

WHAT PATIENT GROUPS SAY ABOUT PHARMA IN 2024—Asia edition

PRESS RELEASE EMBARGOED until
FRIDAY, AUGUST 29th, 2025, 7am AEST

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London, 29th August 2025

Overview

Between December 2024 and February 2025, PatientView collected the opinions of 314 Asia-Pacific patient groups about the pharmaceutical industry's performance in the region during 2024.

PatientView is today publishing the results of this 'Corporate Reputation of Pharma' survey, focusing on four Asian countries:

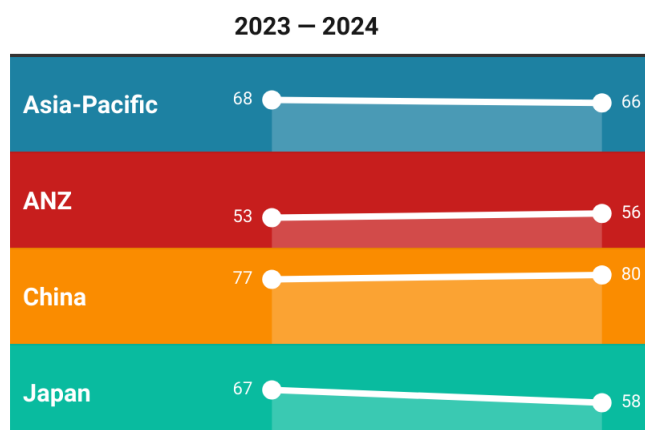
- ▶ ANZ (Australia and New Zealand) – 79 respondent patient groups.
- ▶ China – 53 respondent patient groups.
- ▶ Japan – 71 respondent patient groups.

Patient groups responding to 'Corporate Reputation of Pharma' surveys are uniquely positioned to comment on the pharma industry, and on individual pharma companies, as they understand the experiences of patients, and they also network with the many other stakeholders in the healthcare system—Asia-Pacific patient groups being no exception to this rule.

INDUSTRY-WIDE RESULTS IN ASIA-PACIFIC, 2024

Corporate reputation of pharma

Percentage stating "Excellent" or "Good"



Most patient groups based in the Asia-Pacific region (and in each of the four countries reviewed) describe the pharmaceutical industry's corporate reputation as "Excellent" or "Good" in 2024. However, while patient groups in ANZ and China report an improvement in the pharma industry's reputation during 2024, Japanese patient groups see the industry's reputation declining (58% of Japanese patient groups responding in 2024 call the pharma industry's corporate reputation "Excellent" or "Good"; the equivalent figure the year before, in 2023, had been 67%).

Most of the Asia-Pacific patient groups responding to the 2024 ‘Corporate Reputation’ survey acknowledged the industry as being strong in two key activities: **creating products of benefit to patients**, and in **patient-group relations**.

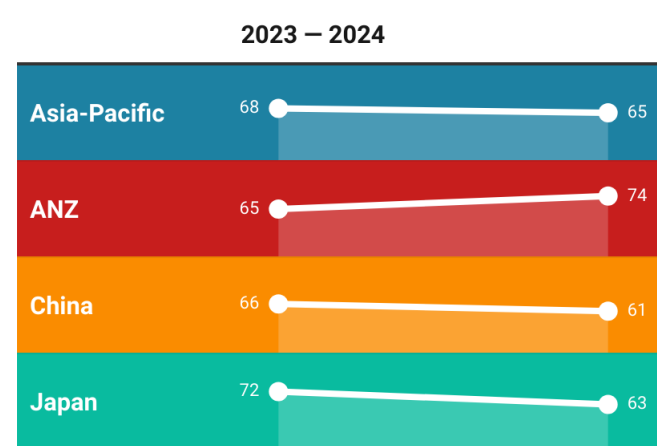
Specifically:

- 65% of 2024’s respondent Asia-Pacific patient groups rated the industry “Excellent” or “Good” at providing products that benefit patients. And ...
- 57% rated the industry as “Excellent” or “Good” at patient-group relations.

However, pharma’s performance at these two activities varied between the four featured countries. While 74% of 2024’s respondent patient groups from ANZ believed pharma “Excellent” or “Good” at providing products that benefit ANZ patients (an increase on the year before, 2023), only 47% thought pharma’s relations with ANZ patient groups was “Excellent” or “Good” (a decrease on the year before). 2024’s respondent Japanese patient groups assessed pharma as declining in Japan in both key areas. Meanwhile, attitudes among 2024’s respondent Chinese patient groups remained largely the same as the year before, 2023 [see charts, below].

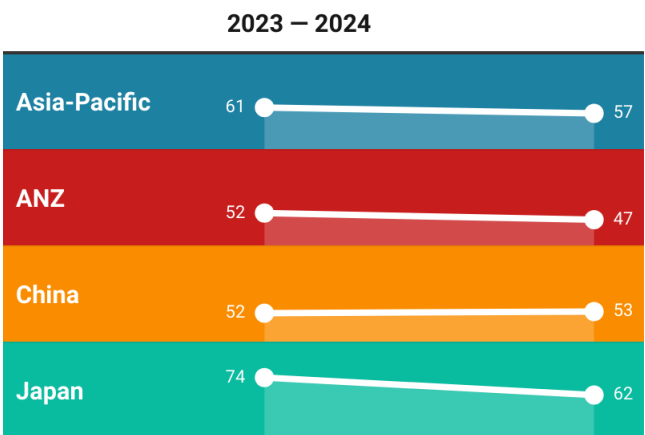
Provision of products that benefit patients

Percentage stating "Excellent" or "Good"



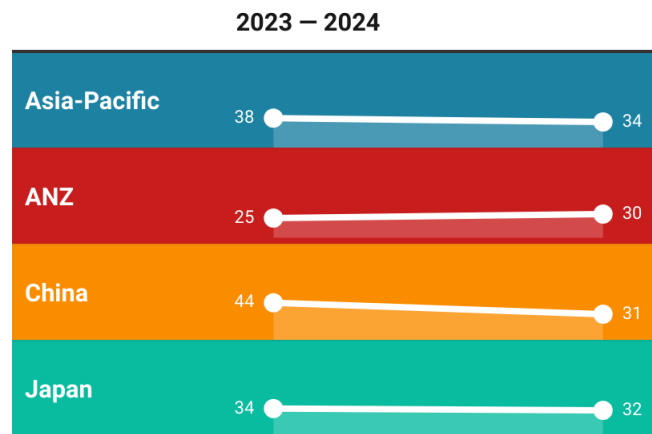
Patient-group relations

Percentage stating "Excellent" or "Good"



Providing access to medicines

Percentage stating "Excellent" or "Good"



By contrast, other components of the pharma industry’s corporate reputation were judged by respondent Asia-Pacific patient groups to be unsatisfactory in 2024—particularly pharma’s record at enabling patients from across the Asia-Pacific region to gain **better access to medicines** (just 34% of 2024’s respondent Asia-Pacific patient groups rated the pharmaceutical industry “Excellent” or “Good” at this). Similarly low percentages were recorded in all four of the featured countries, with as few as 30% of 2024’s respondent ANZ patient groups seeing the pharmaceutical industry as “Excellent” or “Good” at improving ANZ patients’ access to medicines.

WHAT ASIA-PACIFIC PATIENT GROUPS SAY ABOUT PHARMA COMPANIES IN 2024

Patient groups from across the Asia-Pacific region provided the 2024 ‘Corporate Reputation of Pharma’ survey with detailed feedback on how pharmaceutical companies can better serve patients—highlighting access, communication, and healthcare-system collaboration as priority areas.

“Increase the number and breadth of compassionate-access and special-access schemes. Bring more clinical trials to Australia. Work with government to develop a sustainable funding model that allows early patient access—particularly for products that lack clinical trials, and for rare diseases.”
—National rare-disease patient group, Australia

“1. Communicate with, and negotiate with, medical-insurance departments to strive to include more drugs in the medical-insurance reimbursement catalogue. 2. Establish cooperative relationships with more medical institutions and pharmacies, to expand drug sales coverage. 3. Spread knowledge about drugs among patients and the public—including information on the role, efficacy, applicable population, and usage of drugs.”
—National skin-conditions patient group, China

“Providing information on pharmaceutical research and development; unifying the inventory status of pharmaceutical manufacturers, wholesalers, and medical institutions; and researching the appropriate way of paying for medical expenses in the new era (molecular-targeted drugs, heavy particle radiotherapy, etc) under the national health-insurance system. Freedom from illness, through groundbreaking new drugs, and the relationship and appropriateness of pharmaceuticals.”
—National allergy patient group, Japan

COMPANY RESULTS IN ASIA-PACIFIC, 2024

The 2024 ‘Corporate Reputation of Pharma’ survey also ranked pharmaceutical companies according to 10 different indicators of corporate reputation [see below]—all as assessed by respondent patient groups. The companies topping the overall rankings in 2024 in the four Asia-Pacific countries under focus are shown below.

Top companies - all 'big pharma'

Rankings for overall corporate reputation, 2024 —as assessed by respondent patient groups working with the company:

| | # of companies ranked | 1st | 2nd | 3rd |
|-------|-----------------------|----------------------|---------------------------|----------|
| ANZ | 12 | Boehringer Ingelheim | Sanofi | Pfizer |
| China | 7 | Gilead Sciences | Roche | Novartis |
| Japan | 11 | Novartis | Boehringer Ingelheim; GSK | - |

IN SUMMARY

PatientView's 2024 'Corporate Reputation of Pharma' results provide vital insights into how patient groups based in ANZ, China, and Japan view the pharmaceutical industry, and the industry's efforts to improve its relationship with them. The results paint a mixed picture: while the industry maintains relatively strong ratings across Asia-Pacific for providing products that benefit patients, significant challenges persist in fair pricing policies, in engaging patients in R&D, and in access to medicines.

Companies are assessed using 10 indicators of corporate reputation.

Issues of importance to patient groups—as defined by patient groups



Finally, PatientView would like to thank the 314 Asia-Pacific patient groups that gave up their time to respond to the 2024 'Corporate Reputation of Pharma' survey.

Respondent Asia-Pacific patient groups feel that the sharing of their evaluation of how the pharma industry meets the needs and expectations of the region's patients will help pharma gain valuable insights into improvement.

Since many of the pharma companies featured in the Asia-Pacific results of the 2024 'Corporate Reputation of Pharma' survey are currently building strategies around patients, the respondent feedback provided by the survey's respondent Asia-Pacific patient groups can influence company models and approaches, enabling closer alignment with the needs and perspectives of patients in the region.

For further information on the three 2024 Asia-Pacific 'Corporate Reputation of Pharma' reports (ANZ, China Japan), please use contact details at the head of the press release.

END OF PRESS RELEASE