

WHAT 117 UK PATIENT GROUPS SAY ABOUT PHARMA IN 2024

UK edition [13th]

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- 2024 'Corporate Reputation of Pharma' survey of patient groups worldwide, conducted December 2024 to March 2025, and answered by 117 UK patient groups.
- The 117 respondent UK patient groups actively supported close to 2 million UK patients during the past year.
- 21 companies are featured in the UK 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 UK patient groups to be included in the 2024 UK analyses. The full list of 21 companies:

• AbbVie • Amgen • Astellas Pharma • AstraZeneca • Bayer • Boehringer Ingelheim • Bristol Myers Squibb
• Daiichi Sankyo • Eli Lilly • Gilead Sciences • GSK • Johnson & Johnson Innovative Medicine (J&JIM)
• Merck & Co/MSD • Merck KGaA • Novartis • Novo Nordisk • Pfizer • Roche • Sanofi • Takeda • UCB

Why pharma needs to work closely and efficiently with UK 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 those of the survey's 82 respondent UK 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 UK patient groups and other UK healthcare stakeholders (including the pharmaceutical industry). The study results show clearly that UK patient groups can now be considered core health actors in a national healthcare setting—entities with views respected by most (perhaps even all) UK healthcare stakeholders.

Patients in Action has found that UK 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. NICE (the National Institute for Health and Care Excellence), the UK body that appraises the value of new healthcare technology, emphasises the importance of patients and the public in developing guidance, advice, and quality standards, as well as in supporting the implementation of NICE recommendations.¹

¹ <https://www.nice.org.uk/about/nice-communities/nice-and-the-public/public-involvement/patient-and-public-involvement-policy#:~:text=and%20public%20involvement-,NICE's%20approach%20to%20patient%20and%20public%20involvement%20is%20based%20on, and%20support%20their%20implementation%252C>

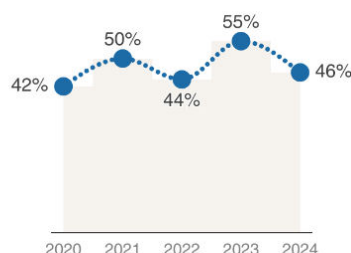
Pharma's corporate reputation in the UK declined in 2024

Returning to the subject of the 'Corporate Reputation of Pharma' survey: pharma's corporate reputation in the UK was high back in 2021, during the Covid pandemic, when 50% of UK patient groups rated the industry's reputation as "Excellent" or "Good". After an initial decline in reputation in the UK in 2022, pharma appeared to have peaked in 2023, with 55% of UK patient groups calling its reputation "Excellent" or "Good." That gain has been lost in 2024, with only 46% of UK patient groups respondent to the 2024 'Corporate Reputation of Pharma' survey saying the same.

Most of the UK patient groups responding to the 2024 'Corporate Reputation' survey believe pharma successful at providing products that benefit UK patients, and at protecting patient safety in the UK. However, pharma is seen as just "Fair" or "Poor" at most other activities of importance to UK patients.

The corporate reputation of the pharma industry, according to respondent UK patient groups, 2020-2024

% of respondent UK patient groups, per year, stating "Excellent" or "Good"



The corporate reputation of the pharma industry, compared with that of other healthcare sectors, 2024 v. 2023—according to respondent UK patient groups

% of respondent UK patient groups, per year, stating "Excellent" or "Good"

	2024	2023
Biotechnology companies	44	53
Generic drug manufacturers	30	36
Health insurers (for-profit)	6	10
Health insurers (not-for-profit)	15	25
Medical-device companies	40	56
Pharmaceutical companies	46	55
Pharmacy Benefit Managers	6	3
Private-sector healthcare services	19	25
Retail pharmacists	48	51

How good or bad the pharma industry was at carrying out specific activities, 2020-2024

% of respondent UK patient groups stating "Excellent" or "Good"

	2020 — 2024	Diff
Patient centricity	35 — 31	-4
Information	39 — 33	-6
Ensuring patient safety	67 — 54	-13
Innovation	60 — 49	-11
Products that benefit patients	56 — 54	-2
Transparency: pricing	5 — 8	+3
Transparency: clinical data	23 — 21	-2
Transparency: funding	15 — 37	+22
Integrity	41 — 38	-3
Patient-group relations	41 — 35	-6
Services 'beyond the pill'	23 — 23	0
Fair pricing policies	2 — 6	+4
Engaging patients in R&D	24 — 20	-4
Access to medicines	26 — 20	-6

Looking at the data collected by the 2024 'Corporate Reputation' survey, respondent UK patient groups seem dissatisfied with many aspects of pharma's activities in the UK. This interpretation is underscored by an unusually-high percentage of the 117 respondent UK patient groups stating that "None" of the listed pharma companies were "Best" at the indicators of corporate reputation in 2024 (or the respondent UK patient groups stated "Do not know"). The equivalent 2024 percentages worldwide stating "None" or "Do not know" were significantly lower.

The percentage of patient groups stating that 'None' of the pharma companies or they 'Did Not Know' of any pharma companies that were "Best" at an indicator: UK v Global

	UK	Global
Patient centricity	26	14
Patient information	32	19
Patient safety	50	32
High quality products	34	19
Transparency: pricing	63	44
Transparency: clinical trials	52	38
Transparency: funding	47	39
Integrity	40	27
Communicating	32	19
Supporting strategic aims	31	20
Easy to work with	31	16
Beyond the pill	45	28
Engaging patients in R&D	49	39
Improving access to medicines	52	37



"Focus more on what information/support patients need long term, rather than running one-off campaigns around specific issues that the pharma company perceive to be important, and which won't survive more than six months."

National respiratory-conditions patient group, UK

Worth noting, PatientView defines a good corporate reputation for a pharma company as that company meeting patient-group priorities. When pharma companies fail to address patient-group priorities, their reputations decline.

Results at corporate reputation for individual pharma companies, UK, 2024

ALL COMPANIES

The top-three UK rankings 2024 (out of all 21 companies)—as assessed by respondent UK patient groups [familiar](#) with the company:

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

The top-three UK rankings in 2024 (out of 14 companies)—as assessed by respondent UK patient groups [working](#) with the company:

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

BIG PHARMA

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

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

The top-three UK rankings in 2024 (out of 13 ‘big-pharma’ companies)—as assessed by respondent UK patient groups [working](#) with the company:

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

The companies rising the most in the [upper](#) rankings (out of all 21 companies), 2024 v. the previous year, 2023 —as assessed by respondent UK patient groups [familiar](#) with the company

Familiar with

Roche	+4	<div></div>
Bristol Myers Squibb	+4	<div></div>
GSK	+4	<div></div>
AstraZeneca	+3	<div></div>

The companies rising the most in the [upper](#) rankings (out of all 14 companies), 2024 v. the previous year, 2023, as assessed by respondent UK patient groups [working](#) with the company

Worked with

GSK	+4	<div></div>
Roche	+2	<div></div>

PatientView would like to thank the 117 UK 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.

END OF PRESS RELEASE

APPENDIX to this press release:
PROFILE OF 2024's RESPONDENT UK PATIENT GROUPS

Therapeutic areas of respondent UK patient groups

Number of respondent UK patient groups, N = 117

Addison's disease	1	Leukodystrophy	1
Allergy	1	LGBTQ health	1
Alopecia	1	Lifestyle	2
Alzheimer's	1	Lung diseases	1
Antibiotic resistance	1	Marfan syndrome	1
Arrhythmia	2	Medical research	2
Ataxia telangiectasia	1	Mental health: most	2
Atopic dermatitis/eczema	1	Migraine	1
Autoimmune / Rare diseases	1	Motor neurone diseases	1
Bleeding disorders: most	3	Multiple sclerosis	1
Blood disorders: other	1	Multiple system atrophy	1
Brain/spinal cord injuries	1	Musculoskeletal: most	1
Cancer: blood	7	Neurological: other	1
Cancer: bowel	1	Neuromuscular: most	1
Cancer: brain	1	Not specified	1
Cancer: breast	5	Obesity	1
Cancer: head & neck	1	Parkinson's	1
Cancer: kidney	4	Parkinson's plus	1
Cancer: LGBTQ+	1	Patient advocacy	1
Cancer: lung	2	Patient advocacy	1
Cancer: medical research	1	Patient information	1
Cancer: most types	3	Patient rights	1
Cancer: neuroendocrine	1	Prader-Willi Syndrome	1
Cancer: prostate	2	Psoriasis	1
Cancer: rare	1	Public health	1
Cardiovascular: other	1	Pulmonary fibrosis	1
Chronic diseases	2	Rare: circulatory	1
Congenital: heart	1	Rare: EB	1
COVID	1	Rare: endocrine	1
Cystic fibrosis	1	Rare: neurological	2
Cystinosis	1	Rare: genetic	2
Diabetes (types 1 & 2)	1	Rheumatic: most	2
Epilepsy	2	Sarcoidosis	1
General health	2	Shingles	1
HIV/AIDS: prevention	1	Sickle cell disease	1
Infectious disease: other	2	Stroke	2
Kidney diseases	2	Thalassaemia	2
Learning disorders	1	Thrombosis	1
		TTP	2
		Tremor	1
		Tuberous sclerosis	1
		Ultra-rare	2
		Visual impairment	2