

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 159 SPANISH PATIENT GROUPS SAY ABOUT PHARMA IN 2022

—The Patient Perspective

SPAIN edition

PRESS RELEASE EMBARGOED until Tuesday, September 12th 2023, 6am GMT

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London, September 12th 2023

PatientView is today publishing the Spanish results of the latest 'Corporate Reputation of Pharma' survey (the Spain version is now in its 9th year). Between November 2022-February 2023, the survey collected the opinions of 159 Spanish 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 Spanish results of the 2022 survey.**

▶ **The 19 pharma companies included in the 2022 Spain analysis.**

SPAIN RESULTS

The pharmaceutical industry has steadily improved its corporate reputation in Spain since 2018:

- 59% of 2022’s respondent Spanish patient groups believed pharma’s corporate reputation to be “Excellent” or “Good” (compared with 34% in 2018).

- 60% of 2022’s respondent Spanish patient groups thought pharma “Excellent” or “Good” at innovation (the equivalent figure in 2018 was 51%).

However, the industry continues to score poorly in Spain for several of its activities. In 2022:

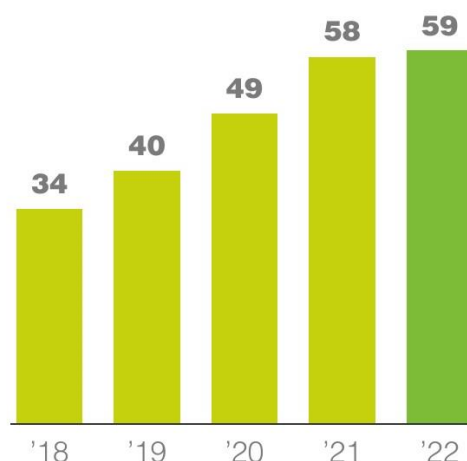
- Just 13% of respondent Spanish patient groups believed pharma “Excellent” or “Good” at setting fair pricing policies.
- Only 20% of 2022’s respondent Spanish patient groups thought pharma was transparent about its pricing policies. And ...
- Just 26% stated that pharma was “Excellent” or “Good” at helping patients access medicines.

Key issues in Spain in 2023: access to medicines

A major problem for patients and patient groups in Spain is the length of time that new medicines take to be approved. Of particular concern is the slow reimbursement of innovative medicines (especially orphan drugs used to treat rare diseases). The Spanish government’s 2023 ‘Plan Anual Normativo’ [‘Annual Regulatory Plan’] included a Royal Decree regulating the assessment of health technologies. The Plan, citing a lack of resources, expressed a desire for Spain to speed up its appraisal system by adopting an approach similar to that of the UK’s NICE (National Institute for Health and Care Excellence).¹

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

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



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

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

Figures just for 2022

Products that benefit patients	63
Innovation	60
Ensuring patient safety	56
Patient-group relations	51
Patient centricity	48
Information	44
Integrity	42
Services 'beyond the pill'	35
Transparency: funding	34
Engaging patients in R&D	28
Access to medicines	26
Transparency: clinical data	24
Transparency: pricing	20
Fair pricing policies	13

¹ <https://www.pharmtech.com/view/changes-afoot-in-pharmaceutical-laws-and-regulations-in-spain>
PatientView, Press Release, September 2023

What Spanish patient groups say



Spanish patient groups responding to the 2022 ‘Corporate Reputation of Pharma’ survey emphasise the need for pharmaceutical companies to make improvements in two key areas in Spain: company transparency, and patient access to (new) medicines.

“Seguir apostando por la investigación que ayude a ampliar el abanico de personas que se puedan ver beneficiadas. Trabajando con la EMA para mejorar los tiempos de acceso y consiguiendo la regulación de indicaciones para mutaciones específicas que por la "n" de pacientes no pueden acceder a un ensayo clínico que luego sirva para autorizar ese medicamento, además de seguir investigando hasta encontrar la cura de la FQ.”

[“Keep putting their weight behind research that will help to expand the variety of people who stand to benefit. Working with the EMA, to improve access times, and regulate indications for those with specific mutations, who cannot get into clinical trials because of limits on numbers—even though the trial would lead to the medication being developed. Additionally, continue researching, to find a cure for cystic fibrosis.”]

—**National cystic-fibrosis patient group, Spain**

“Ayudar a cambiar el actual sistema de aprobación de nuevos fármacos desde que la EMA los aprueba, abaratar el coste de los nuevos fármacos, obligar a las administraciones a que aflojen y aceleren el proceso equitativo en nuestro país. Transparencia en todo el proceso.”

[“By helping to change the current system for approval of new drugs. Until the EMA gives the green light, reduce the cost of new drugs. Require administrations to loosen, and speed up, the fair process in our country. Transparency throughout the process.”]

—**National men’s-cancer patient group, Spain**

► Individual company results

The 19 companies assessed in the Spain element of the 2022 survey’s results were selected on two main criteria—size of revenue, or on request by companies or patient groups:

- AbbVie • AstraZeneca • Bayer • Biogen • Boehringer Ingelheim • Bristol Myers Squibb
- Eli Lilly • Gilead Sciences • GSK • Janssen • Merck & Co/MSD • Merck KGaA • Novartis
- Otsuka • Pfizer • Roche • Sanofi • Takeda • ViiV Healthcare.

97% of 2022’s 159 respondent Spanish patient groups stated that they worked with at least one pharma company.

The three pharma companies ranking top for corporate reputation in Spain, 2022

Out of all 19 companies

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

- 1st: ViiV Healthcare
- 2nd: Gilead Sciences
- 3rd: Novartis

Out of 18 companies

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

- 1st: ViiV Healthcare
- 2nd: Gilead Sciences
- 3rd: Janssen

Out of 14 'big-pharma' companies

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

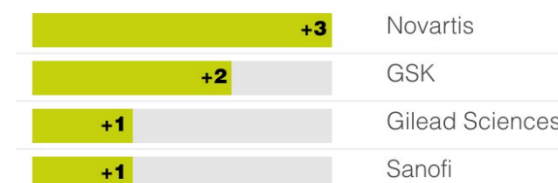
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Out of 14 'big-pharma' companies

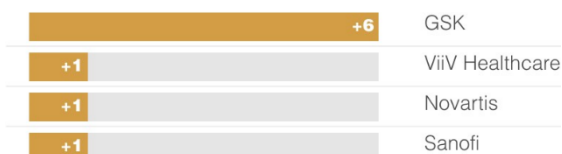
→ As assessed by respondent Spanish patient groups *working* with the company

- 1st: Gilead Sciences
- 2nd: Janssen
- 3rd: Novartis

The companies rising the most in the upper rankings in Spain (out of all 19 companies), 2022 v. 2021—as assessed by respondent Spanish patient groups familiar with the company



The companies rising the most in the upper rankings in Spain (out of 18 companies), 2022 v. 2021—as assessed by respondent Spanish patient groups working with the company



PROFILES OF RESPONDENTS

159 Spanish patient groups responded to the Spain element of the 2022 'Corporate Reputation of Pharma' survey.

The respondent Spanish patient groups stated that they had reached out to approximately 923,400 Spanish patients during 2022.

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

Number of respondent Spanish patient groups

Arthritis / rheumatic	8
Autoimmune: other	2
Bleeding disorders	5
Blood disorders	1
Cancer	28
Cardio-cerebrovascular	5
Carers, family, and friends	7
Children's conditions	6
Disabilities	6
Endocrine conditions	1
Gastrointestinal conditions	3
General healthcare issues	5
Heart conditions	2
HIV/AIDS	28
Kidney disease	1
Liver conditions	9
Mental health	13
Neurological conditions	21
Rare diseases	26
Reproductive health	1
Respiratory / allergy	13
Other	2

Finally, PatientView would like to thank the 159 Spanish patient groups that gave up their time to respond to the 2022 'Corporate Reputation of Pharma' survey.

The respondent Spanish 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 19 pharma companies featured in the Spain element of the 2022 'Corporate Reputation of Pharma' survey results are currently building strategies around patients, the respondent feedback provided by these survey results can influence company models and approaches, enabling closer alignment with patient needs and perspectives.

For further information on this Spain report, please use contact details below.

END OF PRESS RELEASE

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