

WHAT CANCER PATIENT GROUPS SAY ABOUT PHARMA IN 2023-24

With a focus on blood, breast, lung, and prostate cancers

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Overview

PatientView is pleased to publish 'The Corporate Reputation of Pharma—from the Perspective of Cancer Patient Groups, 2023'. The 2023 review contains the results of a November 2023 to late-February 2024 survey, answered by 570 cancer patient groups—of which 77 were blood-cancer patient groups, 126 were breast-cancer patient groups, 39 were lung-cancer patient groups, and 36 were prostate-cancer patient groups. The opinions of these latter four types of respondent patient groups are examined in four separate reports, released today. [See end of press release for a geographic profile of 2023's respondent speciality-cancer patient groups.]

Continue reading, for details about ...

- ▶ The headline industry-wide results of the 2023 survey, comparing the views of cancer patient groups from four different specialties.
- ▶ The performance at corporate reputation of individual pharma companies included in the 2023 analyses—according to respondent patient groups specialising in all cancers, or in four different types of cancer.

SUMMARY OF RESULTS

INDUSTRY WIDE:

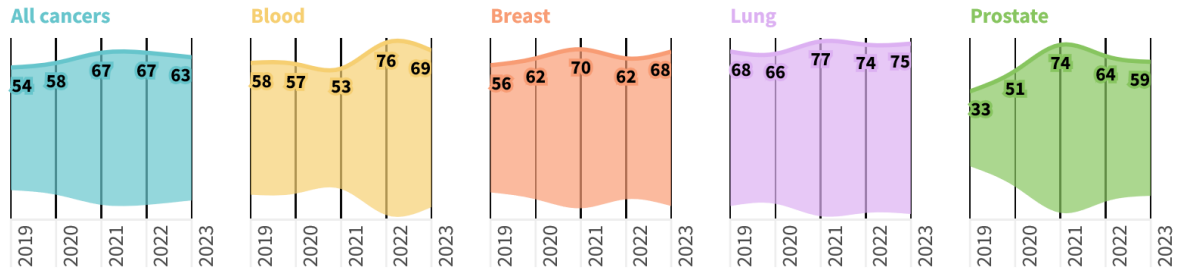
Although a flush of new cancer products have raised the hopes and expectations of cancer patient groups, patient access to these innovations can be hindered by many factors, including: • length of clinical trials; • pharma's ability to efficiently deliver automated manufacturing to scale; • and drug pricing affordable to healthcare payers worldwide. These frustrations, in part, explain why 2023's respondent cancer patient groups from across most of the four specialties of cancer examined here are positive about pharma's innovatory

efforts (the exception being prostate-cancer patient groups; fewer pharma companies seem dedicated to finding new treatments for this disease)—but negative about pharma’s ability to ensure access to the newest of the cancer medicines.

The views of pharma and its activities held by respondent patient groups specialising in all cancers, or in various types of cancer, 2019-2023

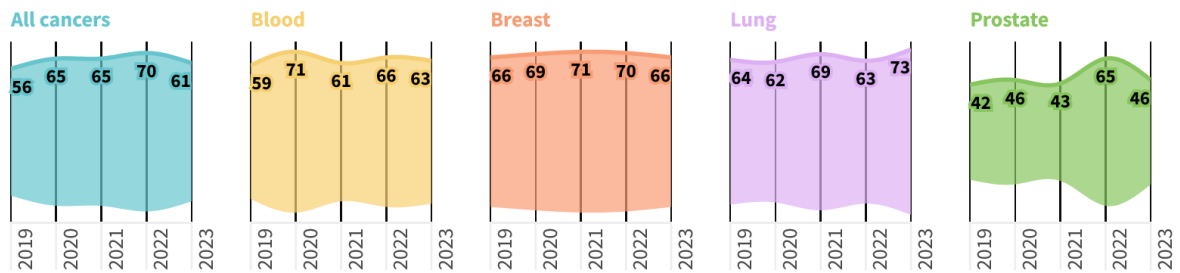
Corporate reputation of pharma

Percentage stating "Excellent" or "Good"



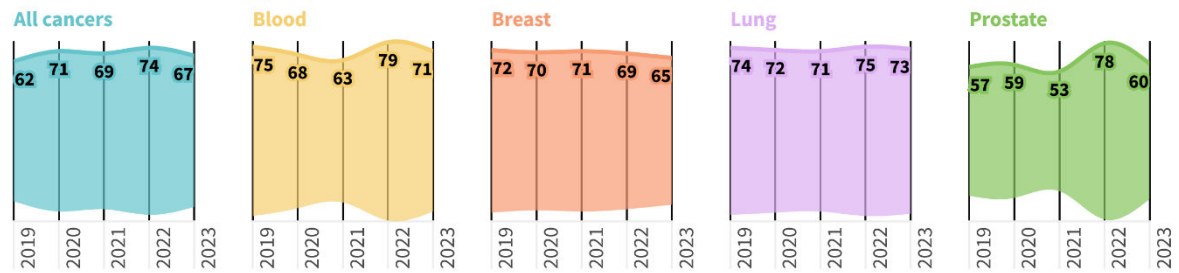
Pharma's ability to innovate

Percentage stating "Excellent" or "Good"



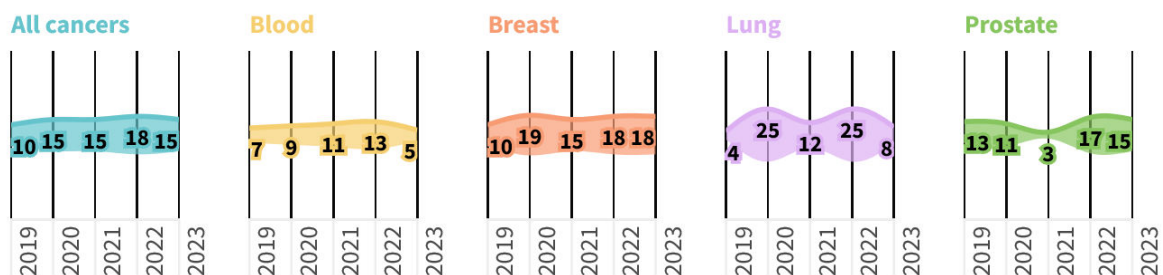
Pharma's ability to provide new products

Percentage stating "Excellent" or "Good"



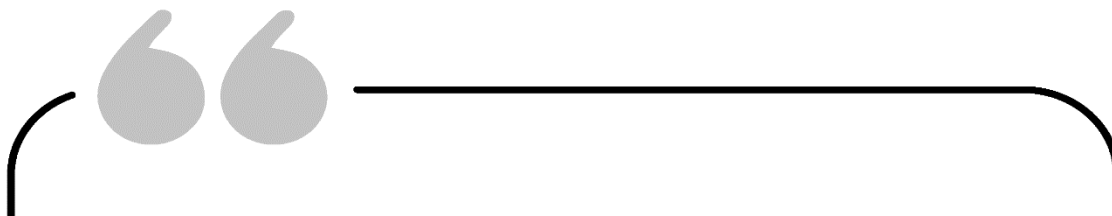
Pharma's ability to set fair pricing

Percentage stating "Excellent" or "Good"



Advice to pharma from 2023's respondent cancer patient groups

2023's respondent cancer patient groups provided the 'Corporate Reputation' survey with advice about how pharma might improve, including the following:



Blood cancers:

"The price of the new individual innovative treatments, which makes it difficult to get them approved in countries with a national health system—and difficult to pay for in countries where the patients themselves have to pay, or take out insurance."

—Denmark

"The companies we deal with have such high-priced drugs that these drugs are not available in many countries."

—Germany

"Until the EU decides to cooperate with pharma and national governments for fair access to treatment and medication, the present status quo of disparities in regards to access will be maintained."

—Romania

Breast cancer:

"Medicines must have reasonable prices for access to them. The state institutions must also include them in the essential list of medicines, but not that they are in smaller quantities than the number of patients."

—Kosovo

"Fair pricing. Enable medicines to be available worldwide."

—New Zealand

Lung cancer:

"I actually think that pharmaceutical companies have done a much-better job of ensuring drug accessibility over the past few years."

—China

"More transparency around compassionate-use programme access."

—UK

Prostate cancer:

"I think we need more cooperation in the EU processes, EMA, etc, as well as in the future processes that will be in place at the EMA, on the value of medicines or processes."

—Belgium

"Work aggressively with insurers to garner coverage for new medications, to benefit patients who could benefit most from the new drugs."

—USA

Companies featured in the cancer results of the 2023 ‘Corporate Reputation’ survey

The 28 companies featured in the cancer results of the 2023 ‘Corporate Reputation of Pharma’ survey were selected on criteria of size of revenue (or, by request from companies or patient groups). They include:

- AbbVie • Amgen • Astellas • AstraZeneca • Bayer • Biogen • Boehringer Ingelheim • Bristol Myers Squibb • Daiichi Sankyo • Eisai • Eli Lilly • Ferring • Gilead Sciences • GSK • Ipsen • Janssen • Menarini • Merck & Co/MSD • Merck KGaA/EMD Serono • Novartis • Novo Nordisk • Otsuka • Pfizer • Pierre Fabre • Roche/Genentech/Chugai • Sanofi • Servier • Takeda

Companies are assessed on issues of importance to patient groups



FINDINGS FOR INDIVIDUAL COMPANIES, 2023

The top-three rankings for corporate reputation among companies in the various fields of cancer, 2023—as judged by cancer patient groups familiar with the company

[Number of companies included in the rankings]

	All cancers [28]	Blood [16]	Breast [18]	Lung [14]	Prostate [7]
1 st	Roche	Janssen	Roche	Roche	Janssen
2 nd	AstraZeneca	Novartis	Novartis	AstraZeneca	Bayer
3 rd	Pfizer	Roche	AstraZeneca	Pfizer	Pfizer

The top-three rankings for corporate reputation among companies in the various fields of cancer, 2023—as judged by cancer patient groups working with the company

[Number of companies included in rankings]

	All cancers [26]	Blood [13]	Breast [15]	Lung [13]	Prostate [5]
1 st	Roche	Janssen	Roche	Roche	Janssen
2 nd	AstraZeneca	Novartis	AstraZeneca	AstraZeneca	Pfizer
3 rd	Servier	Roche	Novartis	Merck & Co	Bayer

* Note:

AstraZeneca includes Alexion.

Janssen was renamed Johnson & Johnson Innovative Medicine in late-2023.

Merck & Co is known as MSD outside of Canada and the USA.

Roche is known as Genentech in the USA, and as Chugai in Japan.

Finally, PatientView would like to thank the 570 cancer patient groups that gave up their time to respond to the 2023 'Corporate Reputation of Pharma' survey.

The respondent cancer patient groups feel that sharing their evaluation of whether the pharma industry (and individual pharma companies) are meeting patient needs and expectations will help the industry gain valuable insights into improvement.

Many of the 28 pharma companies featured in the cancer results of the 2023 'Corporate Reputation of Pharma' survey are building strategies around patients, so feedback from the survey's respondent cancer patient groups has every chance of influencing company models and approaches, enabling closer alignment with patient needs and perspectives.

For further information on this report, please use contact details below.

END OF PRESS RELEASE

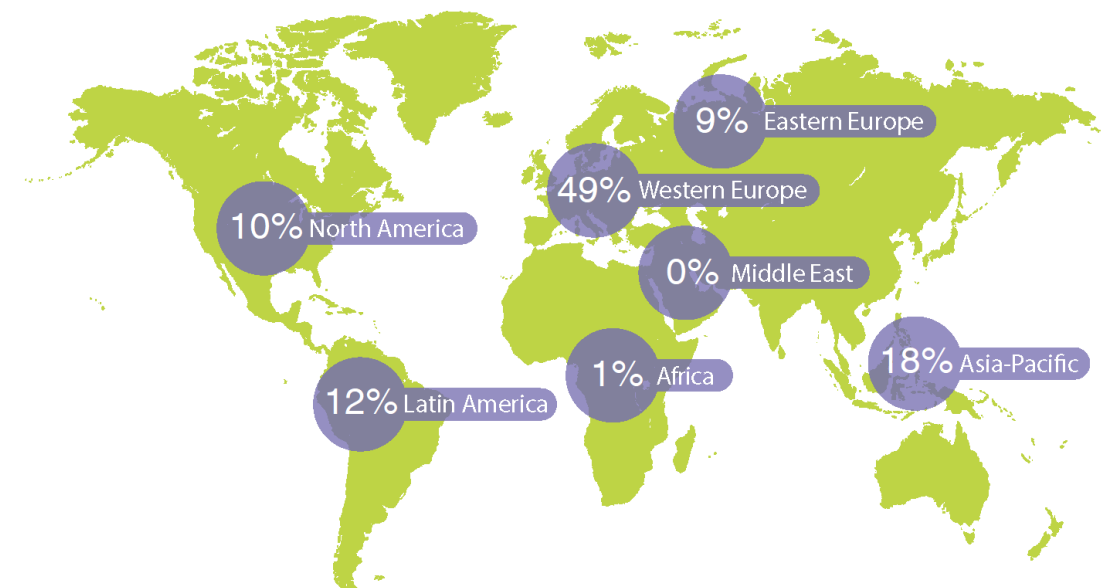
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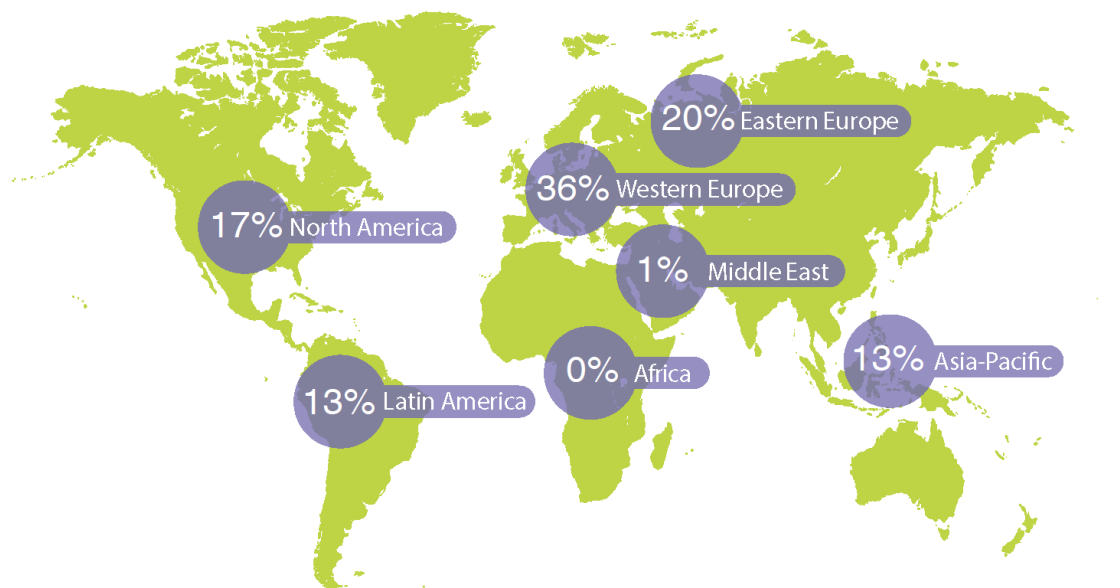
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Appendix: Profile of 2023's respondent cancer patient groups—by geographic region of headquarters. Percentage of the various types of respondent cancer patient groups

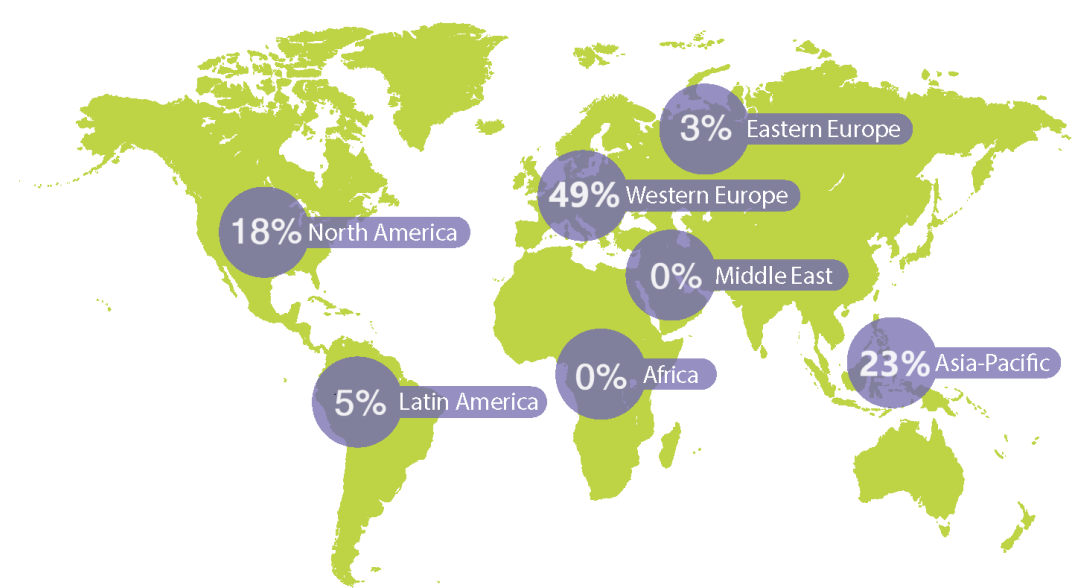
Blood cancers, N = 77



Breast cancer, N = 126



Lung cancer, N = 39



Prostate cancer, N = 36

