



WHAT 145 SPANISH PATIENT GROUPS SAY ABOUT PHARMA IN 2024

Spain Edition [11th]

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- These Spain 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 145 from Spain.
- million Spanish patients during the past year.
- 20 pharma companies are featured in the Spain results to the 2024 'Corporate Reputation of Pharma' survey:
 - AbbVie • AstraZeneca • Bayer • Biogen • Boehringer Ingelheim • Bristol Myers Squibb
 - CSL Behring • Eli Lilly • Gilead Sciences • GSK • J&J Innovative Medicine (J&JIM)
 - Merck & Co/MSD • Novartis • Novo Nordisk • Pfizer • Roche • Sanofi • Sobi • Takeda
 - ViiV Healthcare.

(Eleven new companies were added to the 2024 'Corporate Reputation' survey—mostly smaller biotechs that aim innovation at rare diseases, rather than concentrating on the production of traditional blockbusters. One of the 11 new companies—Sobi—is included in this 2024 Spain analysis.)

Why pharma needs to work closely and efficiently with Spanish 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 83 patient groups responding from Spain). The study's Spain-relevant findings show that Spanish patient groups are now considered core health influencers in their country, with views respected by most, if not all, Spanish healthcare stakeholders. Whether operating internationally, regionally, nationally, or locally, Spanish patient groups are seen from the study results to be taking on expanded roles in advocacy, service delivery, research, and patient education.

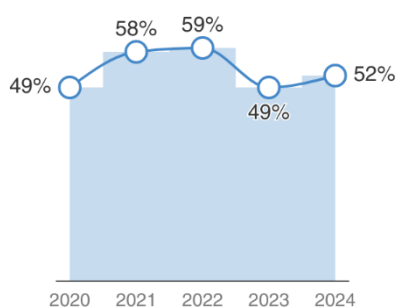
Roughly half of Spanish patient groups responding to the 2024 'Corporate Reputation of Pharma' survey believe that the pharma industry has an "Excellent" or "Good" reputation

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.

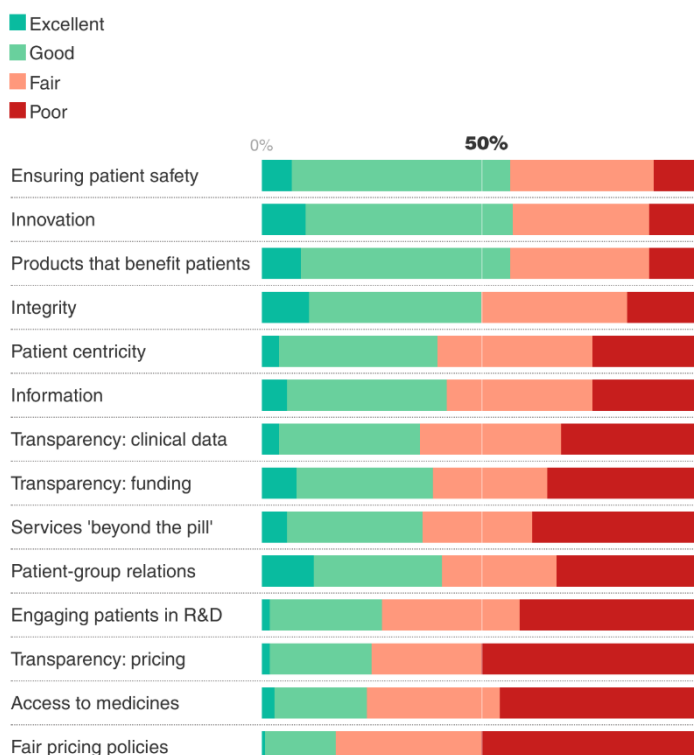
The charts below show that ...

- (1) In 2020, 2023, and 2024, roughly half of Spanish patient groups believed the corporate reputation of the pharma industry to be "Excellent" or "Good". In 2021 and 2022 (the tail end of the Covid pandemic), those percentages increased—first in 2021, to 58%; and, in 2022, to 59%.
- (2) The majority of the Spanish patient groups responding to the 2024 'Corporate Reputation' survey still believe the pharma industry to be successful at the following indicators of corporate reputation: • ensuring patient safety; • innovation; • providing products of benefit to patients; and • having integrity. Since 2020, though, fewer Spanish patient groups believe pharma to be "Excellent" or "Good" at innovation, and at the provision of high-quality products of benefit to Spanish patients.
- (3) Spanish patient groups responding to the 2024 'Corporate Reputation' survey also consider the industry just "Fair", or even "Poor", at several other activities of importance to Spanish patients and patient groups, including: • helping ensure patient access to medicines.

The pharma industry's corporate reputation in Spain, 2020-2024
% of respondent Spanish patient groups, per year, stating "Excellent" or "Good"



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



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

Featured pharma companies were ranked by 2024's respondent Spanish 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 Spain, 2024

(out of all 20 companies)

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

- ▶ ViiV Healthcare, 1st
- ▶ Sobi, 2nd
- ▶ J&JIM, 3rd

The top-three rankings for overall corporate reputation in Spain, 2024

(out of 17 companies)

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

- ▶ Sobi, 1st
- ▶ ViiV Healthcare, 2nd
- ▶ J&JIM, 3rd

BIG PHARMA

The top-three rankings for overall corporate reputation in Spain, 2024

(out of 14 'big-pharma' companies)

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

- ▶ J&JIM, 1st
- ▶ Gilead Sciences, 2nd
- ▶ GSK, 3rd

The top-three rankings for overall corporate reputation in Spain, 2024

(out of 13 'big-pharma' companies)

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

- ▶ J&JIM, 1st
- ▶ Gilead Sciences, 2nd
- ▶ GSK, 3rd

Risers in the upper rankings:

The companies rising the most for corporate reputation in Spain

(out of all 20 companies),

2024 from the previous year, 2023

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

Familiar with

J&JIM	+6	
Novo Nordisk	+6	
Roche	+6	

Risers in the upper rankings:

The companies rising the most for corporate reputation in Spain

(out of 17 companies),

2024 from the previous year, 2023

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

Working with

Roche	+6	
J&JIM	+4	
Novartis	+2	

PatientView would like to thank the 145 Spanish 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 July 2025

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 145 respondent Spanish 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 Spanish patient groups, 2024

Alpha-1	1	IBD	1
Alzheimer's	2	Kidney diseases	1
Anticoagulants	1	LGBTQ health	2
Ataxia	1	Lupus	1
Bipolar	1	Maternal health	1
Bleeding disorders	7	Mental health	7
Blood disorders	1	Multiple sclerosis	4
Cancer (male): breast	1	Myasthenia gravis	1
Cancer: blood	3	Neonatal	2
Cancer: brain	1	Neurofibromatosis	1
Cancer: breast	4	Not specified	9
Cancer: breast / gynaecological	1	Osteoporosis	2
Cancer: digestive	1	Patient advocacy: umbrella	2
Cancer: gynaecological	1	Patient information	1
Cancer: most	1	Public health	2
Cancer: neuroendocrine	2	Pulmonary fibrosis	1
Cancer: pancreatic	2	Pulmonary hypertension	2
Cancer: sarcoma	2	Rare: anaemias	2
Cancer: thyroid	1	Rare: blood	1
Cardiovascular	2	Rare: metabolic/lysosomal	2
COPD	4	Rare: ophthalmology	3
Dementia	2	Respiratory / allergy	1
Diabetes	7	Respiratory	2
Fertility	1	Rheumatic diseases	2
Fragile X	2	Rheumatoid arthritis	2
Gastrointestinal	1	Spondyloarthritis	1
Gaucher disease	1	Stoma	2
Growth disorders	1	Stroke	2
Haemophilia	6	Transplants: heart	1
Hepatitis	1	Ultra-rare	5
HIV/AIDS	11	Uveitis	1
HIV/AIDS / sexual health	3	Vitiligo	1
HIV/AIDS / STIs	1		

10 indicators of corporate reputation—as defined by patient groups

