



## WHAT 550 CANCER PATIENT GROUPS SAY ABOUT PHARMA IN 2024

*Cancer edition [12<sup>th</sup>]*

**PRESS RELEASE EMBARGOED until  
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- These cancer findings are based on the 2024 'Corporate Reputation of Pharma' survey of patient groups worldwide, conducted by PatientView December 2024 to March 2025, and answered by 550 cancer patient groups.
- The 550 respondent cancer patient groups actively served and supported over 11 million patients with cancer during the past year.
- 32 pharma companies are featured in the cancer results to this 2024 'Corporate Reputation of Pharma' survey. Eleven new pharma companies were added for the 2024 survey. Seven of the 11 new companies are represented in this 2024 cancer analysis [blue font, below]. The full list of the 32 featured companies:

• AbbVie • Amgen • Astellas • AstraZeneca • Bayer • Biogen • Boehringer Ingelheim • Bristol Myers Squibb • Daiichi Sankyo • Eisai • Eli Lilly • **Exelixis** • Gilead Sciences • GSK • **Incyte** • Ipsen • J&J Innovative Medicine (J&JIM) • **Jazz** • Merck & Co/MSD • Merck KGaA/EMD Serono • Novartis • Novo Nordisk • Otsuka • Pfizer • **Recordati** • **Regeneron** • Roche/Genentech/Chugai • Sanofi • Servier • **Sobi** • Takeda • **Viatis**.

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### **Why pharma needs to work closely and efficiently with cancer patient groups**

At the end of 2024, PatientView documented the activities of patient groups, and their contributions to healthcare systems worldwide, in a study entitled *Patients in Action*. The study also captured the evolving relationship between patient groups and other healthcare stakeholders (including the pharmaceutical industry).

For the *Patients in Action* study, data were gathered from 1,144 patient groups globally (including 264 cancer patient groups). The findings from the study show that cancer patient groups are now considered core health influencers, with views respected by most, if not all, healthcare stakeholders. Whether operating internationally, regionally, nationally, or locally, cancer patient groups are seen from the study results to be taking on expanded 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.

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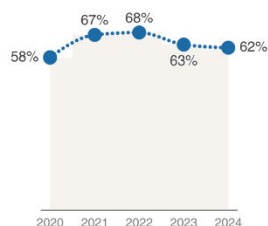
## Pharma's corporate reputation declined since a 2022 peak, according to cancer patient groups

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 that cancer patient groups perceive the corporate reputation of the pharma industry to have declined between 2022 and 2024. During the Covid pandemic, the pharma industry's reputation jumped significantly. In 2022, 68% of cancer patient groups responding to that year's 'Corporate Reputation' survey rated pharma's reputation as "Excellent" or "Good". Those gains were in part lost in 2023, when 63% of 2023's respondent cancer patient groups stated the same. And pharma's reputation fell again in 2024 (fractionally), to 62%.

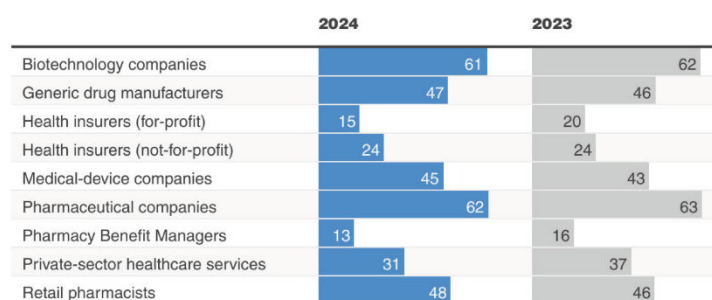
**The corporate reputation of the pharma industry, 2020-2024—according to respondent cancer patient groups**

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



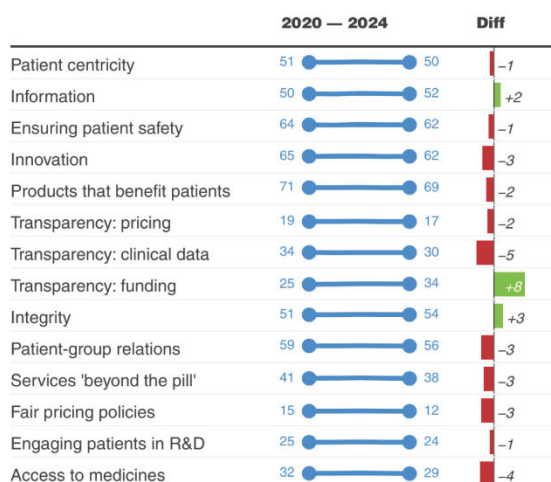
**The corporate reputation of the pharma industry, compared with that of other healthcare sectors, 2024 v. 2023—according to respondent cancer patient groups**

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



**How good or bad the pharma industry was at carrying out specific activities in the field of cancer, 2020-2024**

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




The majority of 2024’s respondent cancer patient groups believe the pharma industry is successful at providing products of benefit to patients with cancer, and also skilled at patient safety. However, 2024’s respondent cancer patient groups consider the industry just “Fair” or even “Poor” at a number of other activities of importance to patients with cancer [see table, below].

How good or bad the pharma industry was at carrying out specific activities , 2024 v. 2023  
% of respondent cancer patient groups stating “Excellent” or “Good” (N = 550 in 2024)

	2024	Versus 2023	
Patient centricity	50%	<div></div>	-5
Information	52%	<div></div>	-3
Ensuring patient safety	62%	<div></div>	-1
Innovation	62%	<div></div>	+1
Products that benefit patients	69%	<div></div>	+1
Transparency: pricing	17%	<div></div>	-1
Transparency: clinical data	30%	<div></div>	-2
Transparency: funding	34%	<div></div>	-2
Integrity	54%	<div></div>	+1
Patient-group relations	56%	<div></div>	-6
Services 'beyond the pill'	38%	<div></div>	-5
Fair pricing policies	12%	<div></div>	-3
Engaging patients in R&D	24%	<div></div>	+0
Access to medicines	29%	<div></div>	-5

Feedback from 2024’s respondent cancer patient groups echoes dissatisfaction with their partnerships with pharma.



*"Pharmaceutical companies should produce clear, accessible, and patient-friendly information, with understandable resources, and direct channels of communication. It is essential to improve transparency in clinical trials. Promote training for healthcare professionals and companies. Collaborate with associations, so that the information responds to the real needs of patients."*

**National cancer patient group, Spain**

*"The firewall between patient education and brand teams must come down—not through regulatory loopholes, but through thoughtful, compliant, and patient-first initiatives. If pharmaceutical companies truly want to help patients, drive better treatment decisions, and support the next wave of prostate-cancer innovation, the time for change is now."*

**National cancer patient group, USA**

## Results at corporate reputation in the field of cancer for individual pharma companies, 2024

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

### ALL COMPANIES

The top-three rankings for overall corporate reputation in the field of cancer, 2024 (out of all 32 companies)

—as assessed by respondent cancer patient groups **familiar** with the company:

- ▶ Roche/Genentech/Chugai, 1st
- ▶ Servier, 2nd
- ▶ Novartis, 3rd

The top-three rankings for overall corporate reputation in the field of cancer, 2024 (out of 28 companies)

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

- ▶ Servier, 1st
- ▶ Roche/Genentech/Chugai, 2nd
- ▶ Pfizer, 3rd

### BIG PHARMA

The top-three rankings for overall corporate reputation in the field of cancer, 2024 (out of 15 'big-pharma' companies)

—as assessed by respondent cancer patient groups **familiar** with the company:

- ▶ Roche/Genentech/Chugai, 1st
- ▶ Novartis, 2nd
- ▶ Pfizer, 3rd

The top-three rankings for overall corporate reputation in the field of cancer, 2024 (out of 15 'big-pharma' companies)

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

- ▶ Roche/Genentech/Chugai, 1st
- ▶ Pfizer, 2nd
- ▶ Novartis, 3rd

### Risers in the **upper** rankings:

The companies rising the most for corporate reputation in the field of cancer (out of all 32 companies), 2024 v. the previous year, 2023

—as assessed by respondent cancer patient groups **familiar** with the company

### Familiar with

Merck KGaA/EMD Serono	+6	<div></div>
Servier	+4	<div></div>
Daiichi Sankyo	+3	<div></div>
Ipsen	+3	<div></div>
Novartis	+2	<div></div>
Bristol Myers Squibb	+1	<div></div>
GSK	+1	<div></div>

### Risers in the **upper** rankings:

The companies rising the most for corporate reputation in the field of cancer (out of 28 companies), 2024 v. the previous year, 2023

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

### Working with

Merck KGaA/EMD Serono	+12	<div></div>
Boehringer Ingelheim	+10	<div></div>
Servier	+2	<div></div>
Pfizer	+1	<div></div>
Novartis	+1	<div></div>
J&JIM	+1	<div></div>
Daiichi Sankyo	+1	<div></div>

PatientView would like to thank the 550 cancer 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; the numbers of 2024's respondent cancer patient groups that stated a working relationship with any of the 32 featured pharma companies; and the countries of domicile, and specialties, of the 550 respondent cancer patient groups.

END OF PRESS RELEASE

For further information, please contact Alex Wyke, PatientView CEO, on the email address at the top of this press release.

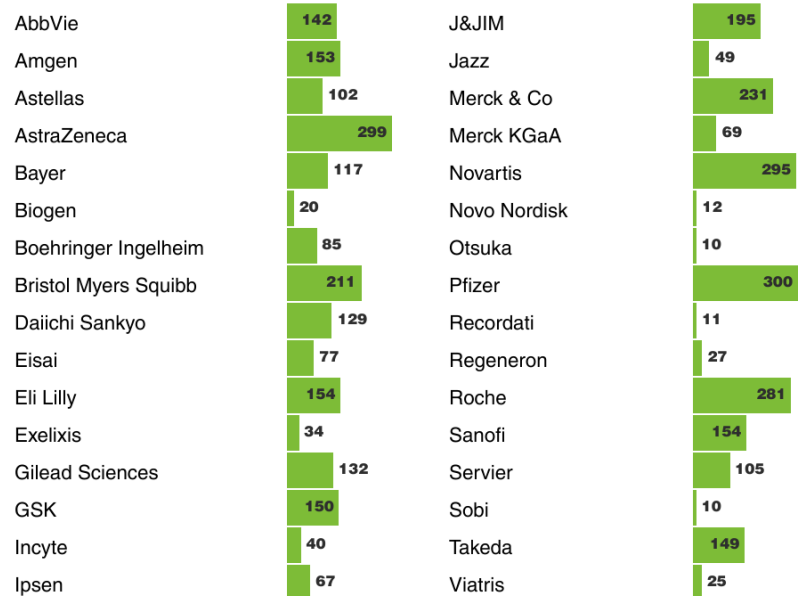
## APPENDIX to this press release:

## 10 indicators of corporate reputation—as defined by patient groups



## Respondent cancer patient groups working with pharma, 2024

Total number of 2024's respondent cancer patient groups = 550



## Therapeutic areas of respondent cancer patient groups, 2024

Total number of 2024's respondent cancer patient groups = 550

BRCA-associated tumors	1	Cancer: kidney	9
Cancer (male): breast	3	Cancer: LGBTQ+	1
Cancer: bile duct	1	Cancer: liver	2
Cancer: bladder	4	Cancer: lung	23
Cancer: bladder & kidney	1	Cancer: medical research	4
Cancer: blood	85	Cancer: men's	1
Cancer: bone	1	Cancer: most types	116
Cancer: bowel	2	Cancer: NET	14
Cancer: brain	13	Cancer: other	3
Cancer: breast	91	Cancer: Ovarian	1
Cancer: breast & gynaecological	1	Cancer: palliative	2
Cancer: breast & ovarian	2	Cancer: pancreatic	6
Cancer: carers, family, friends	6	Cancer: prevention	2
Cancer: cervical	1	Cancer: prostate	33
Cancer: young people's	29	Cancer: rare	4
Cancer: CNS	1	Cancer: sarcoma	8
Cancer: colorectal	3	Cancer: screening	1
Cancer: digestive	14	Cancer: skin	9
Cancer: diverse communities	6	Cancer: solid tumours	1
Cancer: genetic	1	Cancer: stomach	2
Cancer: gynaecological	11	Cancer: thyroid	2
Cancer: head & neck	3	Cancer: women's	8
Cancer: health activist	1	Lung diseases	10
Cancer: hereditary	1	Patient information	1
Cancer: HPV	1	Stoma	4

**Country headquarters of respondent cancer patient groups, 2024**

Total number of 2024's respondent cancer patient groups = 550

Albania	1	Korea	9
Argentina	8	Kosovo	1
Australia	9	Lithuania	2
Austria	3	Malaysia	2
Belgium	23	Malta	1
Brazil	17	Mexico	9
Bulgaria	2	Morocco	2
Canada	33	Nepal	2
Chile	3	Netherlands	10
China	11	New Zealand	6
Colombia	1	Norway	8
Costa Rica	9	Not specified	1
Croatia	5	Peru	1
Cyprus	1	Philippines	2
Czech Republic	1	Poland	12
Denmark	7	Portugal	5
Dominican Republic	3	Puerto Rico	1
Egypt	1	Romania	2
Ethiopia	1	Russia	3
Finland	4	Serbia	1
France	15	Singapore	1
Georgia	3	Slovakia	1
Germany	20	Slovenia	3
Greece	7	South Africa	3
Guatemala	1	Spain	20
Hong Kong	3	Sweden	21
Hungary	6	Switzerland	5
India	3	Taiwan	4
Iraq	1	Turkey	3
Ireland	6	UK	31
Israel	5	Uruguay	1
Italy	31	USA	114
Japan	16	Zambia	2
		Zimbabwe	1