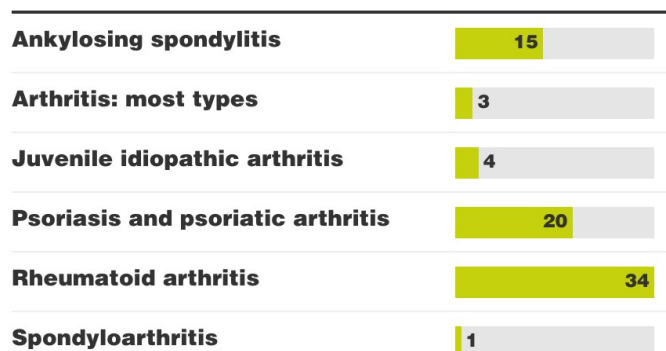
► Regional headquarters of 2022's respondent arthritis patient groups

Number of respondent arthritis patient groups



► Specialities of 2022's respondent arthritis patient groups

Number of respondent arthritis patient groups



Finally, PatientView would like to thank the 77 arthritis patient groups that gave up their time to respond to the 2022 ‘Corporate Reputation of Pharma’ survey.

The respondent arthritis 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 the 15 pharma companies featured in the arthritis 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 arthritis report, please use contact details at the head of the press release (or below).

END OF PRESS RELEASE

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