



WHAT 131 CANADIAN PATIENT GROUPS SAY ABOUT PHARMA IN 2024

Canada edition [13th]

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

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- 2024 'Corporate Reputation of Pharma' survey of patient groups worldwide, conducted December 2024 to March 2025, and answered by 131 Canadian patient groups.
- The 131 respondent Canadian patient groups actively served and supported over 3 million Canadian patients during the past year.
- 23 pharma companies are featured in the Canada results to this 2024 'Corporate Reputation of Pharma' survey. Eleven new pharma companies were added for the 2024 survey—mostly smaller biotechs, focusing innovation on rare diseases (rather than on developing traditional blockbusters). However, none of the new entrants received enough responses about their corporate reputation from 2024's Canadian patient groups to be included in the 2024 Canada analyses. The full list of the 23 featured companies:

• AbbVie • Amgen • Astellas Pharma • AstraZeneca • Bayer • Biogen • Boehringer Ingelheim • Bristol Myers Squibb • Eisai • Eli Lilly • Gilead Sciences • GSK • Johnson & Johnson Innovative Medicine (J&JIM) • Lundbeck • Merck & Co • Merck KGaA/EMD Serono • Novartis • Novo Nordisk • Otsuka • Pfizer • Roche • Sanofi • Takeda

Why pharma needs to work closely and efficiently with Canadian patient groups

In October 2024, PatientView conducted another survey, entitled *Patients in Action*, the results of which documented the activities and opinions of patient groups—including 46 respondent Canadian patient groups (survey results to be published as an online dashboard, June/July 2025). The *Patients in Action* study captured one of the largest, and most-diverse, datasets of its kind, with the findings illustrating the evolving relationship between Canadian patient groups and other Canadian healthcare stakeholders (including the pharmaceutical industry). The study results show clearly that Canadian patient groups can now be considered core health actors in a national healthcare setting—entities with views respected by most (perhaps even all) Canadian healthcare stakeholders.

Patients in Action found that Canadian patient groups are expanding their roles in advocacy, healthcare provision, patient education, and medical research. This context creates an imperative for the pharmaceutical sector, since regulatory bodies increasingly expect evidence of patient engagement throughout the product lifecycle.

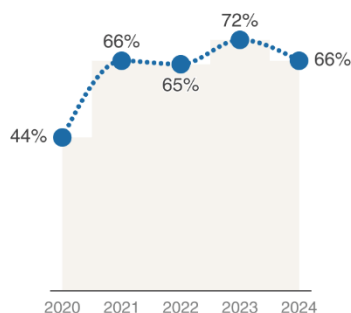
May 2025

Pharma's corporate reputation in Canada declined in 2024

PatientView defines a good corporate reputation for a pharma company as that company meeting patient-group priorities. When pharma companies address patient-group priorities, their reputations improve.

The charts below show Canadian patient-group perceptions of pharma, 2020 to 2024 (the 2024 data being drawn from the latest 'Corporate Reputation' survey, that of 2024/2025). Although pharma's corporate reputation in Canada improved overall during the five-year period 2020 to 2024, Canadian patient groups nevertheless marked the industry down in 2024 from a high in 2023. 66% of 2024's respondent Canadian patient groups called pharma's reputation "Excellent" or "Good", versus 72% stating the same in 2023.

The corporate reputation of the pharma industry in Canada, 2020-2024—according to respondent Canadian patient groups
% of respondent Canadian patient groups, per year, stating "Excellent" or "Good"



The corporate reputation of the pharma industry in Canada, compared with that of other healthcare sectors, 2024 v. 2023—according to respondent Canadian patient groups
% of respondent Canadian patient groups, per year, stating "Excellent" or "Good"

	2024	2023
Biotechnology companies	61	61
Generic drug manufacturers	47	51
Health insurers (for-profit)	16	23
Health insurers (not-for-profit)	34	29
Medical-device companies	42	53
Pharmaceutical companies	66	72
Pharmacy Benefit Managers	19	22
Private-sector healthcare services	30	34
Retail pharmacists	58	63

How good or bad the pharma industry was at carrying out specific activities in Canada, 2020-2024
% of respondent Canadian patient groups stating "Excellent" or "Good"

	2020 — 2024	Diff
Patient centricity	42 — 60	+18
Information	42 — 68	+26
Ensuring patient safety	56 — 69	+13
Innovation	61 — 68	+7
Products that benefit patients	66 — 78	+12
Transparency: pricing	11 — 19	+8
Transparency: clinical data	35 — 44	+8
Transparency: funding	21 — 40	+19
Integrity	44 — 61	+17
Patient-group relations	50 — 67	+17
Services 'beyond the pill'	42 — 44	+3
Fair pricing policies	11 — 10	-1
Engaging patients in R&D	21 — 35	+14
Access to medicines	35 — 41	+6

Canadian patient groups responding to the 2024 ‘Corporate Reputation’ survey also report across-the-board declines over the past year in pharma’s performance at activities of importance to Canadian patient groups—most notably in pricing, and in access to medicines by Canadian patients.

How good or bad the pharma industry was at carrying out specific activities in Canada, 2024 v. 2023
% of respondent Canadian patient groups, N = 131 in 2024

	2024	Versus 2023	
Patient centricity	60%	<div></div>	−3
Information	68%	<div></div>	−1
Ensuring patient safety	69%	<div></div>	−1
Innovation	68%	<div></div>	−7
Products that benefit patients	78%	<div></div>	−1
Transparency: pricing	19%	<div></div>	−10
Transparency: clinical data	44%	<div></div>	−4
Transparency: funding	40%	<div></div>	−8
Integrity	61%	<div></div>	−3
Patient-group relations	67%	<div></div>	+3
Services 'beyond the pill'	44%	<div></div>	−7
Fair pricing policies	10%	<div></div>	−9
Engaging patients in R&D	35%	<div></div>	−4
Access to medicines	41%	<div></div>	−6

Feedback from 2024’s respondent Canadian patient groups echoes their dissatisfaction in the field of access to medicines by patients in Canada.



"... pricing, beyond fair, or even excellent, recouping of inputs/costs, is way out of whack. (I get it that there are fewer and fewer blockbusters, so recouping is not just costs of development for any individual drugs, it is pipelines)."

National cancer patient group, Canada

"Health insurers are for people who are employed (or have a family member who is). Many of our single-adult uninsured rely on government-sponsored benefits to access new and promising therapies. The pan-Canadian Pharmaceutical Alliance must do better to get P-T [personal-treatment] representatives and pharma companies to reach a deal that works for Canadians who rely on government-facilitated access."

National neurological-conditions patient group, Canada

"Collaborate with patient-advocacy organizations to better understand what patients expect, and what barriers they face in accessing pharmaceutical treatments."

National heart-conditions patient group, Canada

Results at corporate reputation in Canada for individual pharma companies, 2024

Featured pharma companies were ranked by 2024’s respondent Canadian patient groups for 10 indicators of corporate reputation [see Appendix]. The rankings for overall corporate reputation in Canada of the top-three companies are shown below.

ALL COMPANIES

The top-three rankings for overall corporate reputation in Canada, 2024 (out of all 23 companies)
—as assessed by respondent Canadian patient groups [familiar](#) with the company:

- ▶ Lundbeck, 1st
- ▶ Pfizer, 2nd
- ▶ Boehringer Ingelheim, 3rd

The top-three rankings for overall corporate reputation in Canada, 2024 (out of 18 companies)
—as assessed by respondent Canadian patient groups [working](#) with the company:

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

BIG PHARMA

The top-three rankings for overall corporate reputation in Canada, 2024 (out of 15 ‘big-pharma’ companies)
—as assessed by respondent Canadian patient groups [familiar](#) with the company:

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

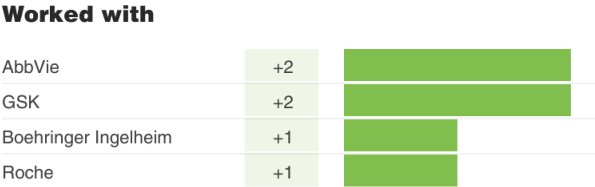
The top-three rankings for overall corporate reputation in Canada, 2024 (out of 15 ‘big-pharma’ companies)
—as assessed by respondent Canadian patient groups [working](#) with the company:

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

Risers in the [upper](#) rankings:
The companies rising the most for corporate reputation in Canada (out of all 23 companies), 2024 v. the previous year, 2023
—as assessed by respondent Canadian patient groups [familiar](#) with the company



Risers in the [upper](#) rankings:
The companies rising the most for corporate reputation in Canada (out of 18 companies), 2024 v. the previous year, 2023
—as assessed by respondent Canadian patient groups [working](#) with the company



PatientView would like to thank the 131 Canadian patient groups that gave up their time to respond to the 2024 'Corporate Reputation of Pharma' survey. Their evaluation of the pharma industry, and their experiences of whether the industry (and individual pharma companies) meet their needs and expectations, should help the industry gain valuable insights into improvement.

The Appendix below lists the 10 indicators of corporate reputation, and a profile of the specialties of the 131 Canadian patient groups.

END OF PRESS RELEASE

APPENDIX to this press release:

10 indicators of corporate reputation—as defined by patient groups



Therapeutic areas of respondent Canadian patient groups, 2024

Number of respondent Canadian patient groups, N = 131

Addiction	1	Headache disorders	1
Adrenal disorders	1	HIV/AIDS	5
Allergy	2	HIV/AIDS and hepatitis	2
Alopecia	1	Huntington's	1
Alzheimer's	1	Immune: most	1
ALS	1	Kidney transplants	1
Aphasia	1	Liver diseases: most	1
Arrhythmia	1	Lung diseases	2
Asthma and allergy	1	Lupus	2
Bleeding disorders: most	2	Multiple sclerosis	2
Blood disorders: most	1	Meningitis	1
Blood disorders: other	1	Mental health: most	3
Cancer: blood	5	Migraine	3
Cancer: brain	1	Mood disorders	2
Cancer: breast	3	Neonatal	1
Cancer: young people	2	Not specified	3
Cancer: colorectal	1	Obesity	1
Cancer: digestive	3	Older people	4
Cancer: most types	6	Parkinson's	3
Cancer: neuroendocrine	1	Patient advocacy	1
Cancer: ovarian	1	Polycystic kidney disease	1
Cancer: prostate	5	Public health	1
Cancer: sarcoma	1	Pulmonary fibrosis	1
Cancer: skin	2	Pulmonary hypertension	1
Cardiovascular: most	2	Rare diseases: blood	1
COPD	1	Rare diseases: heart	1
Diabetes (types 1 & 2)	2	Rare diseases: most	1
Drugs / treatments	1	Respiratory: most	3
Eating disorders	1	Rheumatic diseases: most	1
Epilepsy	1	Schizophrenia	1
Fabry disease	1	Scleroderma	4
Fertility/Infertility	1	Sickle cell disease	1
Growth disorders	1	Skin conditions: other	2
Gynaecological: fibroids	2	Spinal muscular atrophy	2
Haemophilia	2	Thyroid conditions	1
Health literacy	1	Tourette syndrome	1
Heart and stroke	1	Visual impairment	5
		Women's health	1