

Corporate Reputation of Pharma 2023/4

Social Media Toolkit

April 2024



Overview



The views of patients and patient groups are becoming more central to every action that pharmaceutical companies take—from selecting which treatments address patients’ unmet needs, to co-creating user-friendly patient information. Patients and patient groups accordingly need a platform to share their opinions on the pharmaceutical industry, and to offer up their ideas about how individual pharmaceutical companies can improve.

Now in its 13th year, PatientView’s annual ‘Corporate Reputation of Pharma’ survey functions as just such a platform. Few, if any, studies provide patient groups and health campaigners with the ‘Corporate Reputation’ survey’s opportunity to comment on, and assess, the pharmaceutical industry’s performance.

The 2023 ‘Corporate Reputation of Pharma’ survey received responses from **2,518 patient** groups globally—a record total. The respondent patient groups specialise in **45 therapy areas** and come from **106 countries worldwide**. **41 pharma companies** are assessed for their corporate reputation by the patient groups responding to the 2023/24 survey. The survey’s results support pharmaceutical-company efforts to become more patient-centric and to enhance relationships with patients and patient groups.

Purpose of this social media toolkit

For more than a decade, PatientView has seen significant growth in the patient group movement. Patient groups are actively engaging in discussions and partnering with stakeholders across the healthcare sector.

The purpose of this social media toolkit is to support patient groups who participated in the 2023 'Corporate Reputation of Pharma' survey and want to promote it to their followers on social media platforms such as LinkedIn and X, as well as to the rest of the industry.

The toolkit includes social media copy and social assets, aimed at enabling participating patient groups involved in PatientView's 2023/24 'Corporate Reputation of Pharma'.



How can you get involved?

- You can copy and paste the suggested social copy, to share on your LinkedIn and Twitter.
- You can use our graphics in your social media posts on LinkedIn and Twitter
- You can add our hashtags and tag PatientView in your social media posts on LinkedIn and Twitter.
- The official PatientView website is: **www.patient-view.com**

Key messages

1. PatientView's annual 'Corporate Reputation of Pharma' survey is one of a few studies that not only explores the opinions of patient groups worldwide on whether pharma companies meet their expectations—it also offers patient groups the chance to tell companies how they can improve (all from a patient perspective).
2. The 2023 survey results reflect the opinions of 2,518 respondent patient groups, from across 45 therapy areas and 106 countries. 41 pharma companies are analysed for their corporate reputation in the 2023 results.
3. The results of the 'Corporate Reputation' survey help support pharma companies to become patient-centric, and to improve their relationships with patient groups.

Hashtags

Please use the following hashtag in your social media posts

- #PatientView
- #CorpRep2023/4

Handles to tag

Please tag the following handles when sharing the news in your social media posts

- @PatientView:
Official **LinkedIn** account for PatientView
- @PatientView:
Official **X** account for PatientView

Social assets to use on LinkedIn and X

The following assets are available below and have been sent to you via email.

Social Assets

1080x1080



PatientView Logo

**PATIENT
VIEW**

1200x627



#8b1522

#faf3ce

#575756

For further information, please contact ...

alexwyke@patient-view.com, or
mat.patientview@protonmail.com

April 2024