

About PatientView:

Building your Company's Corporate Reputation among Patient Groups

PatientView adopts a data-driven approach to the task of building bridges between pharmaceutical companies and patient-advocacy groups.



Key assets we bring:

Independence: The research undertaken by PatientView for its portfolio of products is solely funded by PatientView itself.

Unique datasets: PatientView draws on the diverse insights supplied to it by many thousands of patient groups worldwide—allowing for the creation of meaningful metrics for pharmaceutical companies.

Objective and impartial advice from patient groups important to your company: PatientView works at gaining unbiased evaluation of how patient groups perceive your company's performance, and its engagement with patient groups and patients. The patient groups also supply PatientView with invaluable information on how companies like your own can improve.

Worldwide engagement of patient groups: PatientView operates in 23 languages, to ensure truly-global response rates from patient groups.

HOW PATIENTVIEW BUILDS ITS EVIDENCE BASE



3 EVIDENCE-BASED PRODUCTS THAT MEET THE CHALLENGES YOUR COMPANY FACES IN BUILDING RELATIONS AND REPUTATION WITH YOUR PATIENT-GROUP PARTNERS

CHALLENGE 2: Understanding how your company's reputation is viewed by patient groups—and how your reputation compares with those of your corporate peers.

PRODUCT 2: 'The Corporate Reputation of Pharma—from a Patient Perspective'

- PDF reports ...
- Conclusions based on the results of an annual survey of 2,500+ patient groups worldwide.
- Provides rankings of your company, according to 10 key indicators of corporate reputation, identifying how your company compares with your peers in different countries and therapy areas (current and historic data from patient groups familiar, and which work, with your company).
- Your company is assessed by patient groups from different countries and therapy areas.





‘The Corporate Reputation of Pharma –from a Patient Perspective’

Understanding how your company is viewed by patient groups
–in comparison with your peers.

‘The Corporate Reputation of Pharma—from a Patient Perspective’ **– available as PDF**

‘Corporate reputation’ is defined as: the pharma company meeting patient-group needs.

2,546

**Patient groups
responding to the
latest annual survey
(2024)**

Based in 100 countries, these patient groups stated that they had actively supported and served over 41 million patients in the past year.

10

Key indicators

Patient-centric metrics evaluated for each company. These indicators, and patient-group interpretation of them, have evolved over the past decade.

1-100%

Scoring range

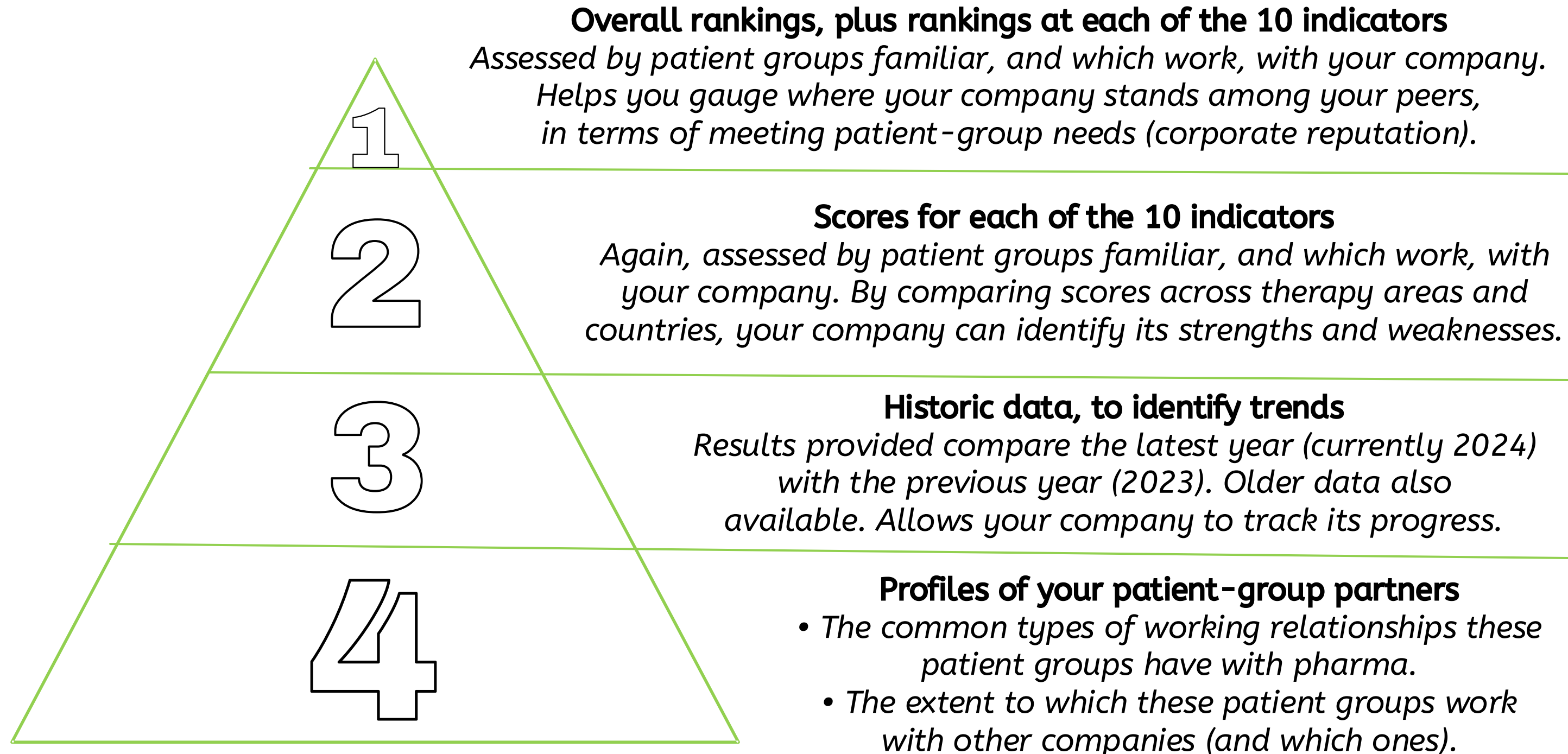
Patient groups are asked to nominate the 3 companies (they are familiar, or work, with) which they believe to be “Best” at each indicator.

46

**Companies
assessed**

Eleven new companies (mostly smaller biotechs) were included in the listings for the 2024 survey, to reflect the changing healthcare landscape.

'The Corporate Reputation of Pharma—from a Patient Perspective'





Equitable
Access



Patient
Centricity



Patient
Information



Patient
Safety



High-quality
Products



Transparency



Integrity



Patient-group
Relationships



Services beyond
the pill



Involvement
in R&D

About the 10 indicators of corporate reputation



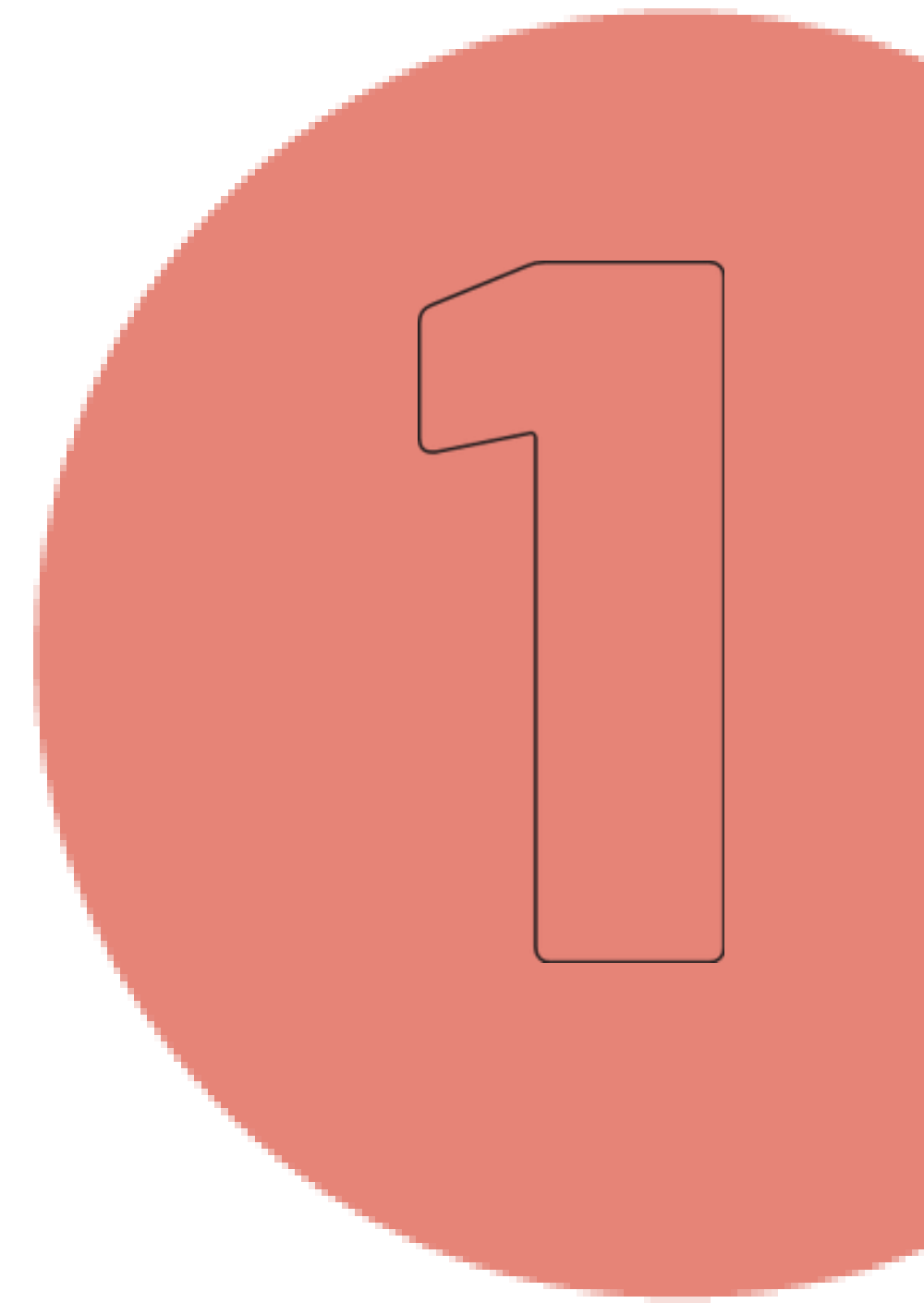
Indicator 1.

Patient-centred company strategy

The 10 'Corporate Reputation of Pharma' indicators form the defining factors behind the concept of patient centricity.

Patient groups require a pharma company's patient-centric actions to be authentic and effective.

Patient groups look carefully to see whether pharma companies work hard to ensure that patients are always at the forefront of the company's activities.





Indicator 2. Patient information

Company efforts at being patient centric could be said to begin with the 2nd indicator of corporate reputation – the company’s provision of transparent, and relevant, information for patients.

Patient groups evaluate each pharma company on whether the company’s patient information is ...

- Useful to patients.
- Co-created with patients or patient groups.
- Drafted in patient-friendly language. And ...
- Communicated via multiple, patient-accessible, channels.





Indicator 3. Patient safety

For this 3rd indicator of corporate reputation, respondent patient groups will nominate a company “Best” (or not) after considering the company’s ...

- Transparency in its patient-safety processes.
- Effectiveness at contingency planning.
- Reporting of adverse events.
- Willingness to share with patients and patient groups relevant updates emerging from real-world evidence (RWE).
- Willingness to communicate about any existing, or upcoming, shortages of its drugs. And its ...
- Willingness to produce useful, supportive, digital tools to enhance patient safety.



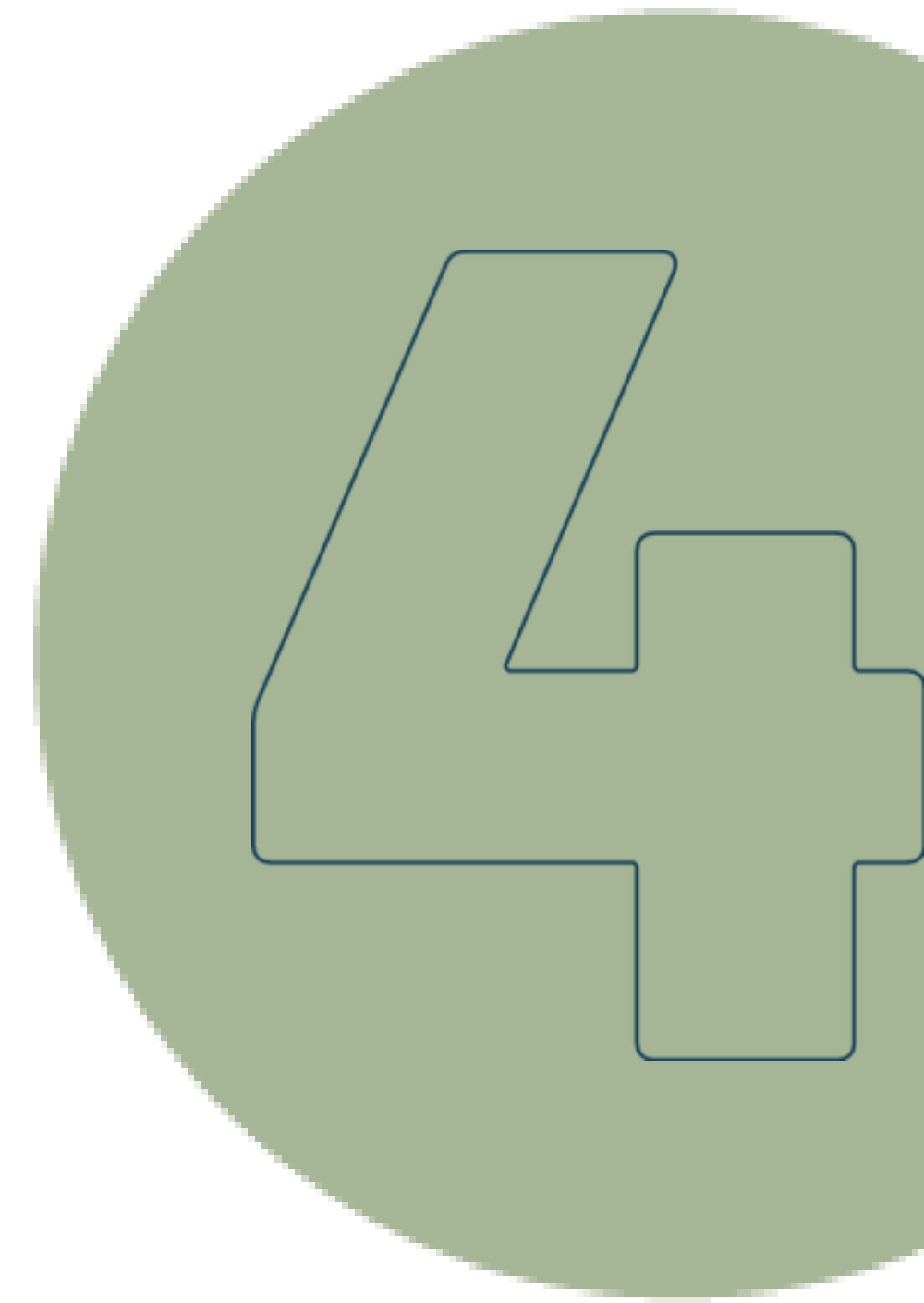


Indicator 4.

Provision of products that offer the most benefit to patients

For this 4th indicator, patient groups assess individual pharma companies on ...

- Whether the company's products deliver real value to patients.
- The ease with which patients can self administer the company's medicine.
- The extent to which patients or patient groups are involved with the company in defining the priorities necessary to improve its products. And ...
- The emphasis the company places on the development of personalised medicines.





Indicator 5. Transparency

Indicator 5 offers 3 sets of rankings, mirroring the various types of company transparency

For this 5th indicator, patient groups assess individual pharma companies on ...

- The levels of the company's perceived openness and honesty.
- Valid (and publicly-accessible) explanations from the company about its drug-pricing policies.
- Ease of public access to the company's clinical data.
- Company disclosure of funding to third parties – even if local regulators do not demand such disclosure. And ...
- Whether the company's transparency information is comprehensive, easy to find in the public domain, and culturally relevant.

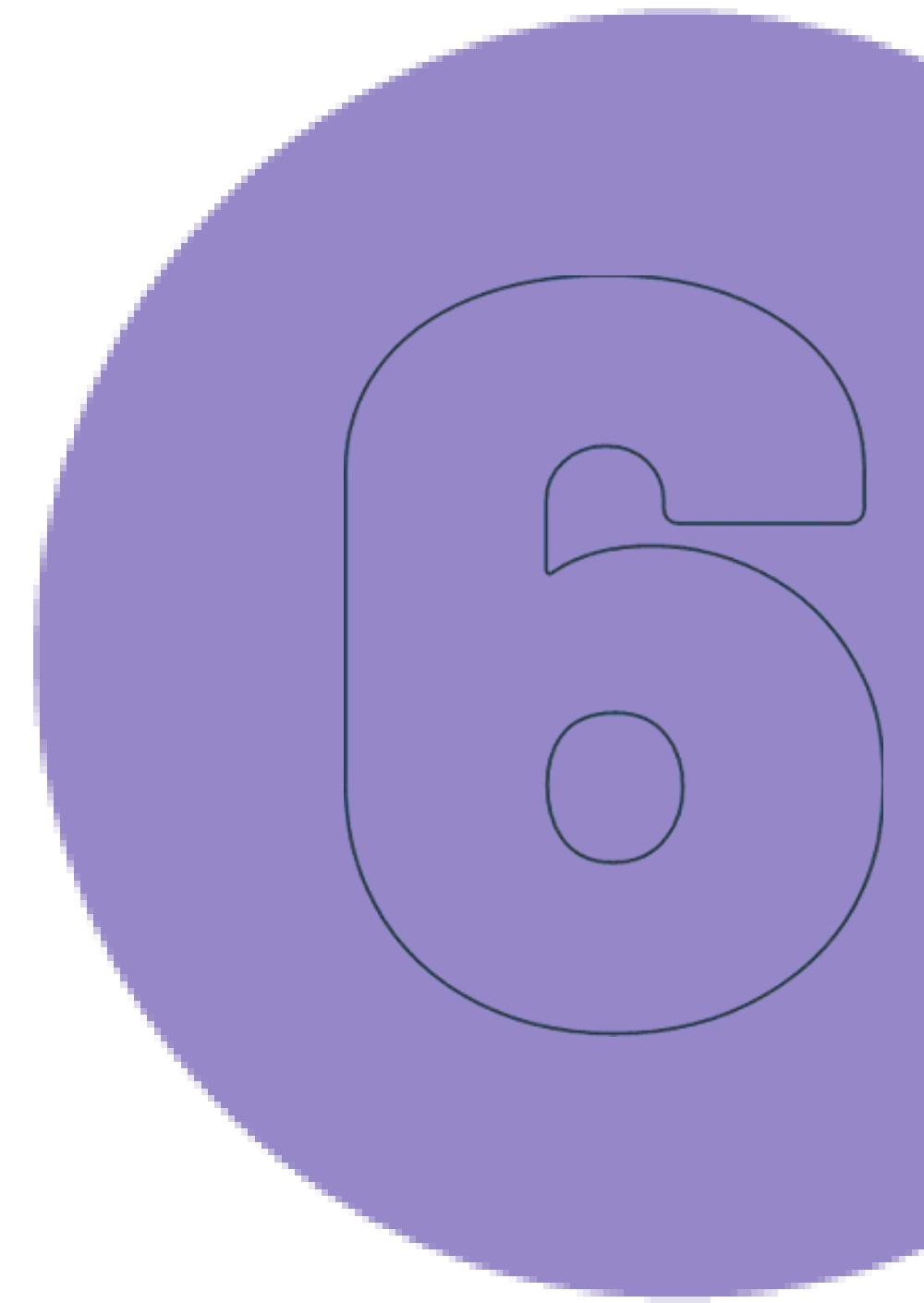




Indicator 6. Acting with integrity

On this 6th indicator, patient groups assess individual companies for ...

- Perceived company trustworthiness.
- The openness and the clarity the company provides on the balance it maintains between profits and patient welfare.
- The degree to which the company's leadership favours patient-centric strategies.
- The company's efforts to tackle health inequities. And ...
- The speed and flexibility with which the company adapts to patient priorities.





Indicator 7.

The quality of the company's relationships with patient groups

Indicator 7 offers 3 sets of rankings, mirroring the various elements of relationship

Patient groups assess individual pharma companies for this 7th indicator on whether the company ...

- Understands the patient groups with which it interacts – their activities and goals.
- Demonstrates flexibility in its patient-group relationships.
- Regularly communicates with partner patient groups.
- Provides sustainability in its patient-group relationships.
- Appears trustworthy to its partner patient groups. And ...
- Supports patient-group efforts to get their voices heard across the healthcare system.



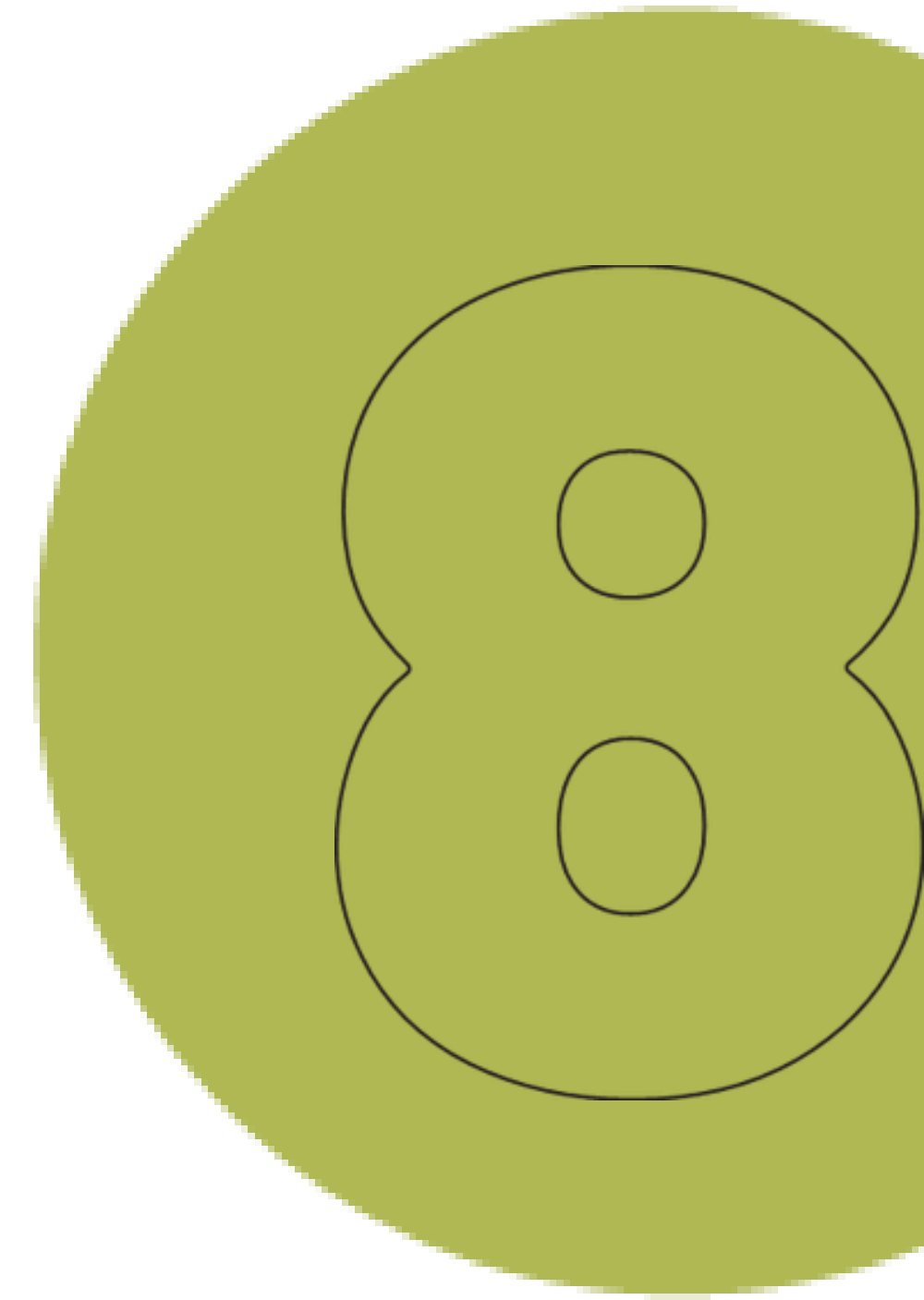


Indicator 8.

Providing patients and patient groups with services 'beyond the pill'

Patient groups assess individual companies for this 8th indicator by considering whether the company's 'beyond-the-pill' services ...

- Recognise, and accommodate, the practical and emotional needs of patient priorities.
- Are tailored to patients' individual circumstances. And are ...
- Designed in collaboration with patients and/or patient groups.





Indicator 9.

Engaging patients in the company's R&D

Patient groups assess individual companies for this penultimate indicator of corporate reputation by considering ...

- The extent to which the company includes patients and/or patient groups in discussions on all aspects of its medical research.
- Whether the company accommodates into its R&D previously-unmet patient needs (such as convenience of treatment, and treatments that better fit in with patients' lives).
- The diversity of the patient populations the company includes in its clinical research. And ...
- Company inclusion of patient perspectives, when collecting data following a product's launch.





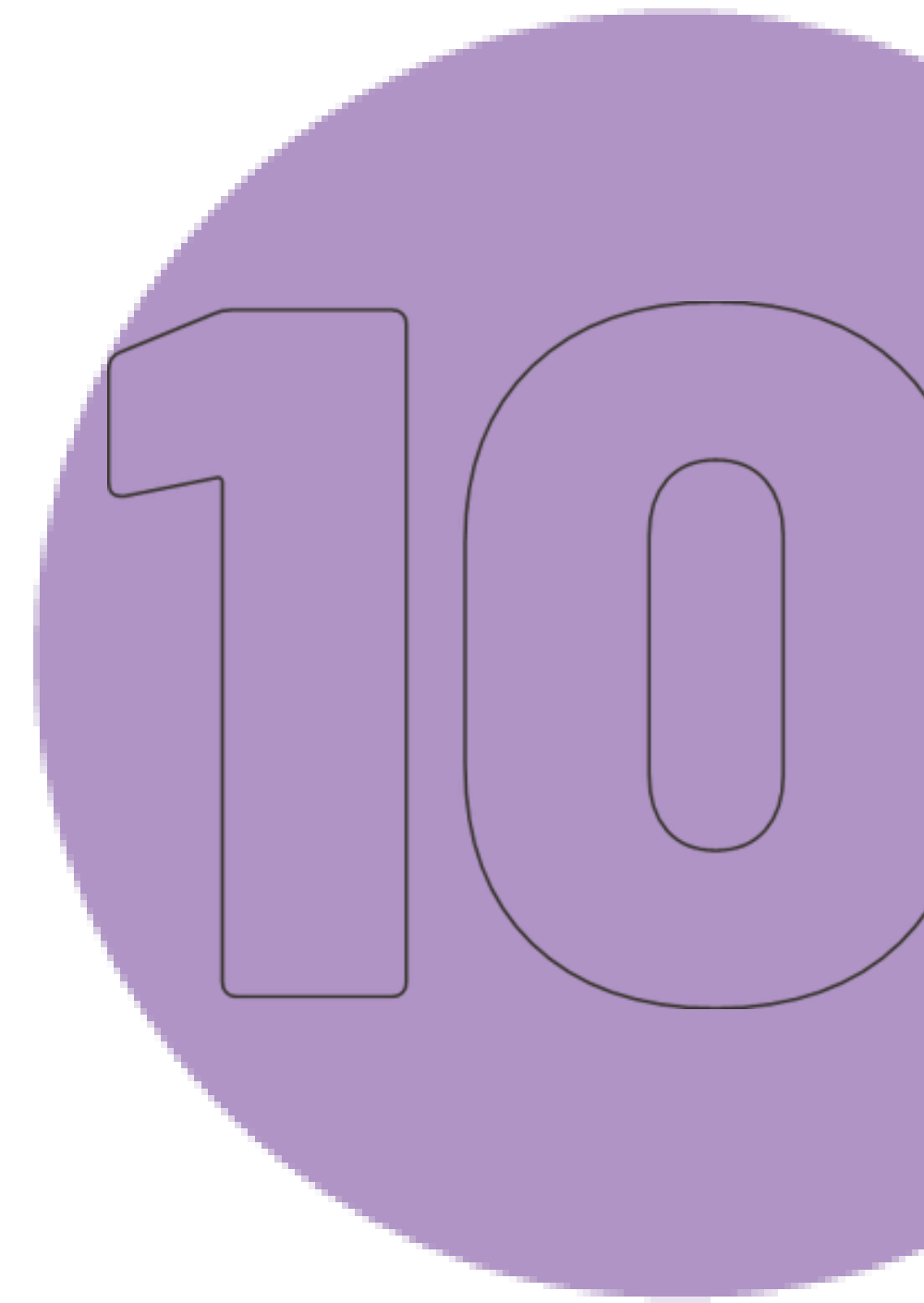
Finally, indicator 10.

Equitable patient access to the company's medicines

For years, patient groups the world over have been calling for better overall patient access to medicines.

So, this 10th, and final, indicator of corporate reputation was added to the annual 'Corporate Reputation of Pharma' survey in 2022.

The indicator is aimed at discovering which pharma companies are regarded by patient groups as "Best" at working hard to improve equitable patient access to the company's medicines.



Summary

How PatientView's toolkits can support your company's patient-group relations ...

Provide your company with an assessment of its current standing with patient groups

Your company can identify strengths to increase—and weaknesses to address.

Implement strategic changes

By leveraging the data from *Moving Forward*, and from *Patients In Action*, you can develop targeted initiatives across different countries and therapy areas, to improve your standing among patient groups—focusing on the key indicators of corporate reputation.

You will be able to identify the subject areas that show the biggest gaps for your company.

Monitor progress

You can use the insights that PatientView elicits from patient groups to track the improvements over time in your company's corporate reputation—adjusting your strategies accordingly, based on evolving patient-group feedback.



Please do not hesitate to contact us, should you have further questions, or wish to access PatientView reports

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**PATIENT
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