



WHAT 144 ITALIAN PATIENT GROUPS SAY ABOUT PHARMA IN 2024

Italy Edition [11th]

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- These Italy 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 144 from Italy.
- 2024's 144 respondent Italian patient groups stated that, collectively, they had actively supported close to one million Italian patients during the past year.
- 20 pharma companies are featured in the Italy results to the 2024 'Corporate Reputation of Pharma' survey:
 - AbbVie • Amgen • AstraZeneca • Bayer • BioMarin • Boehringer Ingelheim • Bristol Myers Squibb • Chiesi Farmaceutici • Eli Lilly • Gilead Sciences • GSK • J&J Innovative Medicine (J&JIM) • Merck & Co/MSD • Novartis • Novo Nordisk • Pfizer • Roche • Sanofi • Sobi • Takeda.

(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 Italy analysis.)

Why pharma needs to work closely and efficiently with Italian 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 76 patient groups responding from Italy). The findings from the study show that although only 40% of Italian patient groups regard themselves to be vital stakeholders in Italian healthcare, these patient groups are seen from the study results to nevertheless play an important role in healthcare-service delivery in Italy. In addition, as many as 62% of the respondent Italian patient groups stated that they work with government regulators and policymakers—notably in discussions about healthcare provision.

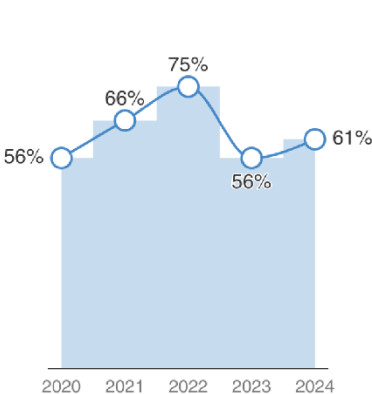
Roughly half of Italian patient groups responding to the 2024 ‘Corporate Reputation of Pharma’ survey believe that the pharma industry has an “Excellent” or “Good” reputation

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.

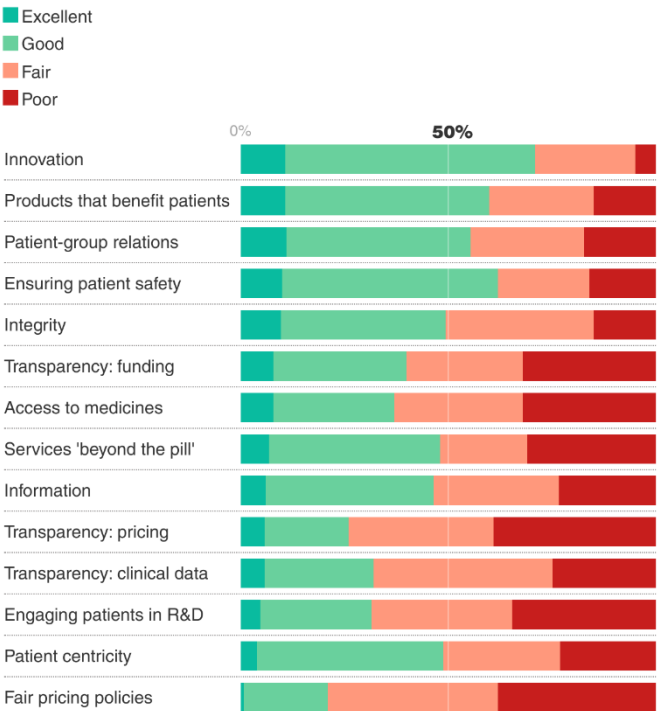
The charts below show that ...

- (1) Italian patient groups responding to the 2024 ‘Corporate Reputation’ survey believe the corporate reputation of the pharma industry as a whole has declined since reaching a peak in 2022 (just post the Covid pandemic), when as many as 75% of Italian patient groups responding to the ‘Corporate Reputation’ survey of that year rated pharma’s reputation as “Excellent” or “Good”. Those heights were lost in 2023, when just 56% of respondent Italian patient groups stated the same. However, pharma’s reputation rose fractionally in 2024, to 61%.
- (2) The majority of the Italian patient groups responding to the 2024 ‘Corporate Reputation’ survey believe the pharma industry to be successful at: • innovation; • providing products of benefit to patients; • patient-group relations; • patient safety; and • integrity.
- (3) However, Italian patient groups responding to the 2024 ‘Corporate Reputation’ survey consider the industry just “Fair”, or even “Poor”, at a number of other activities of importance to Italian patients and patient groups—notably the industry’s approach to pricing.

The pharma industry’s corporate reputation in Italy, 2020-2024
% of respondent Italian patient groups, per year, stating “Excellent” or “Good”



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



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

Featured pharma companies were ranked by 2024’s respondent Italian 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 Italy, 2024 (out of all 20 companies)
—as assessed by respondent Italian patient groups [familiar](#) with the company:

- ▶ AstraZeneca, =1st
- ▶ GSK, =1st
- ▶ Novo Nordisk, 3rd

The top-three rankings for overall corporate reputation in Italy, 2024 (out of 18 companies)
—as assessed by respondent Italian patient groups [working](#) with the company:

- ▶ GSK, 1st
- ▶ AstraZeneca, 2nd
- ▶ Roche, 3rd

‘BIG PHARMA’

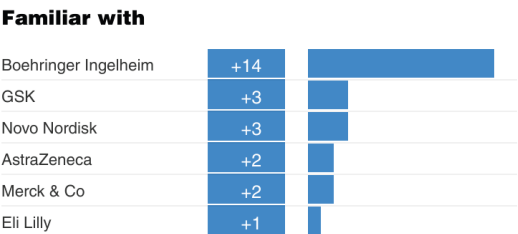
The top-three rankings for overall corporate reputation in Italy, 2024 (out of 15 ‘big-pharma’ companies)
—as assessed by respondent Italian patient groups [familiar](#) with the company:

- ▶ AstraZeneca, =1st
- ▶ GSK, =1st
- ▶ Boehringer Ingelheim, 3rd

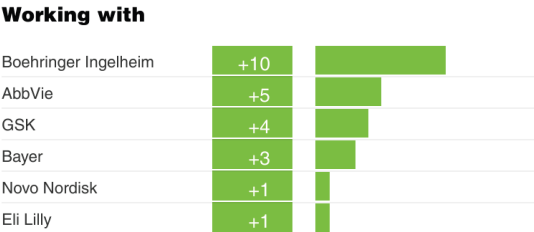
The top-three rankings for overall corporate reputation in Italy, 2024 (out of 13 ‘big-pharma’ companies)
—as assessed by respondent Italian patient groups [working](#) with the company:

- ▶ GSK, 1st
- ▶ AstraZeneca, 2nd
- ▶ Boehringer Ingelheim, =3rd
- ▶ Roche, =3rd

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



Risers in the [upper](#) rankings*:
The companies rising the most for corporate reputation in Italy (out of 18 companies), 2024 from the previous year, 2023
—as assessed by respondent Italian patient groups [working](#) with the company



* Merck & Co is known as MSD outside of Canada and the USA.

PatientView would like to thank the 144 Italian 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 144 respondent Italian 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 Italian patient groups, 2024

Alpha-1	1	IBD	1
ALS	1	Ichthyosis	1
Alzheimer's	1	Kidney diseases	2
Asthma	1	LGBTQ health	1
Autism	1	Maculopathies	4
BRCA-associated tumors	1	Mental health: most	1
Cancer: blood	7	Multiple sclerosis	1
Cancer: breast	7	Myasthenia gravis	1
Cancer: digestive	1	Neurofibromatosis	1
Cancer: genetic	1	Not specified	8
Cancer: gynaecological	3	Obesity	1
Cancer: lung	1	Palliative	1
Cancer: most	2	Parkinson's	1
Cancer: NET	1	Patient advocacy	1
Cancer: palliative	1	Patient rights	5
Cancer: prevention	1	Polycystic kidney disease	1
Cancer: prostate	2	Primary immunodeficiencies	2
Cancer: skin	1	Psoriasis / psoriatic arthritis	3
Cancer: women's	1	Rare: autoimmune	1
Cancer: young people	1	Rare: blood	2
COPD	2	Rare: gastrointestinal	1
Cystic fibrosis	7	Rare: lipodystrophy	1
Diabetes (types 1 & 2)	5	Rare: lung	3
Diabetes: type 1	1	Rare: metabolic	2
Dystonia	1	Rare: most	3
Eating disorders	1	Rare: neurological	2
Epilepsy	1	Rare: other	1
Fabry disease	1	Respiratory: most	1
Gastrointestinal: most	1	Retinal diseases	1
Gaucher disease	1	Rheumatic diseases: most	6
Haemophilia	7	Skin conditions: most	1
Headache disorders	1	Stroke	3
Healthcare delivery	1	Thalassaemia	1
HIV/AIDS	7	Training	2
Huntington's disease	1	Urinary conditions: most	1
Iatrogenic	1	Vasculitis	1

10 indicators of corporate reputation—as defined by patient groups

