



## WHAT 137 GERMAN PATIENT GROUPS SAY ABOUT PHARMA IN 2024

*Germany edition [13<sup>th</sup>]*

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- The Germany 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 137 from Germany.
- The 137 respondent German patient groups stated that they actively served and supported 1.38 million German patients during the past year.
- 20 pharma companies are featured in the Germany results to the 2024 'Corporate Reputation of Pharma' survey:
  - AbbVie • Amgen • Astellas • AstraZeneca • Bayer • Biogen • Boehringer Ingelheim • Bristol Myers Squibb • Eli Lilly • Gilead Sciences • GSK • J&J Innovative Medicine (J&JIM) • Merck & Co/MSD • Novartis • Novo Nordisk • Pfizer • Roche • Sanofi • Takeda • ViiV Healthcare.

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

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### **Why pharma needs to work closely and efficiently with German 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 32 patient groups responding from Germany). The study's Germany-relevant findings show that German patient groups are now considered core health influencers in their country, with views respected by most, if not all, German healthcare stakeholders. Whether operating internationally, regionally, nationally, or locally, German 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.

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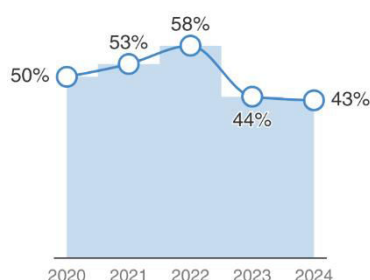
## Only a minority of German patient groups responding to the 2024 'Corporate Reputation of Pharma' survey believe that the pharma industry has an "Excellent" or "Good" reputation

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.

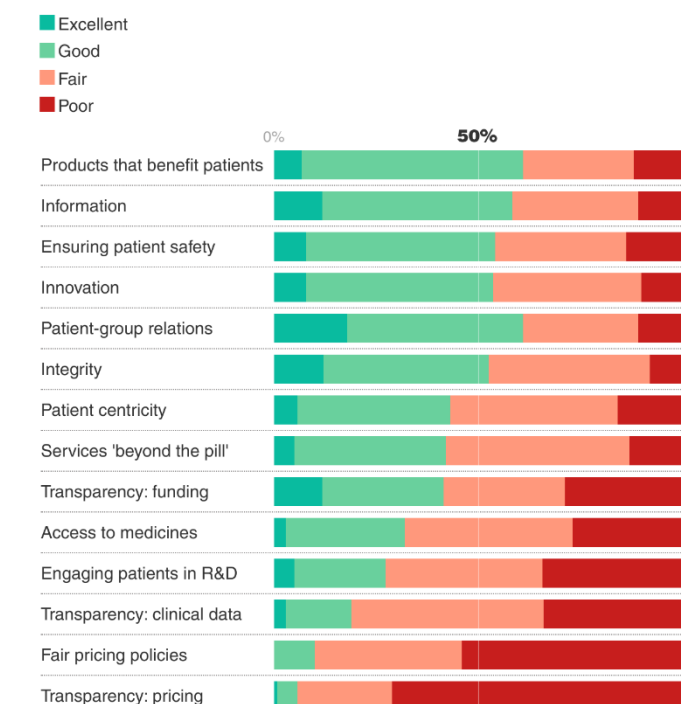
The charts below show that ...

- (1) German patient groups believe the corporate reputation of the pharma industry as a whole has declined significantly between 2022 and 2024. At the tail end of the Covid pandemic, the pharma industry's reputation in Germany was at a high, with 58% of German patient groups responding to the 2022 'Corporate Reputation' survey rating pharma's reputation as "Excellent" or "Good". Those heights were lost dramatically in 2023, when just 44% of 2023's respondent German patient groups stated the same. And pharma's reputation fell again (fractionally) in 2024, to 43%.
- (2) The majority of 2024's respondent German patient groups believe the pharma industry is successful in Germany at:
  - providing products of benefit to patients;
  - patient information;
  - patient safety;
  - innovation;
  - patient-group relations; and
  - integrity.
 However, 2024's respondent German 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 Germany, 2020-2024**  
% of respondent German patient groups, per year, stating "Excellent" or "Good"



**How good or bad the pharma industry was at carrying out specific activities in Germany, 2024**  
% of respondent German patient groups [excluding those answering "Do not know"]



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

Featured pharma companies were ranked by 2024’s respondent German patient groups for 10 main 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 Germany, 2024 (out of all 20 companies)  
—as assessed by respondent German patient groups **familiar** with the company:

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

The top-three rankings for overall corporate reputation in Germany, 2024 (out of 15 companies)  
—as assessed by respondent German patient groups **working** with the company:

- ▶ ViiV Healthcare, 1st
- ▶ Novartis, 2nd
- ▶ Pfizer, 3rd

BIG PHARMA

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

- ▶ Gilead Sciences, 1st
- ▶ Novartis, = 2nd
- ▶ Pfizer, = 2nd

The top-three rankings for overall corporate reputation in Germany, 2024 (out of 13 ‘big-pharma’ companies)  
—as assessed by respondent German patient groups **working** with the company:

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

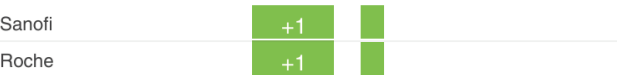
Risers in the **upper** rankings\*:  
The companies rising the most for corporate reputation in Germany (out of all 20 companies), 2024 from the previous year, 2023  
—as assessed by respondent German patient groups **familiar** with the company

Familiar with



Risers in the **upper** rankings\*:  
The companies rising the most for corporate reputation in Germany (out of 15 companies), 2024 from the previous year, 2023  
—as assessed by respondent German patient groups **working** with the company

Working with



PatientView would like to thank the 137 German 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 specialties of the 137 respondent German patient groups; and the 10 main indicators of corporate reputation.

**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 German patient groups, 2024**

Addiction	5	Diabetes	2
Alpha-1	1	Fabry	1
Alström syndrome	1	Friedreich's ataxia	1
Amyloidosis	1	General health	2
Ataxia	1	Growth disorders	1
Autoimmune	1	Haemophilia	4
Blood disorders: ITP	1	Heart failure	1
Brain/spinal cord injuries	1	HIV/AIDS	17
Cancer: bladder	1	HIV/AIDS / hepatitis	1
Cancer: blood	3	HIV/AIDS / STIs	9
Cancer: breast	2	Huntington's	2
Cancer: carers	1	Kidney	3
Cancer: young people	1	LGBTQ health	1
Cancer: kidney	1	Liver diseases	1
Cancer: lung	1	Lung diseases	1
Cancer: most	4	Lupus	2
Cancer: prostate	1	Lyme disease	2
Cancer: rare	1	Maternal health	1
Cancer: sarcoma	1	Medical research	1
Cancer: women's	1	Men's health	1
Children	2	Mental health: young people	1
Chronic diseases in general	1	Multiple sclerosis	3
Cystic fibrosis	1	Neurological	1

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

Not specified	1
Obesity	1
Older people	1
Osteoporosis	3
Palliative	2
Parkinson's	2
Patient advocacy	5
Phenylketonuria	2
Prader-Willi	1
Primary immune	1
Rare: children	1
Rare: kidney	1
Rare: metabolic	3
Restless leg	1
Rheumatic	1
Self-help group	7
Sexual health	3
Skin	1
Stoma	1
Stroke	2
Transplants: liver	1
Transplants	1
Visual impairment	2