



WHAT 97 FRENCH PATIENT GROUPS SAY ABOUT PHARMA IN 2024

France edition [5th]

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- These France findings are drawn from the results of the 2024 'Corporate Reputation of Pharma' survey of patient groups worldwide, conducted by PatientView, December 2024 to March 2025. The survey was answered by 2,546 patient groups—including 97 from France.
- The 97 respondent French patient groups stated that they actively served and supported 547,000 French patients during the past year.
- 14 pharma companies are featured in the France results to the 2024 'Corporate Reputation of Pharma' survey:

• AbbVie • Amgen • AstraZeneca • Boehringer Ingelheim • Bristol Myers Squibb • Eli Lilly • GSK • J&J Innovative Medicine (J&JIM) • Novartis • Pfizer • Roche • Sanofi • Servier • Takeda.

(Eleven new pharma companies had been added to the 2024 survey, but none of them are represented in the 2024 France analysis.)

Why pharma needs to work closely and efficiently with French 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).

The *Patients in Action* study gathered data from 1,144 patient groups globally (including 49 patient groups responding from France). The study's France-relevant findings show that French patient groups are now considered core health influencers in their country, with views respected by most, if not all, French healthcare stakeholders. Whether operating internationally, regionally, nationally, or locally, French patient groups are seen from the *Patients in Action* study results to be taking on expanded roles in advocacy, service delivery, research, and patient education.

Only a minority of French patient groups responding to the 2024 'Corporate Reputation of Pharma' survey believe pharma has an "Excellent" or "Good" reputation

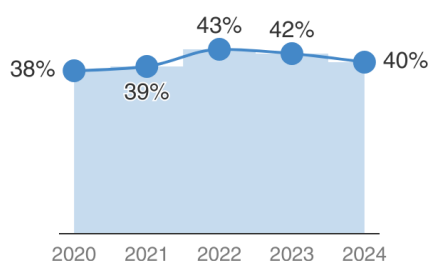
PatientView defines a good corporate reputation for a pharma company as that company meeting patient-group priorities. When pharma companies address patient-group priorities, their reputations improve.

The charts below show that ...

- (1) The pharma industry's reputation among patient groups in France is far lower than it is among patient groups from the rest of the world. Only 40% of French patient groups responding to the 2024 'Corporate Reputation' survey rate pharma's reputation as "Excellent" or "Good", compared with an average of 56% from patient groups worldwide.
- (2) The majority of 2024's respondent French patient groups believe the pharma industry is successful in France at: • providing products of benefit to patients; • being innovative; • patient safety; and • patient-group relations. However, 2024's respondent French patient groups consider the industry just "Fair", or even "Poor" at a number of other activities of importance to patients and patient groups.

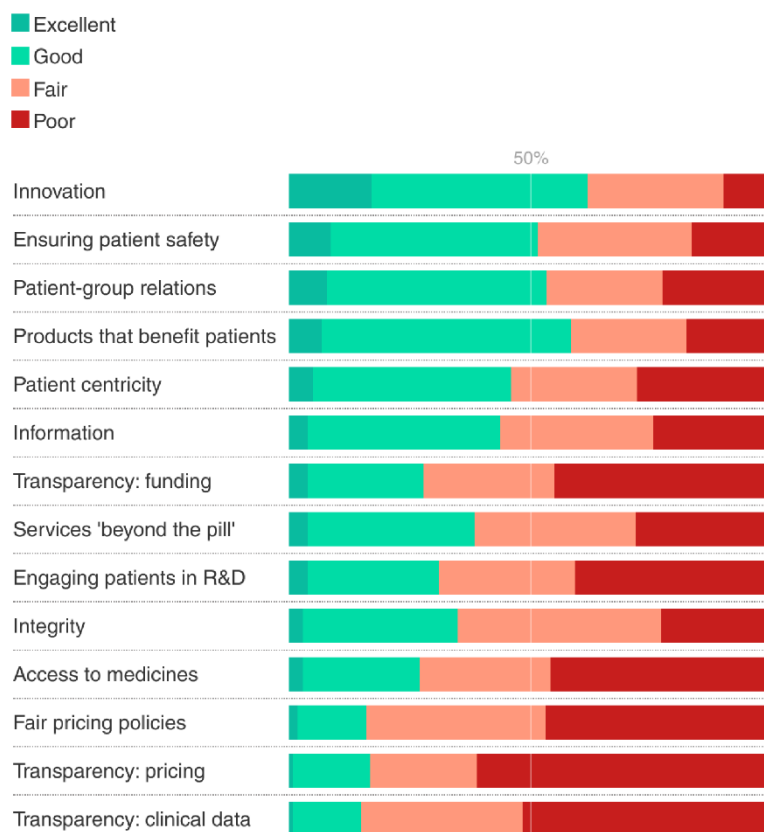
The pharma industry's corporate reputation in France, 2020-2024

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



How good or bad the pharma industry was at carrying out specific activities in France, 2024

% of respondent French patient groups [excluding those answering "Do not know"]



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

Featured pharma companies were ranked by 2024’s respondent French 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 France, 2024 (out of all 14 companies)
—as assessed by respondent French patient groups [familiar](#) with the company:

- ▶ Pfizer, 1st
- ▶ Sanofi, 2nd
- ▶ AbbVie, = 3rd
- ▶ Boehringer Ingelheim, = 3rd

The top-three rankings for overall corporate reputation in France, 2024 (out of 9 companies)
—as assessed by respondent French patient groups [working](#) with the company:

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

BIG PHARMA

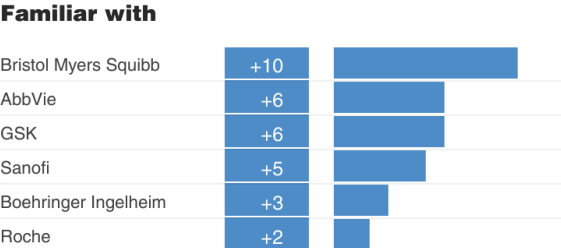
The top-three rankings for overall corporate reputation in France, 2024 (out of 13 ‘big-pharma’ companies)
—as assessed by respondent French patient groups [familiar](#) with the company:

- ▶ Pfizer, 1st
- ▶ Sanofi, 2nd
- ▶ AbbVie, = 3rd
- ▶ Boehringer Ingelheim, = 3rd

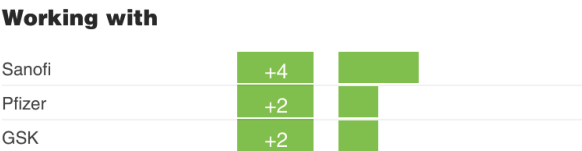
The top-three rankings for overall corporate reputation in France, 2024 (out of 9 ‘big-pharma’ companies)
—as assessed by respondent French patient groups [working](#) with the company:

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

Risers in the [upper](#) rankings*:
The companies rising the most for corporate reputation in France (out of all 14 companies), 2024 from the previous year, 2023
—as assessed by respondent French patient groups [familiar](#) with the company



Risers in the [upper](#) rankings*:
The companies rising the most for corporate reputation in France (out of 9 companies), 2024 from the previous year, 2023
—as assessed by respondent French patient groups [working](#) with the company



* Note:
Because of the differences in the numbers of companies included in the rankings in 2024 versus 2023, 2024’s rankings may show significant movement.

PatientView would like to thank the 97 French 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 French patient groups that stated a working relationship with any of the featured pharma companies; and specialties of the 97 respondent French 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:

Therapeutic areas of respondent French patient groups, 2024

Addiction	1	Kidney diseases	1
Alpha-1	1	Lifestyle	2
Alzheimer's	1	Lupus	1
Aphasia	1	Medical research	1
Asthma	1	Mental health	1
Autoimmune	1	Multiple sclerosis	1
Cancer: blood	3	Myasthenia gravis	1
Cancer: breast	2	Not specified	2
Cancer: carers	1	Obesity	2
Cancer: CNS	1	Cancer: Ovarian	1
Cancer: lung	1	Pain	1
Cancer: most types	4	Parkinson's	3
Cancer: neuroendocrine (NET)	1	Patient rights	1
Cancer: pancreatic	2	Psoriasis	1
Cardiovascular	2	Pulmonary fibrosis	2
Carers	1	Pulmonary hypertension	1
Connective tissue	1	Rare diseases: heart	1
COPD	1	Rare diseases: metabolic	2
Cystic fibrosis	2	Respiratory	4
Diabetes (both types 1 and 2)	3	Rheumatoid arthritis	1
Diabetes: type 1	4	Schizophrenia	3
Disability: speech	1	Skin conditions: other	2
Disabilities	1	Skin conditions: rare	1
Epilepsy	2	Smell and taste	1
Growth disorders	1	Spondyloarthritis	3
Haemophilia	1	Stroke	2
Heart failure	1	Thyroid conditions	1
Hepatitis	1	Training	1
HIV/AIDS	1	Transplants: heart/lung	1
HIV/AIDS and hepatitis	1	Vasculitis	1
HIV/AIDS and STIs	1	Vitiligo	2
Huntington's disease	1	Wilson's disease	1
Iatrogenic	1		

10 indicators of corporate reputation—as defined by patient groups



Respondent French patient groups working with pharma, 2024

AbbVie	12	J&JIM	13
Amgen	15	Novartis	25
AstraZeneca	25	Pfizer	31
Boehringer Ingelheim	19	Roche	22
Bristol Myers Squibb	13	Sanofi	33
Eli Lilly	17	Servier	10
GSK	22	Takeda	11