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The Corporate Reputation of Pharma, 2025/2026

– Bleeding-Disorders Edition:

What 65 Bleeding-Disorders Patient Groups Say About Pharma

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

Survey answered by 65 bleeding-disorders patient groups.

9 pharma and biotech companies featured in the results.

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

LONDON, UK (9th July 2026) – PatientView™ is pleased to announce the availability of the results from 'The Corporate Reputation of Pharma' survey, 2025/2026 – Bleeding-Disorders 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 bleeding-disorders edition draws on the perspectives of 65 respondent bleeding-disorders patient groups, spanning 31 countries. Collectively, these respondent bleeding-disorders patient groups reported that they actively supported and served 204,000 bleeding-disorders 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.

Companies are evaluated and ranked by patient groups responding to the 'Corporate Reputation' survey 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.

The key findings are discussed below. It should be emphasised that the perspectives of bleeding-disorders patient groups differ, depending on their bleeding-disorder specialty, geographical location, size, etc.

Key industry-wide findings, 2021/2022 to 2025/2026

- Bleeding-disorders patient groups responding to each-year's 'Corporate Reputation' survey perceive the corporate reputation of the pharma industry as a whole to have decreased in the period from 2021/2022 to 2025/2026.
- During the five-year time frame, respondent bleeding-disorders patient groups reported their perceptions increased for the pharma industry's:
 - transparency in clinical data;
 - pharma/patient-group relations;
 - commitment to ensuring the safety of patients with a bleeding disorder;
 - integrity;
 - ability to innovate;
 - transparency in the funding of external stakeholders; and
 - efforts to ensure patient centricity.
- Respondent bleeding-disorders patient groups reported a belief that slight increases occurred in:
 - fair pricing policies;
 - products of benefit to patients with a bleeding disorder; and
 - transparency in pricing.
- However, respondent bleeding-disorders patient groups also felt that the pharma industry showed declines—predominantly in:
 - access to medicines for patients with a bleeding disorder;
 - engaging patients with a bleeding disorder in R&D;
 - services 'beyond the pill'; and in
 - the provision of patient information.

Key findings on the corporate reputation of individual pharma companies, according to respondent bleeding-disorders patient groups in 2025/2026

The top-three rankings for overall corporate reputation, 2025/2026, out of **all-9 featured pharma companies**—as assessed by respondent bleeding-disorders patient groups **familiar**, or **working**, with the companies:

Familiar with [all 9 companies]

- Sobi, **1st**
- Roche/Genetech/Chugai, **2nd**
- Novo Nordisk, **3rd**

Working with [all 9 companies]

- Sobi, **1st**
- Roche/Genetech/Chugai, **2nd**
- Novo Nordisk, **3rd**

The fastest riser in the upper rankings, 2025/2026, as assessed by respondent bleeding-disorders patient groups **familiar** with the companies (**out of all 9 companies**):

- Sanofi (up 2 places).

The fastest riser in the upper rankings, 2025/2026, as assessed by respondent bleeding-disorders patient groups **working** with the companies (**out of all 9 companies**): • CSL Behring (up 1 place).

A comment from a bleeding-disorders patient group responding to the 2025/2026 'Corporate Reputation of Pharma' survey

"The need for less-invasive products—and, mainly, products that last a long time in the body. Our needs regarding our entire population have not been met yet, although we have preventative treatment for all patients through the Unified Health System/SUS [Sistema Único de Saúde, the National Health System of Brazil]." – National bleeding-disorders patient group, Brazil

Additional comments from respondent bleeding-disorders patient groups, focusing on the various indicators of corporate reputation, can be found in the 'The Corporate Reputation of Pharma—from a Patient Perspective', 2025/2026, Bleeding-Disorders Edition.

Additional report information

The 9 pharmaceutical companies featured in the 'all-companies' version of the 2025/2026, Bleeding-Disorders Edition:

- Bayer • BioMarin • CSL Behring • Novo Nordisk • Pfizer • Roche/Genentech/Chugai
- Sanofi • Sobi • Takeda.

PatientView wishes to thank the 65 bleeding-disorders 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, Bleeding-Disorders 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.