

Contacts:

Alto Marketing:

Ashley Hayes – Account Manager; E: ashleyh@alto-marketing.com; T: +44 (0)2392 004596

Client:

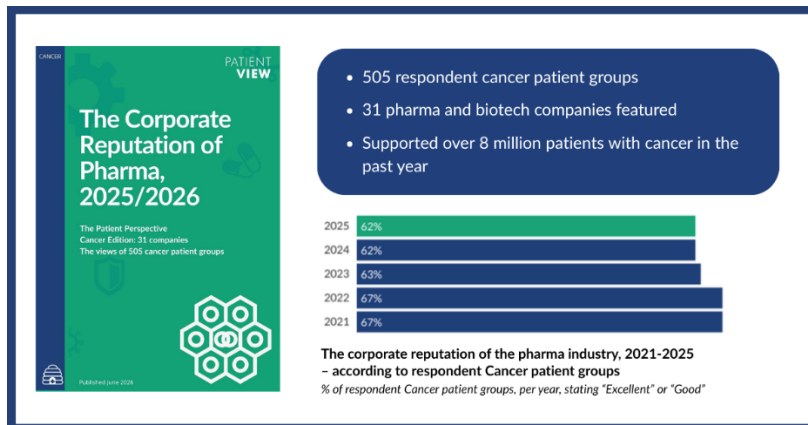
Alex Wyke – Founder and CEO; E: alexwyke@patient-view.com ; T: +44-(0)7960-855-019

**The Corporate Reputation of Pharma, 2025/2026
Cancer Edition
What 505 Cancer Patient Groups Say About Pharma**

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

Survey answered by 505 cancer patient groups.

31 pharma and biotech companies feature in the results.



LONDON, UK (6am, 30th June 2026) – PatientView™ is pleased to announce the availability of the **2025/2026 cancer results** from its annual ‘Corporate Reputation of Pharma’ survey. 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 Cancer Edition draws on the perspectives of 505 cancer patient groups from across the world, spanning 35 broad cancer therapy areas. Collectively, these 505 respondent cancer patient groups report that they actively supported and served 8 million patients with cancer over the past year. The Cancer Edition features a special focus on three types of cancer: blood cancer (80 respondent patient groups), breast cancer (85), and lung cancer (28).

‘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's cancer results are presented in two separate editions: the results for all 31 companies featured in the Cancer Edition; and the cancer results for just 15 'big-pharma' companies.

Key industry-wide findings—historical overview

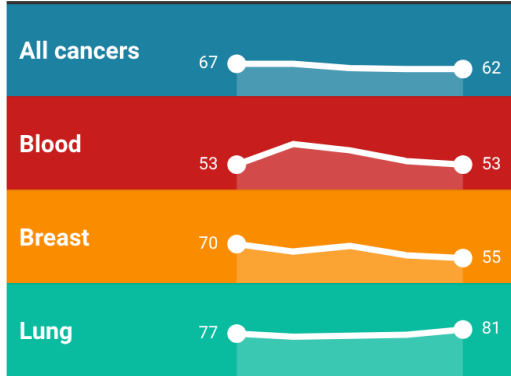
- The majority of cancer patient groups responding to the annual 'Corporate Reputation' surveys, 2021/2022 to 2025/2026, believe the pharma industry has an "Excellent" or "Good" reputation. However, the 2025/2026 figure of 62% saying that is slightly down on the all-time high of 67% recorded in 2021/2022.
- Over the five-year timeframe, respondent cancer patient groups see the industry's consistently-high overall corporate reputation as being largely driven by its ability to innovate, and to generate products that benefit patients with cancer.
- Only a small percentage of cancer patient groups, though, believe pharma to be "Excellent" or "Good" at improving access to cancer medicines (26% in 2025/2026), or at upholding fair pricing policies for cancer medications (10%).

"Cancer patients are desperate for treatments; but access to new, high-priced anti-cancer drugs remains limited. Pharmaceutical companies have become too profit driven, causing excessive delays in reimbursement negotiations with the government. From the patient's perspective, efforts by both the government, and the pharmaceutical industry, are needed. Therefore, I hope that pharmaceutical companies will conduct research into various medication-access programmes for patients, and implement realistic and effective support programmes. I also hope for the development of a broader range of financial-support programmes."—**National cancer patient group, Korea**

Corporate reputation of pharma

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

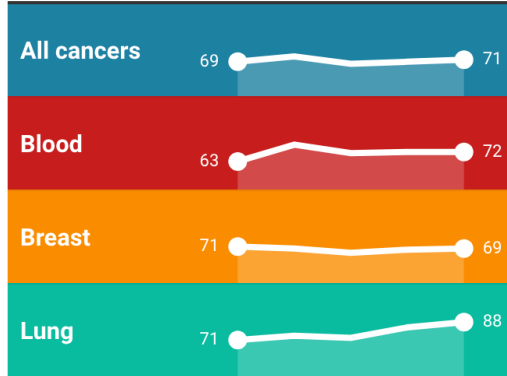
2021 – 2025



Products of benefit

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

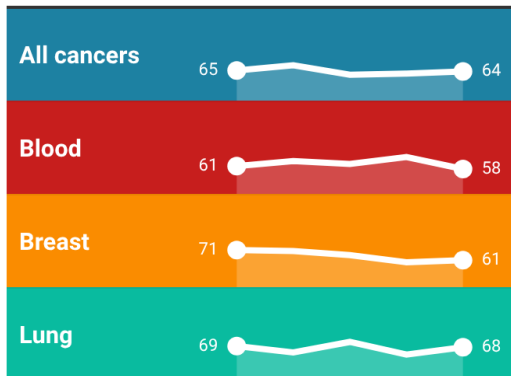
2021 – 2025



Innovation

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

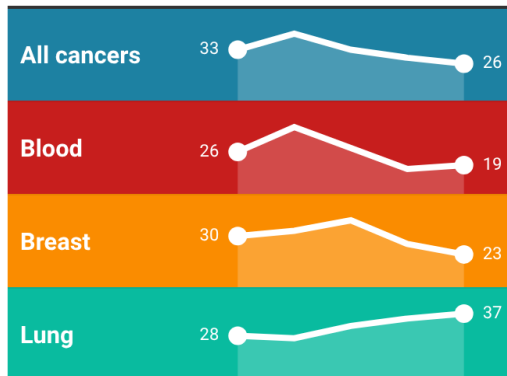
2021 – 2025



Access to medicines

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

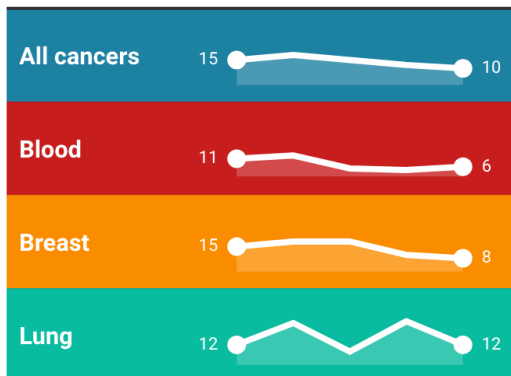
2021 – 2025



Fair pricing policies

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

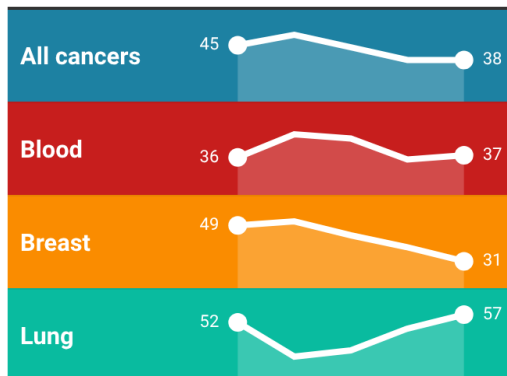
2021 – 2025



Services 'beyond the pill'

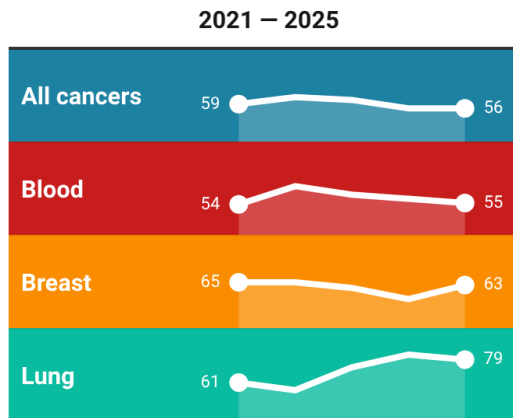
Percentage of respondent patient groups stating "Excellent" or "Good"

2021 – 2025



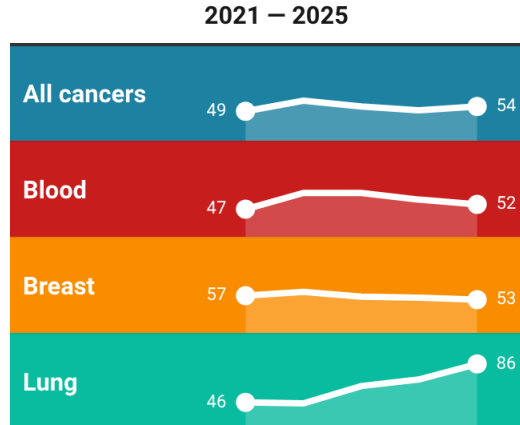
Patient-group relations

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



Patient centricity

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



How do different types of cancer patient groups perceive the pharma industry?

Blood-cancer patient groups

- In 2025/2026, 53% of respondent blood-cancer patient groups feel the pharma industry’s reputation to be “Excellent” or “Good” (a lower percentage than the 62% reported by all cancer patient groups).
- For blood-cancer patient groups, as with other cancer patient groups, pharma reputation is largely driven by patient-group perceptions that the industry performs well in innovation, and in creating products of genuine benefit to patients with blood cancer.
- However, blood-cancer patient groups also remark on a recent decline in pharma’s ability to innovate. In 2025/2026, 58% of respondent blood-cancer patient groups judge the industry “Excellent” or “Good” at this activity, compared with 70% saying the same in 2024/2025.
- The pricing of new treatments represents a barrier to access for patients with blood cancer (as it does for all patients with cancer). Only 19% of 2025/2026’s respondent blood-cancer patient groups stated that pharma is “Excellent” or “Good” at helping to ensure that patients gain access to blood-cancer medicines—down on the already-low 26% in 2021/2022.
- These impressions of decline may explain why 55% of blood-cancer patient groups rate pharma as “Excellent” or “Good” at patient-group relations in 2025/2026, compared with 67% in 2022/2023.

“Development costs, including those incurred for compounds that did not succeed, must, of course, be recovered; however, the pricing policy is frankly absurd. In some instances,

the price per tablet is identical across 10 mg, 15 mg, and 20 mg strengths—which lays bare the irrationality embedded in the system. This breeds deep-seated resistance, when patients are charged for the tablet, rather than for the active ingredient. It is also damaging to reputational standing, since patients who are themselves taking the medicine are equally capable of observing this.—**National blood-cancer patient group, Germany**

Breast-cancer patient groups

- Breast-cancer patient groups regard pharma’s corporate reputation as moving steadily downward. In 2021/2022, 70% of respondent breast-cancer patient groups rated pharma’s reputation as “Excellent” or “Good”. The equivalent figure in 2025/2026 was just 55%.
- Breast-cancer patient groups, like their peers specialising in other types of cancer, observe a reduction in pharma’s ability to innovate. In 2021/2022, 71% of respondent breast-cancer patient groups estimated the industry to be “Excellent” or “Good” at innovation. That figure slipped to 61% in 2025/2026. The industry’s waning reputation among breast-cancer patient groups could be due to the presence of fewer novel entities reaching the market, with a large portion of approved breast-cancer drugs being label extensions of existing therapeutic concepts.
- Breast-cancer patient groups also emphasise a drop in pharma’s provision of services ‘beyond the pill’—from 49% of breast-cancer patient groups in 2021/2022 assessing pharma as “Excellent” or “Good” at this activity, to just 31% saying the same in 2025/2026. Breast-cancer patient groups indicate they are seeking more holistic support (including mental-health services; and guidance on nutrition and lifestyle), and tools to help patients with breast cancer better navigate the complexities of their healthcare systems.

“Our experiences with individual pharmaceutical manufacturers vary considerably, making it difficult—if not impossible—to generalise. With some, we have successfully established a multi-stakeholder roundtable at the patient organisation’s initiative, while others provide no concrete guidance regarding available collaboration opportunities. It would be highly beneficial if manufacturers were able to offer patients specific, practical support in relation to adverse events [unintended medical occurrences associated with the use of a medicinal product], and it would also be of interest to understand what additional services they might be in a position to provide. A patient-centric approach is not discernible in their strategies. Patient organisations are not given access to

information on medicinal-product pricing.”—National breast-cancer patient group, Hungary

Lung-cancer patient groups

- Among cancer patient groups, those specialising in lung cancer hold the most-positive outlook on pharma—with 81% stating in 2025/2026 that pharma has an “Excellent” or “Good” reputation (up from an already-high 77% in 2021/2022).
- Similarly, as many as 86% of 2025/2026’s respondent lung-cancer patient groups believe pharma “Excellent” or “Good” at patient centricity—up from 46% in 2021/2022.
- One possible explanation for the enthusiasm towards pharma among respondent lung-cancer patient groups is that approaches to R&D have become refined, and increasingly tailored to specific biological targets in the last five years (in addition to improved early screening and diagnosis).
- Lung-cancer patient groups also report increased provision of pharma services ‘beyond the pill’—with 57% of 2025/2026’s respondent lung-cancer patient groups calling pharma “Excellent” or “Good” at this activity, compared with a low of 30% in 2022/2023. Feedback from these patient groups mention pharma’s efforts to improve patient education and patient pathways, as well as to address diversity issues in patient populations.
- However (like other cancer patient groups), pricing and access to medicines both remain significant challenges for lung-cancer patient groups. In 2025/2026, only 12% of respondent lung-cancer patient groups consider pharma “Excellent” or “Good” at setting fair prices, and only 37% say the same for pharma’s ability to ensure equitable access to medicines.

“Insurance is nearly always an issue. Many patients are forced to appeal decisions for treatment, testing, and other aspects of their care. They don’t need to fight insurance companies when they’re busy fighting cancer.”—National lung-cancer patient group, USA

Further findings can be found in the Cancer Edition of ‘The Corporate Reputation of Pharma, 2025/2026’, and the accompanying reports on blood, breast and lung cancers.

Key findings on how cancer patient groups rank individual pharma companies, on corporate reputation 2025/2026

The 2025/2026 ‘Corporate Reputation’ Cancer Edition ranks pharmaceutical companies on their current corporate reputation—all as judged by respondent cancer patient groups

familiar, and/or working, with the companies. The companies featured in the top rankings are shown below, according to the patient groups working with the company.

ALL COMPANIES

Rankings for overall corporate reputation, 2025/2026 —as assessed by respondent patient groups working with the company:

	# of companies ranked	1st	2nd	3rd
All cancers	29	Roche	AstraZeneca	Novartis
Blood cancers	15	Novartis	J&JIM	AstraZeneca
Breast cancer	10	AstraZeneca	Roche	Novartis
Lung cancer	12	AstraZeneca	Roche	Amgen

Top 'big-pharma' companies

Rankings for overall corporate reputation, 2025/2026 —as assessed by respondent patient groups working with the company:

	# of companies ranked	1st	2nd	3rd
All cancers	15	Roche	AstraZeneca	Novartis
Blood cancers	14	Novartis	J&JIM	AstraZeneca
Breast cancer	9	AstraZeneca	Roche	Novartis
Lung cancer	11	AstraZeneca	Roche	Amgen

Final remarks

PatientView would like to thank the 505 cancer 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 the 2025/2026 Cancer Edition authority and value. It is the patient-group voice that makes the 'The Corporate Reputation of Pharma' an indispensable resource for an industry serious about improvement. Contact PatientView to discuss means of accessing 'The Corporate Reputation of Pharma' 2025/2026, Cancer 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 each 'Corporate Reputation of Pharma' 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 around the globe, 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.