

### 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



## MENTAL-HEALTH edition

# WHAT 82 MENTAL-HEALTH PATIENT GROUPS SAY ABOUT PHARMA IN 2022—The Patient Perspective

**PRESS RELEASE EMBARGOED until Monday, September 25<sup>th</sup> 2023, 6 AM GMT**

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PatientView is today publishing the mental-health results of the latest 'Corporate Reputation of Pharma' survey, (the 8th mental-health edition in the annual 'Corporate Reputation' series). Between November 2022-February 2023, the survey collected the opinions of 82 mental-health 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 ...

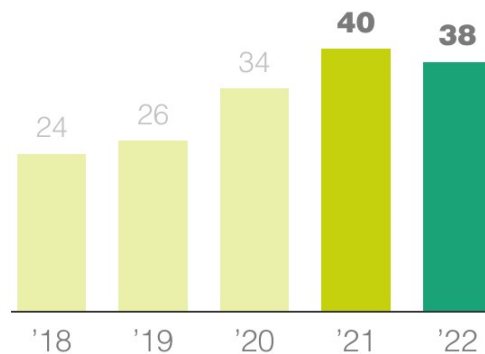
▶ **The headline mental-health results of the 2022 survey.**

▶ **The 6 pharma companies included in the 2022 mental-health analysis.**

# MENTAL-HEALTH RESULTS

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

% of respondent mental-health patient groups, per year, stating "Excellent" or "Good"



► **Industry wide**

The reputation of the pharma industry, as seen by mental-health patient groups, has been consistently below that reported by patient groups from other disease areas:

■ Just 38% of respondent mental-health patient groups rated the industry's corporate reputation as "Excellent" or "Good" in 2022 (a significantly-lower figure than the global all-disease average of 60%).

■ Additionally, 2022's respondent mental-health patient groups rated the pharma industry only 4th for corporate reputation out of nine healthcare sectors.

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

% of respondent mental-health patient groups stating "Excellent" or "Good"

Although the pharmaceutical industry is now focused on mental health as a key priority, and has significantly improved its R&D output, any benefits from the updated approach have yet to be seen by the mental-health patient groups participating in the 2022 'Corporate Reputation' survey:

■ Just 41% of 2022's respondent mental-health patient groups thought pharma "Excellent" or "Good" at generating products that benefit patients with a mental-health condition (a figure that has only marginally improved from the 39% reported in 2018). 2022's equivalent therapy-wide figure is 65%.

This low rating may, in part, be because of the small number of pharma companies involved in the mental-health field. Only six pharma companies were recognised by mental-health patient groups responding to the 2022 'Corporate Reputation' survey (compared with 24 pharma companies recognised by cancer patient groups).

**Figures just for 2022**

<b>Products that benefit patients</b>	<b>41%</b>
<b>Innovation</b>	<b>38%</b>
<b>Patient centricity</b>	<b>36%</b>
<b>Ensuring patient safety</b>	<b>34%</b>
<b>Information</b>	<b>33%</b>
<b>Integrity</b>	<b>32%</b>
<b>Patient-group relations</b>	<b>31%</b>
<b>Services 'beyond the pill'</b>	<b>23%</b>
<b>Access to medicines</b>	<b>23%</b>
<b>Transparency: funding</b>	<b>19%</b>
<b>Transparency: clinical data</b>	<b>17%</b>
<b>Transparency: pricing</b>	<b>14%</b>
<b>Fair pricing policies</b>	<b>14%</b>
<b>Engaging patients in R&amp;D</b>	<b>12%</b>

**Key issues**

Researchers from the National Institute of Mental Health (NIMH) reported in April 2023 that the psychiatric-drug-development pipeline now contains, in phases 1 to 3, some 118

potential new medicines with novel mechanisms—including 44 for depression, 29 for schizophrenia, 23 for anxiety disorders, 9 for bipolar disorder, 6 for attention-deficit hyperactivity disorder, and 7 for other neuropsychiatric-disorder indications.<sup>1</sup> The same NIMH report presented an emerging vision of ‘precision psychiatry’, characterised by advances in genetics, digital technology, and multimodal biomarkers—all being used to accelerate the development of next-generation therapies for individuals living with a mental illness.

However, the comments received from mental-health patient groups responding to the 2022 ‘Corporate Reputation of Pharma’ survey make clear that the optimism felt by those working in mental-health R&D has not filtered down to patients with a mental-health condition—who remain dissatisfied with pharma’s progress. Indeed, in 2022, none of the 41 new active substances approved by the European Medicines Agency (EMA) were indicated for mental-health conditions.<sup>2</sup>



For example:

“Research is not complete or applicable without extensive consultation from patients regarding their health—both physical self, and mental, wellbeing.”

—**Regional mental-health patient group, Canada**

“了解患者需求和感受。”

[“Understanding patients’ needs and feelings [during engagement in R&D].”]

—**National depression patient-group, China**

“More research. Open, adequate discussion of research in the field. Profit is not a wholesome motive. Better treatment is what is wanted.”

—**International mental-health patient group, Ireland**

“They need to make more informed decisions on balanced therapies—not just medication. This means consulting experts who understand anxiety-treatment strategies, as medication alone can mask the problem, and actually make it worse. Would they listen to this?”

—**International mental-health patient group, UK**

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<sup>1</sup> <https://doi.org/10.1080/17460441.2023.2224555>

<sup>2</sup> [https://www.ema.europa.eu/en/documents/report/human-medicines-highlights-2022\\_en.pdf](https://www.ema.europa.eu/en/documents/report/human-medicines-highlights-2022_en.pdf)

► **Individual company results**

The 6 companies assessed in the mental-health element of the 2022 'Corporate Reputation of Pharma' survey are:

• AstraZeneca • Eli Lilly • Janssen • Lundbeck • Otsuka • Pfizer

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**The three companies ranking top for corporate reputation in the field of mental health, 2022**

Out of all 6 companies

→ As assessed by respondent mental-health patient groups *familiar* with the company

**1st: Janssen**

**2nd: Lundbeck**

**3rd: Otsuka**

Out of 4 companies

→ As assessed by respondent mental-health patient groups *working* with the company

**1st: Janssen**

**2nd: Lundbeck**

**= 3rd: Otsuka**

**= 3rd: Pfizer**

**The 'big-pharma' companies ranking top for corporate reputation in the field of mental health, 2022**

Out of 4 companies

→ As assessed by respondent mental-health patient groups *familiar* with the company

**1st: Janssen**

**2nd: Pfizer**

**3rd: AstraZeneca**

**4th: Eli Lilly**

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# PROFILES OF RESPONDENTS

82 mental-health patient groups responded to the mental-health element of the 2022 'Corporate Reputation of Pharma' survey.

The 82 stated that, collectively, they had actively supported and served 741,600 patients with a mental-health condition during 2022.

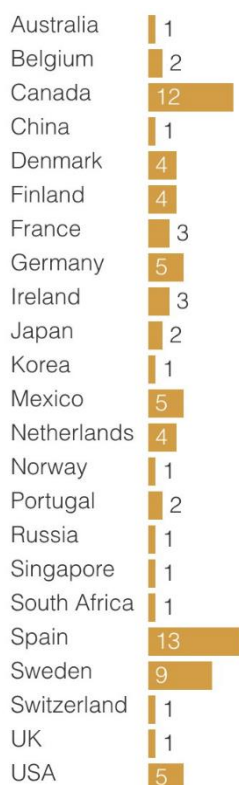
► **Regional headquarters of 2022's respondent mental-health patient groups**

Number of respondent mental-health patient groups

ADD/ADHD	2
Addiction	12
Anxiety	2
Bipolar disorder	1
Mental health: carers, family, and friends	13
Depression	7
Eating disorders	1
Mental health: most conditions	26
Obsessive compulsive disorder	4
Mental health: other	4
Schizophrenia	7
Suicide	3

► **Specialities of 2022's respondent mental-health patient groups**

Number of respondent mental-health patient groups



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**Finally, PatientView would like to thank the 82 mental-health patient groups that gave up their time to respond to the 2022 ‘Corporate Reputation of Pharma’ survey.**

The respondent mental-health 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 six pharma companies featured in the mental-health 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 mental-health report, please use contact details at the head of the press release (or below).

**END OF PRESS RELEASE**

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