

WHAT 79 DIABETES PATIENT GROUPS SAY ABOUT PHARMA IN 2024

Diabetes edition [1st]

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- These diabetes findings are based on the results of the 2024 'Corporate Reputation of Pharma' survey of patient groups worldwide, conducted by PatientView, December 2024 to March 2025, and answered by 2,546 patient groups (79 of which specialised in diabetes).
- The 79 respondent diabetes patient groups actively served and supported over 2.2 million patients with diabetes during the past year.
- 14 pharma companies are featured in the diabetes results to the 2024 'Corporate Reputation' survey:

• AstraZeneca • Bayer • Biogen • Boehringer Ingelheim • Eli Lilly • J&J Innovative Medicine (J&JIM) • Merck & Co/MSD
• Merck KGaA/EMD Serono • Novartis • Novo Nordisk • Pfizer • Roche/Genentech/Chugai • Sanofi • Servier

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

For the *Patients in Action* study, data were gathered from 1,144 patient groups globally (including 38 diabetes patient groups). The findings from the study show that diabetes patient groups are now considered core health influencers, with views respected by most, if not all, healthcare stakeholders. Whether operating internationally, regionally, nationally, or locally, diabetes patient groups are seen from the study results to be taking on expanded roles in advocacy—in particular, representing patients' interests to regulatory authorities (71% of the respondent diabetes patient groups). This context creates an imperative for the pharmaceutical sector, since regulatory bodies increasingly expect evidence of patient engagement throughout the product lifecycle.

Most diabetes patient groups see the pharma industry's corporate reputation as "Excellent" or "Good"

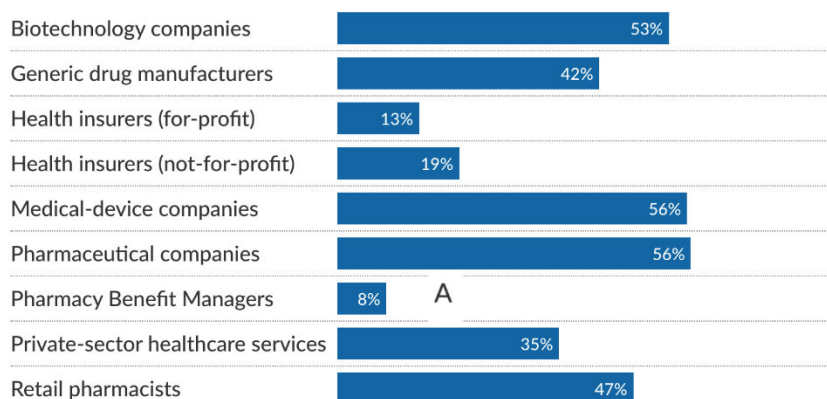
PatientView defines a good corporate reputation for a pharma company as that company meeting patient-group priorities. When pharma companies address patient-group priorities, their reputations improve. Most diabetes patient groups (56%) responding to the 2024 'Corporate Reputation of Pharma' survey consider the corporate reputation of the pharma industry to be "Excellent" or "Good".

The corporate reputation of the pharma industry, 2024—according to respondent diabetes patient groups
% of respondent diabetes patient groups



The corporate reputation of the pharma industry, compared with that of other healthcare sectors, 2024—according to respondent diabetes patient groups

% of respondent diabetes patient groups stating "Excellent" or "Good"



How good or bad the pharma industry was at carrying out specific activities, 2024, diabetes v. therapy wide

% of respondent patient groups stating "Excellent" or "Good"

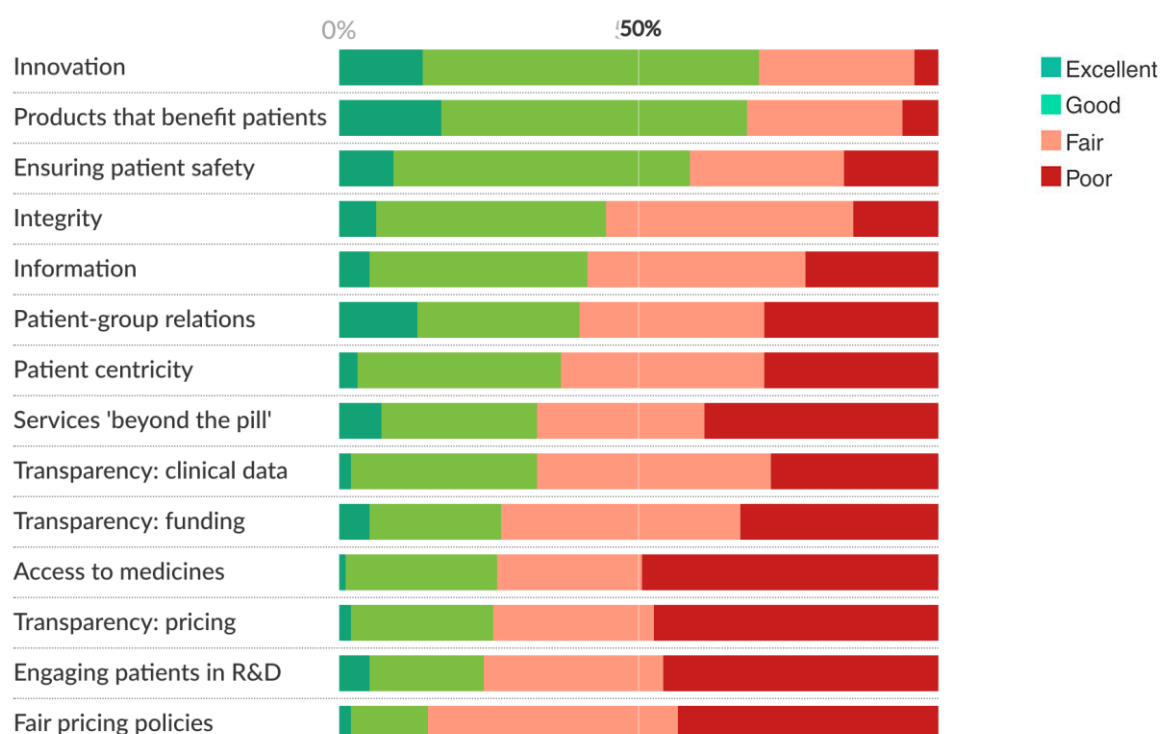
	Diabetes	Therapy-wide	% Difference
Patient centricity	36	44	-8
Information	41	49	-8
Ensuring patient safety	54	55	-1
Innovation	67	57	+10
Products that benefit patients	66	62	+4
Transparency: pricing	22	17	+5
Transparency: clinical data	27	29	-2
Transparency: funding	21	32	-11
Integrity	37	46	-9
Patient-group relations	37	50	-13
Services 'beyond the pill'	30	36	-6
Fair pricing policies	12	14	-2
Engaging patients in R&D	19	25	-6
Access to medicines	24	30	-6

Over half of the diabetes patient groups responding to the 2024 'Corporate Reputation' survey believe the pharma industry to be successful at a number of activities important to patient groups, including: • being innovative; • providing products of benefit to patients; and • patient safety.

However, 2024's respondent diabetes patient groups also regard the industry as just "Fair", or even "Poor", at a number of other activities of importance to diabetes patient groups and patients with diabetes [see chart, below]—particularly the industry's approach to pricing policies.

How good or bad the pharma industry was at carrying out specific activities of importance to diabetes patient groups and patients with diabetes, 2024

% of respondent diabetes patient groups [excluding those answering "Do not know"]. N = 79



Feedback from 2024's respondent diabetes patient groups outlines dissatisfactions, for example [the quotes below are translations]:

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"Some drugs are difficult to obtain, and the prices are excessive."

Regional diabetes patient group, France

“

"Drugs are provided to us free of charge, but we still believe that the prices paid by the AUSL (Local Health Authority) are much higher than the costs."

Local diabetes patient group, Italy

Corporate reputation in diabetes for individual pharma companies, 2024

Featured pharma companies were ranked by 2024's respondent diabetes patient groups for 10 indicators of corporate reputation [see Appendix]. Rankings at overall corporate reputation for the top-three pharma companies are shown below.

ALL COMPANIES

The top-three rankings for overall corporate reputation in diabetes, 2024
(out of all 14 companies)

—as assessed by respondent diabetes patient groups [familiar](#) with the company:

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

BIG PHARMA

The top-three rankings for overall corporate reputation in diabetes, 2024
(out of 10 'big-pharma' companies)

—as assessed by respondent diabetes patient groups [familiar](#) with the company:

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

The top-three rankings for overall corporate reputation in diabetes, 2024
(out of 8 companies)

—as assessed by respondent diabetes patient groups [working](#) with the company:

- ▶ Novo Nordisk, 1st
- ▶ Boehringer Ingelheim, 2nd
- ▶ AstraZeneca, 3rd

The top-three rankings for overall corporate reputation in diabetes, 2024
(out of 6 'big-pharma' companies)

—as assessed by respondent diabetes patient groups [working](#) with the company:

- ▶ Boehringer Ingelheim, 1st
 - ▶ AstraZeneca, 2nd
 - ▶ Roche, 3rd
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PatientView would like to thank the 79 diabetes 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 diabetes patient groups that stated a working relationship with any of the 14 featured pharma companies; plus the countries of domicile, and specialties, of the 79 respondent diabetes 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.

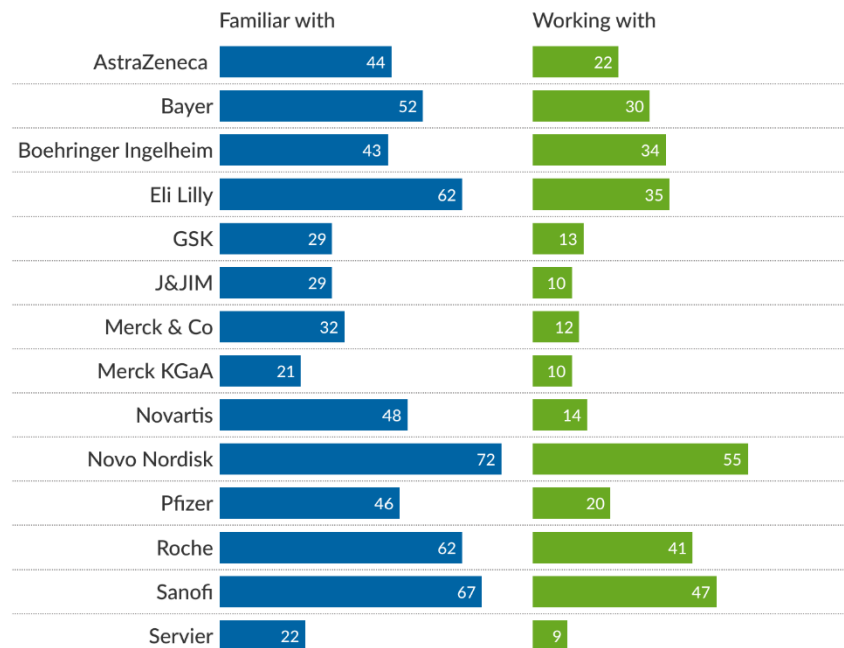
APPENDIX to this press release:

10 indicators of corporate reputation—as defined by patient groups



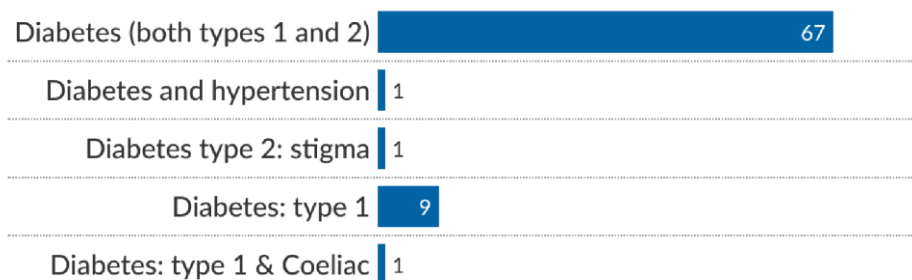
Respondent diabetes patient groups working with pharma, 2024

Total number of 2024's respondent diabetes patient groups = 79



Therapeutic areas of respondent diabetes patient groups, 2024

Total number of 2024's respondent diabetes patient groups = 79



Country headquarters of respondent diabetes patient groups, 2024

Total number of 2024's respondent diabetes patient groups = 79

Argentina	3	Jordan	1
Australia	2	Kenya	1
Brazil	7	Korea	1
Canada	1	Lithuania	1
Colombia	1	Mexico	3
Costa Rica	1	New Zealand	1
Denmark	2	Pakistan	1
El Salvador	1	Poland	2
Finland	1	Portugal	3
France	7	Serbia	2
Germany	2	South Africa	1
Greece	4	Spain	7
Guatemala	1	Sweden	6
Hong Kong	1	Switzerland	2
Hungary	2	Turkey	1
Italy	6	UK	1
		USA	3