

Code
2602PAT15May

Contacts:

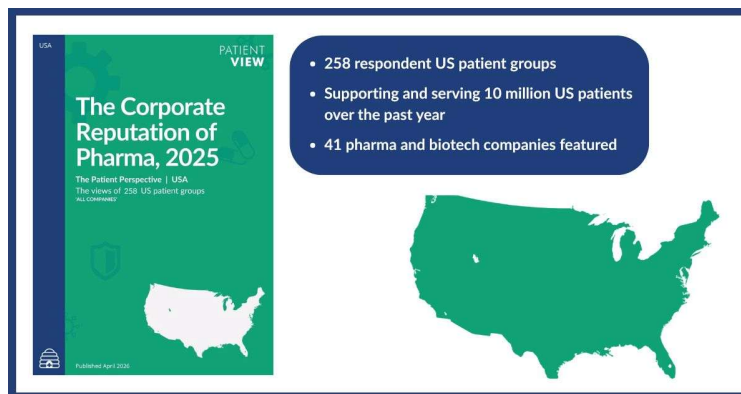
Alto Marketing:Ashley Hayes – Account Manager; E: ashleyh@alto-marketing.com; T: +44 (0)2392 004596**Client:**Alex Wyke – Founder and CEO; E: alexwyke@patient-view.com ; T: +44-(0)7960-855-019

The Corporate Reputation of Pharma, 2025/2026 – USA Edition: What 258 US Patient Groups Say About Pharma

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

Survey answered by 258 US patient groups.

41 pharma and biotech companies featured in the results.



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

LONDON, UK (15th May 2026) – PatientView™ is pleased to announce the availability of the results from 'The Corporate Reputation of Pharma' survey, 2025/2026 – USA 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 USA edition draws on the perspectives of 258 respondent US patient groups, spanning 41 broad therapy areas. Collectively, these respondent US patient groups reported that they actively supported and served 10 million US patients over the past year.

Patient groups are recognised as core actors in national healthcare systems, 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 41 companies featured in the USA edition; and the US results for just 15 'big-pharma' companies.

The key findings are discussed below. It should be emphasised that the perspectives of US patient groups differ, depending on their therapeutic specialty, geographic location in the USA, etc.

Key industry-wide findings, 2021 to 2025

- The corporate reputation of the pharma industry in the USA has declined over a five-year period, 2021 to 2025. In 2021, 67% of respondent US patient groups thought pharma to have an "Excellent" or "Good" reputation; in 2025 the equivalent figure had dropped to 53%.
- Between 2021 and 2025, respondent US patient groups reported small increases in the USA for: the pharma industry's transparency at disclosing its clinical data; industry commitment to ensuring patient safety in the USA; and engaging US patients in R&D.
- However, respondent US patient groups also felt that the pharma industry declined in the USA across several key indicators of corporate reputation over the five years—most notably in: ability to innovate; pharma/US-patient-group relations; provision of services 'beyond the pill'; ensuring US patient access to medicines; and products that benefit US patients.
- By far the greatest downturn reported was for: innovation—with a 12% decline between 2021 and 2025/2026 in the percentage of respondent US patient groups describing the industry as "Excellent" or "Good" at innovation.

Key findings in the USA for individual pharma companies, 2025/2026

- US patient groups responding to the 2025/2026 'Corporate Reputation' survey radically shifted their perceptions of the corporate reputation of a large number of individual pharma companies from those of the previous-year's respondent US

patient groups—both positively and negatively. Notable differences of opinion between each year’s respondent US patient groups are unusual. Written feedback from the US patient groups responding in 2025/2026 shows that market circumstances provide much of the explanation for the difference.

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

The top-three rankings for overall corporate reputation in the USA, 2025/2026, out of **all 41 featured pharma companies**—as assessed by respondent US patient groups **familiar**, or **working**, with the companies:

Familiar with [all 41 companies]

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

Working with [39 companies]

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

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

Familiar with

- Roche/Genentech, **1st**
- Amgen, **2nd**
- Sanofi, **3rd**

Working with

- Roche/Genentech, **1st**
- Sanofi, **2nd**
- Amgen, **3rd**

The fastest risers in the upper rankings in the USA, 2025/2026, as assessed by respondent US patient groups **working** with the companies (out of 39 companies):

- Incyte (up 14 places)
- CSL (up 10 places)
- Sanofi (up 7 places)
- Bristol Myers Squibb (up 6 places)
- and • UCB (up 4 places).

The fastest risers in the upper rankings in the USA, 2025/2026, as assessed by respondent US patient groups **working** with the companies (out of 15 ‘big-pharma’ companies):

- Sanofi (up 5 places)
- and • Merck & Co (up 3 places).

A shift in the rankings in the USA of individual pharma companies, 2025/2026

The volatility seen in the 2025/2026 'Corporate Reputation' rankings has been most evident for companies with a larger US footprint, and appears to be the consequence of several factors occurring simultaneously. 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 US patient-group relationships that year were marked down from the previous year. By contrast, companies that managed to sustain engagement with US patient groups, despite challenging market conditions, were viewed more favourably by respondent US patient groups, and were rewarded with stronger reputational standings in the 2025/2026 USA rankings.

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

"Big corporations are fundamentally driven by profit. Innovative new therapies have improved patient care across a wide range of disease conditions. However, the primary motivator to develop them, and bring them to market is profit, not patients. Companies are accountable only to their shareholders, and only a few shareholders exert any real influence over individual companies' approaches to patient access (that is, pricing, distribution, and other resources). There is little accountability to patients. This could be improved through greater partnership with patient-centered, not-for-profit organizations, to educate patients, increase access, and perform research to find optimal dosing and delivery of new agents in representative patient populations." International cancer patient group, USA

"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

Additional report information

The 41 pharmaceutical companies featured in the 'all-companies' version of the 2025/2026 USA Edition:

● AbbVie ● Acadia Pharmaceuticals ● Alnylam Pharmaceuticals ● Amgen ● Astellas Pharma ● AstraZeneca ● 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 ● Lundbeck ● Merck KGaA/EMD Serono ● MSD/Merck & Co ● Novartis ● Novo Nordisk ● Otsuka ● Pfizer ● Regeneron Pharmaceuticals ● Roche/Genentech ● Sanofi ● Servier ● Sobi ● Takeda ● UCB ● Ultragenyx ● Vertex ● Viatris ● ViiV Healthcare.

PatientView wishes to thank the 258 US patient groups which gave up their time to participate in the 2025/2026 'Corporate Reputation of Pharma' 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. Please contact PatientView, if you wish to discuss means of accessing 'The Corporate Reputation of Pharma—from a Patient Perspective', 2025/2026, USA edition.

Editor's notes

About the 'Corporate Reputation of Pharma'

PatientView annually surveys thousands of 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, at key activities of importance to patients and patient groups. Inside PatientView reports, you will 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 perceptions 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.