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The Corporate Reputation of Pharma, 2025/2026 – Global Edition: What 2,403 Patient Groups Say About Pharma

The results of a PatientView™ survey, conducted December 2025-March 2026.

Survey answered by 2,403 patient groups worldwide.

47 pharma and biotech companies featured in the results.



For a high-resolution image, please contact ashleyh@alto-marketing.com

LONDON, UK (30th April, 2026) – PatientView™ is pleased to announce the availability of the results from 'The Corporate Reputation of Pharma' survey, 2025/2026 - Global Edition. Each annual 'Corporate Reputation' survey gives patient-advocacy groups from around the world an opportunity to comment on, and evaluate, the performance of the pharmaceutical industry—both as a whole, and at the level of individual companies. The 2025/2026 Global report draws on the perspectives of 2,403 respondent patient groups, spanning 48 broad therapy areas. Collectively, these respondent patient groups reported that they actively supported and served 36 million patients over the past year.

Patient groups are recognised as core actors in national healthcare systems [see PatientView's *Patients in Action* study, published October 2024], playing vital roles around the globe in advocacy, healthcare-service delivery, patient education, and medical

research. Regulatory bodies also increasingly require evidence of meaningful patient engagement throughout the product lifecycle—making collaboration with patient groups not just valuable, but essential, for the pharmaceutical sector.

'The Corporate Reputation of Pharma' survey gives the pharma industry a direct, candid measure of its standing in the eyes of those it ultimately serves. Companies are evaluated and ranked by respondent patient groups against peer companies across a comprehensive set of indicators of corporate reputation: • patient centricity; • patient information; • patient safety; • the benefit of products to patients; • transparency on pricing, clinical-trial data, and funding of external stakeholders; • integrity; • the quality of patient-group relations (encompassing communications, long-term strategic support, and ease of working); • services 'beyond the pill'; • patient engagement in R&D; and, finally, • equitable access to medicines. This year, the survey results are presented in two separate editions: the results for all 47 featured companies; and the results for just 15 'big-pharma' companies alone.

The key findings are discussed below. Further KEY FACTS, including country-specific patient-group feedback, can be found on this link:

<https://www.patient-view.com/appendix-key-facts-for-global-edition-press-release-patientview-embargoed-april-30th-2026/>

Key industry-wide findings

- The corporate reputation of the pharma industry stands mostly unchanged over a five-year period, 2021 to 2025. However, the industry's corporate reputation does vary greatly between countries [see above link to KEY FACTS].
- Between 2021 and 2025, the pharma industry slightly declined in its efforts to ensure patient access to medicines—the indicator identified as the issue of greatest concern to patient groups globally by PatientView in its November 2025 *Moving Forward* analyses.
- Declines were also reported over the same five-year period in pharma's ability to innovate, and to produce products of benefit to patients.

Key findings for individual pharma companies

- Patient groups responding to the 2025/2026 'Corporate Reputation' survey markedly shifted their perceptions of the corporate reputation of many individual pharma companies, compared with the results from the previous year's survey of 2024/2025—in both directions. Large year-on-year variation is unusual, but

written feedback from 2025/2026's respondent patient groups suggests that radical changes in market circumstances are largely responsible for the divergence.

- The top-three ranking companies for overall corporate reputation—as assessed by respondent patient groups working, or familiar, with the company—are shown in the tables below.

The top-three rankings for overall corporate reputation, 2025/2026, out of **all 47 companies**—as assessed by respondent patient groups **familiar**, or **working**, with the company:

Familiar with

- ViiV Healthcare, **1st**
- Roche/Genentech/Chugai, **2nd**
- AstraZeneca, **3rd**

Working with

- ViiV Healthcare, **1st**
- Sobi, **2nd**
- Roche/Genentech/Chugai, **3rd**

The top-three rankings for overall corporate reputation, 2025/2026, out of **15 'big-pharma' companies**—again, as assessed by respondent patient groups **familiar**, or **working**, with the company:

Familiar with

- Roche/Genentech/Chugai, **1st**
- AstraZeneca, **2nd**
- Novartis, **3rd**

Working with

- Roche/Genentech/Chugai, **1st**
- Gilead Sciences, **2nd**
- Boehringer Ingelheim, **3rd**

To find out which companies rose in the upper part of the rankings, 2025/2026, from the previous year, go to:

<https://www.patient-view.com/appendix-key-facts-for-global-edition-press-release-patientview-embargoed-april-30th-2026/>

A shift in the rankings of individual companies

The volatility seen in the 2025/2026 'Corporate Reputation' rankings has been most evident for companies with a larger US footprint. Changes in rankings from those of the

previous year have been driven primarily by the market, and by political pressures that affect pharma companies (including US political interventions, the 'patent cliff', and product setbacks), all of which have contributed to retrenchment and workforce reductions.

Patient groups often report that when pharma companies face challenging times, the first activities they scale back, or discontinue altogether, are those related to working with patient groups. Saving money this way, though, negatively impacts corporate reputation. Results from the 2025/2026 survey show that companies which reduced their patient-group relationships that year were marked down from the previous year. By contrast, companies that managed to sustain engagement with patient groups, despite challenging market conditions, were viewed more favourably by respondent patient groups, and were rewarded with stronger reputational standings in the 2025/2026 rankings.

A few comments from some of the patient groups responding to the 2025/2026 'Corporate Reputation of Pharma' survey:

"Companies are declining in working with patient groups. It's the first thing to go when they worry about their income. They also never think innovatively. They believe they are too restricted to be novel; but, mostly, they like to keep patient engagement in a box."
National brain-cancer patient group, USA

"Pharma companies seem to really want to be patient centric; but, sometimes, timing and business interests get in the way of this patient centricity." National lung-cancer patient group, USA

Additional report information

The 47 pharmaceutical companies featured in the 'all-companies' version of the 2025/2026 Global Edition:

- AbbVie • Acadia Pharmaceuticals • Alnylam Pharmaceuticals • Amgen • Amicus Therapeutics • Angelini Pharma • Astellas Pharma • AstraZeneca (including Alexion) • Bayer • Biogen • BioMarin • Boehringer Ingelheim • Bristol Myers Squibb • Chiesi Farmaceutici • CSL Behring • Daiichi Sankyo • Eisai • Eli Lilly • Exelixis • Gilead Sciences • GSK • Incyte • Ipsen • Johnson & Johnson Innovative Medicine (J&JIM) • Jazz Pharmaceuticals • LEO Pharma • Lundbeck • Merck KGaA/EMD Serono • MSD/Merck & Co • Novartis • Novo Nordisk • Otsuka • Pfizer • PTC Therapeutics • Recordati • Regeneron Pharmaceuticals • Roche/Genentech/Chugai • Sanofi • Sarepta Therapeutics • Servier • Sobi • Takeda • UCB • Ultragenyx • Vertex • Viatris • ViiV Healthcare.

Accompanying this year's 'Corporate Reputation' report is a dedicated supplement, 'What Companies Say, 2025/2026', in which four pharmaceutical companies share their perspectives on the value of patient-group partnerships, and the approaches these companies take to building and sustaining patient-group relationships. PatientView extends its gratitude to the four contributing companies: • Boehringer Ingelheim; • Novartis; • Servier; and • ViiV Healthcare. 'What Companies Say, 2025/2026' is freely available on the PatientView website: <https://www.patient-view.com/what-companies-say-survey/>

PatientView also wishes to thank the 2,403 patient groups which gave up their time to participate in the 2025/2026 survey. Their candid evaluations of the pharmaceutical industry—and their honest accounts of whether individual companies are truly meeting their needs and expectations—are what give this report authority and value. It is this patient-group voice that makes the 'The Corporate Reputation of Pharma' an indispensable resource for an industry serious about improvement. Please contact PatientView if you wish to discuss means of accessing 'The Corporate Reputation of Pharma—from a Patient Perspective', 2025/2026, Global edition.

Editor's notes

About the 'Corporate Reputation of Pharma'

PatientView annually surveys patient groups across a breadth of disease areas and geographies. The survey results provide patient perspectives on how the pharma industry has performed over the last 12 months. Inside the report, you can find evidence-based insights and rankings—both for individual pharma companies, and for the wider industry's performance. Pharma companies can also find actionable steps and recommendations to improve future rankings. Patient groups responding to the 2025/2026 'Corporate Reputation' survey are actively engaging in discussions (and partnering) with stakeholders across the healthcare sector. The insights gained from the 'Corporate Reputation' research helps pharma companies to better address, and align with, patient needs and perspectives.

About PatientView

PatientView is a research company formed in 2000 in response to the growing importance of patient groups. PatientView examines, and publicises, the importance of patient groups worldwide. PatientView believes that the patient voice is essential in all aspects of healthcare. PatientView works with patient groups from almost every country, and from most therapeutic areas. PatientView is an entirely independent body, and conducts its studies independently. PatientView funds the annual 'Corporate Reputation of Pharma' study solely by itself, from the sales of the survey results to governments, regulators, payors, and the pharmaceutical and medical-device industries.