

# WHAT 314 US PATIENT GROUPS SAY ABOUT PHARMA IN 2023/4

## USA edition

**PRESS RELEASE EMBARGOED until**  
**TUESDAY, MAY 14th 2024, 6am GMT / 1am EST**

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

**London, 14<sup>th</sup> May 2024**

### Overview

PatientView is pleased to publish 'The Corporate Reputation of Pharma—from the Perspective of US-Based Patient Groups, 2023' (the 12th US edition in the annual 'Corporate Reputation' series). The 2023 review contains the results of a November 2023 to late-February 2024 survey, answered by 314 US-based patient groups.

2023's 314 respondent US patient groups specialised in a wide range of therapy areas—the largest representation (113 respondent patient groups) being cancer patient groups. The 314 stated that, collectively, they had actively supported and served some 12 million US patients during 2023/24. [See end of press release for a profile of the respondent US patient groups.]

### Continue reading, for details about ...

- ▶ The headline US industry-wide results of the 2023 survey.
- ▶ The performance of the individual pharma companies included in the 2023 US analysis.

## SUMMARY OF RESULTS

### INDUSTRY WIDE:

Several issues in 2023 may have influenced the opinions of US patient groups responding to the 2023 'Corporate Reputation of Pharma' survey, including: the affordability of prescription drugs<sup>1</sup>, and shortages of prescription drugs. On the latter subject, drug shortages reached

---

<sup>1</sup> . <https://www.kff.org/health-costs/press-release/3-charts-about-drug-prices-in-the-united-states/>

an all-time high in the US during the first three months of 2024 (which included the final two months of the 2023 ‘Corporate Reputation’ survey period).<sup>2</sup>

The perception of the pharma industry’s reputation among respondent US patient groups declined in 2023, with 57% rating the industry’s reputation as “Excellent” or “Good”, compared with 65% saying the same in 2022. The year before that, the Covid-affected year of 2021, had seen the industry’s positive rating peak at 67%.

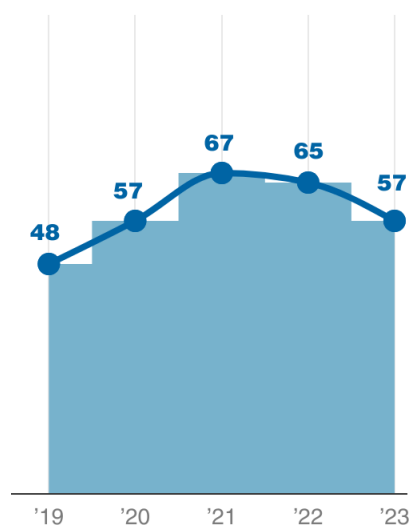
Between 2022 and 2023, sharp declines were reported by respondent US patient groups for:

- the quality of pharma’s patient-group relations;
- its provision of patient information; and
- its ability to improve access to medicines.

And, despite pharma’s commitment to involving patients more in R&D, only 35% of 2023’s respondent US patient groups rated the industry “Excellent” or “Good” at this—the first such decline in five years [see table below].

**The corporate reputation of pharma in the US, 2019-2023**

Percentage of respondent US patient groups stating “Excellent” or “Good”



**How good or bad the pharma industry was at carrying out specific activities in the US, 2023 v. 2022**

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

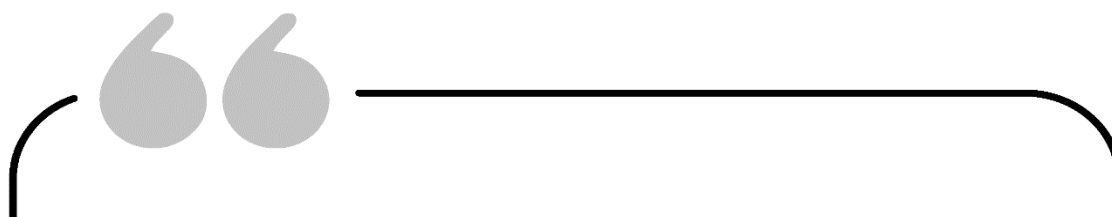
	2023	versus 2022
Patient centricity	54	-12
Information	57	-12
Ensuring patient safety	66	-9
Innovation	66	-6
Products that benefit patients	79	-2
Transparency: pricing	18	-4
Transparency: clinical data	40	-1
Transparency: funding	34	-7
Integrity	52	-11
Patient-group relations	61	-12
Services 'beyond the pill'	49	-10
Fair pricing policies	16	0
Engaging patients in R&D	35	-5
Access to medicines	43	-11

**What US patient groups say about pricing**

The US runs a complex pricing-and-reimbursement system—which also happens to be in a state of considerable flux. 2023’s respondent US patient groups urge all companies to be as transparent as possible, and to work with other healthcare stakeholders in supporting

<sup>2</sup> <https://www.ashp.org/drug-shortages/current-shortages?loginreturnUrl=SSOCheckOnly>

patients who cannot afford new medicines (and who do not qualify for federal funding). With new medicines averaging \$300,000 list price in the US in 2023—an increase of more than 35% over 2022<sup>3</sup>—the issue of pricing is likely to remain a top patient concern in the US for the foreseeable future.



“Somehow, the medications are available in other countries for much less, but we are billed/paying co-pays and deductibles that far outpace the costs of other health systems. So why? Let’s talk about it.”

—National breast-cancer patient group, USA

“Think about patients, when making pipeline decisions—even in light of the IRA [Inflation Reduction Act]. Patients before profits.”

—National lung-cancer patient group, USA

“Companies should not treat patient engagement as if they are ticking off boxes. There should be meaningful engagement, co-led by patients and community organizations, that benefits everyone, and shows commitment to the patient community. Companies should reach out early in the R&D process.”

—National hepatitis patient group, USA

“It is extremely difficult to maintain relationships, due to constant changes of [company] employees.”

—National rare-disease patient groups, USA

“From our limited outreach to the pharma industry, I understand that that they receive many requests, and have many layers of compliance. However, it is difficult, if not impossible, to understand the best way for patient-advocacy groups to work with pharma, and retain their independence.”

—National skin-conditions patient group, USA

### Companies included in the US element of the 2023 ‘Corporate Reputation’ survey

The 37 companies featured in the US arm of the 2023 ‘Corporate Reputation of Pharma’ survey were selected on the criteria of size of revenue, or, by request from companies or patient groups. They include:

- AbbVie • Amgen • Astellas Pharma • AstraZeneca • Bayer • Biogen • Biomarin • Boehringer Ingelheim • Bristol Myers Squibb • Chiesi Farmaceutici • CSL Behring • Daiichi Sankyo • Eisai • Eli Lilly • Ferring • Gilead Sciences • Grifols • GSK • Ipsen • Janssen • Lundbeck • Menarini • Merck & Co • Merck KGaA/EMD Serono • Novartis • Novo Nordisk • Octapharma • Otsuka • Pfizer • PTC Therapeutics • Roche/Genentech • Sanofi • Servier • Takeda • UCB • Vertex • ViiV Healthcare.

#### Companies are assessed on issues of importance to patient groups



<sup>3</sup> <https://www.reuters.com/business/healthcare-pharmaceuticals/prices-new-us-drugs-rose-35-2023-more-than-previous-year-2024-02-23/#:~:text=The%20median%20annual%20list%20price.a%20study%20published%20in%20JAMA>

## INDIVIDUAL COMPANY FINDINGS FOR THE USA, 2023 —AND THE FASTEST RISERS IN THE RANKINGS, 2023 v. 2022

### The top-three rankings in the US in 2023 —out of all 37 companies

As assessed by respondent US patient groups **familiar** with the company:

- ▶ Servier, 1st
- ▶ ViiV healthcare, 2nd
- ▶ Amgen, 3rd

### The top-three rankings in the US in 2023 (out of 32 companies)

—as assessed by respondent US patient groups **working** with the company:

- ▶ ViiV Healthcare, 1st
- ▶ Servier, 2nd
- ▶ Gilead Sciences, 3rd

### The top-three rankings in the US in 2023 —out of 15 ‘big-pharma’ companies

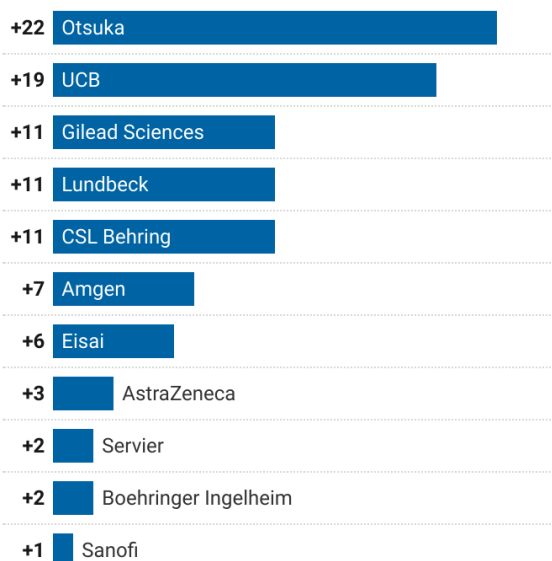
As assessed by respondent US patient groups **familiar** with the company:

- ▶ Amgen, 1st
- ▶ Gilead Sciences, 2nd
- ▶ Pfizer, 3rd

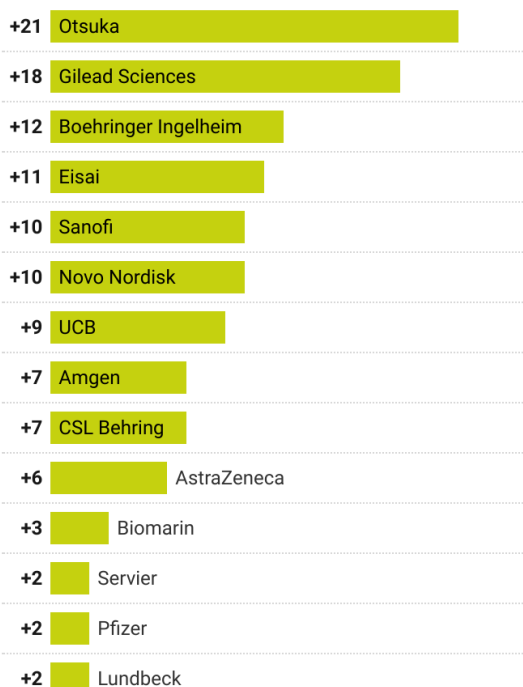
As assessed by respondent US patient groups **working** with the company:

- ▶ Gilead Sciences, 1st
- ▶ Amgen, 2nd
- ▶ Roche/Genentech, 3rd

### The companies rising the most in the **upper** rankings in the US (out of all 37 companies), 2023 v. 2022, as assessed by respondent US patient groups **familiar** with the company



### The companies rising the most in the **upper** rankings in the US (out of 32 companies), 2023 v. 2022, as assessed by respondent US patient groups **working** with the company



**Finally, PatientView would like to thank the 314 US patient groups that gave up their time to respond to the 2023 'Corporate Reputation of Pharma' survey.**

The respondent US 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 37 pharma companies featured in the US element of the 2023 '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 US report, please use contact details at the head of the press release.

**END OF PRESS RELEASE**

**Contact:** Alex Wyke

**Tel:** +44-(0)-7960-855-019

**Email:** [report @ patient-view.com](mailto:report@patient-view.com)

## Appendix

### Profile of respondent US patient groups, 2023, by speciality

Number of total respondent US patient groups

