

The 'Corporate Reputation of Pharma' Survey, 2023-24



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PatientView's annual 'Corporate Reputation' survey

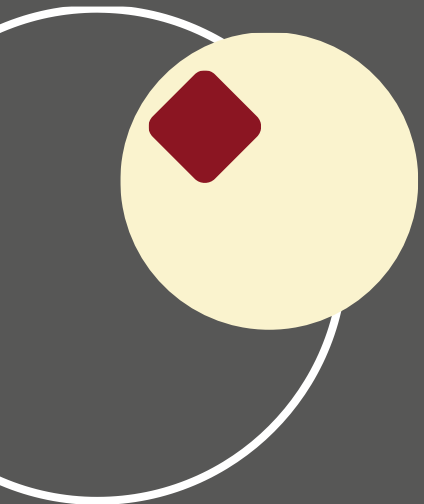
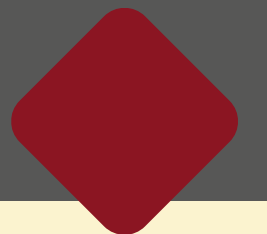
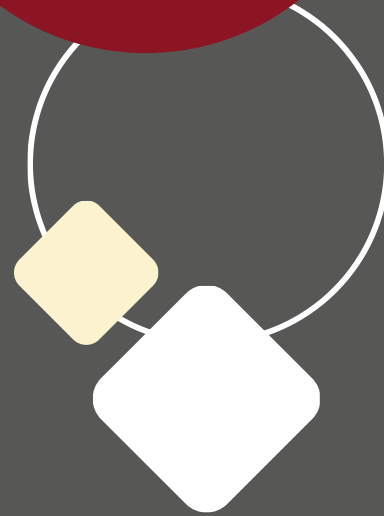
- This annual survey **gathers feedback** and opinions from patient groups around the world about pharmaceutical companies.
- The survey allows patient groups to **share their opinions** and perspectives on pharmaceutical companies.
- Patient-group feedback is vital in understanding how these companies are perceived **from the point of view of patients**.
- Patient groups can freely express their opinions to the survey, **anonymously and securely**—thereby ensuring candid and honest responses.
- The survey **incorporates the opinions of a wide range** of patient groups (both in numbers, and in diversity)—thus making sure that the survey results are representative and informative.





Why are patient-group opinions important to the pharmaceutical sector?

- Patient groups are able to **offer crucial evaluation** of a pharmaceutical company's patient-related activities. Patient groups know the collected needs of patients better than anyone else, and so can provide the industry with unique patient insights.
- Regulators now require patient involvement in industry evaluation—one further reason why patient representatives and patient groups have a major role to play in letting the industry know **whether it is meeting expectations** (and, if not, how it can progress).
- The annual 'Corporate Reputation of Pharma' survey is an especially important element of this whole process. The survey's patient-group feedback **helps the industry align and improve**—ultimately, to the benefit of patients.





Why is the 'Corporate Reputation of Pharma' survey unique?

PatientView has been surveying patient-group opinions of the pharmaceutical industry since 2011.

Typically, the annual 'Corp Rep' survey attracts 2,000+ patient-group responses.

To PatientView's knowledge, no other organisation collates patient-group opinions on this scale.

The 'Corporate Reputation of Pharma' survey is conducted in 22 languages, allowing patient-group participation from around the world.



▼ Measuring and evaluating

- Measuring the performance at corporate reputation of both ...**
- **the pharma industry as a whole, and ...**
 - **individual pharmaceutical companies**

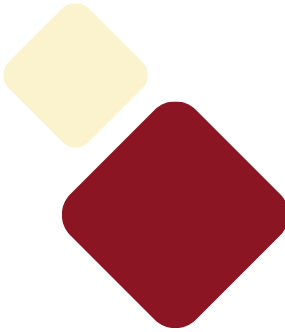
What does the annual survey measure?

Patient groups participating in the annual 'Corporate Reputation of Pharma' survey assess the performance of both the pharma industry as a whole, and individual pharma companies (usually 40-plus), at various activities of importance to patient groups and patients.

Patient groups evaluate individual pharma companies on their performance at ten indicators of corporate reputation.



**The 10 indicators evaluating pharma companies.
Patient groups can only nominate the three
companies they believe “Best” at each indicator**



10 patient-centered indicators

Patient-centered company strategy

Patient information

Patient safety

High-quality products

Transparency

Company integrity

Relationships with patient groups

Services ‘beyond the pill’

Patient involvement in R&D

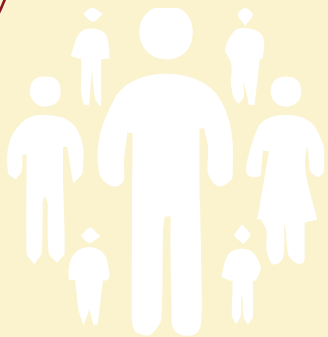
Patient access to medicines

▶ What are patient groups looking for from pharma?

◆ **Indicator 1.** **Patient-centered company strategy**

The 10 'Corporate Reputation of Pharma' indicators are the defining factors of patient centricity. Patient groups require a pharma company's patient-centric actions to be authentic and effective.

Patient groups look to see whether pharma companies work hard to ensure that patients are always at the forefront of company activities.



▶ What are patient groups looking for?

◆ Indicator 2. Patient information

In some ways, company efforts at being patient centric could be said to begin with the provision of **transparent, and relevant, information for patients.**

Patient groups evaluate pharma companies on whether their patient information is useful to patients, co-created with patients or patient groups, and communicated via multiple, patient-accessible, channels.

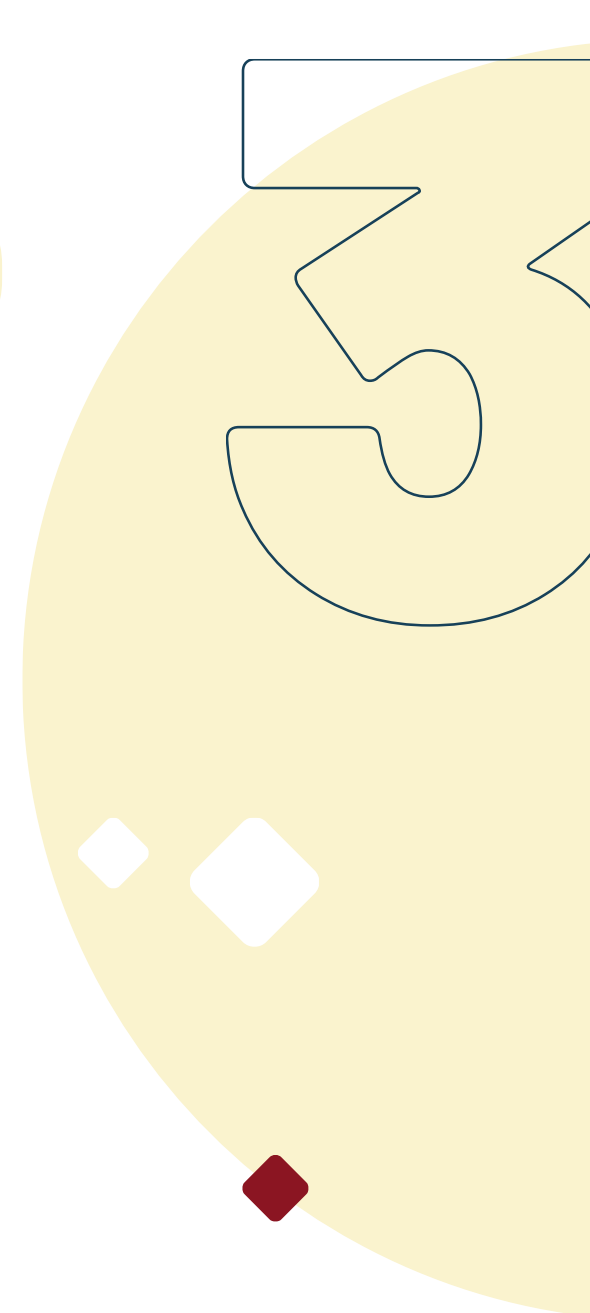
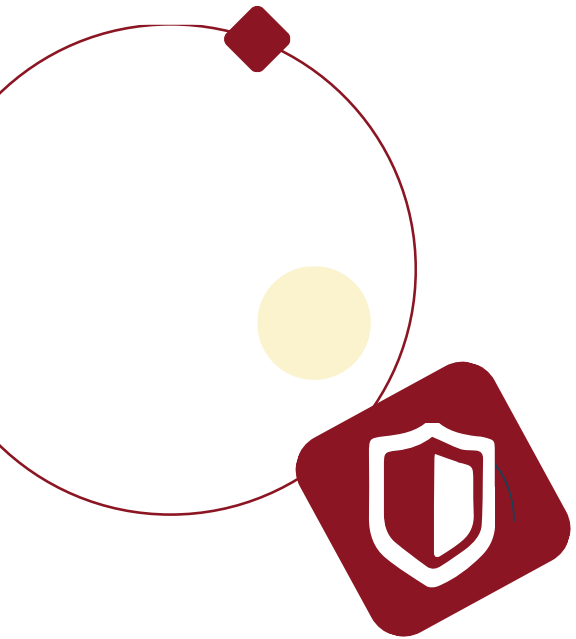


▶ What are patient groups looking for?

◆ **Indicator 3.** **Patient safety**

For this 3rd indicator of corporate reputation, respondent patient groups will nominate a company “Best” after considering ...

- The transparency of company patient-safety processes.
- Company effectiveness at contingency planning.
- Company reporting of adverse events.
- Company willingness to share with patients and patient groups relevant updates emerging from real-world evidence (RWE).
- Company willingness to communicate about existing, or upcoming, drug shortages.
- Company willingness to produce useful, supportive, digital tools to enhance patient safety.

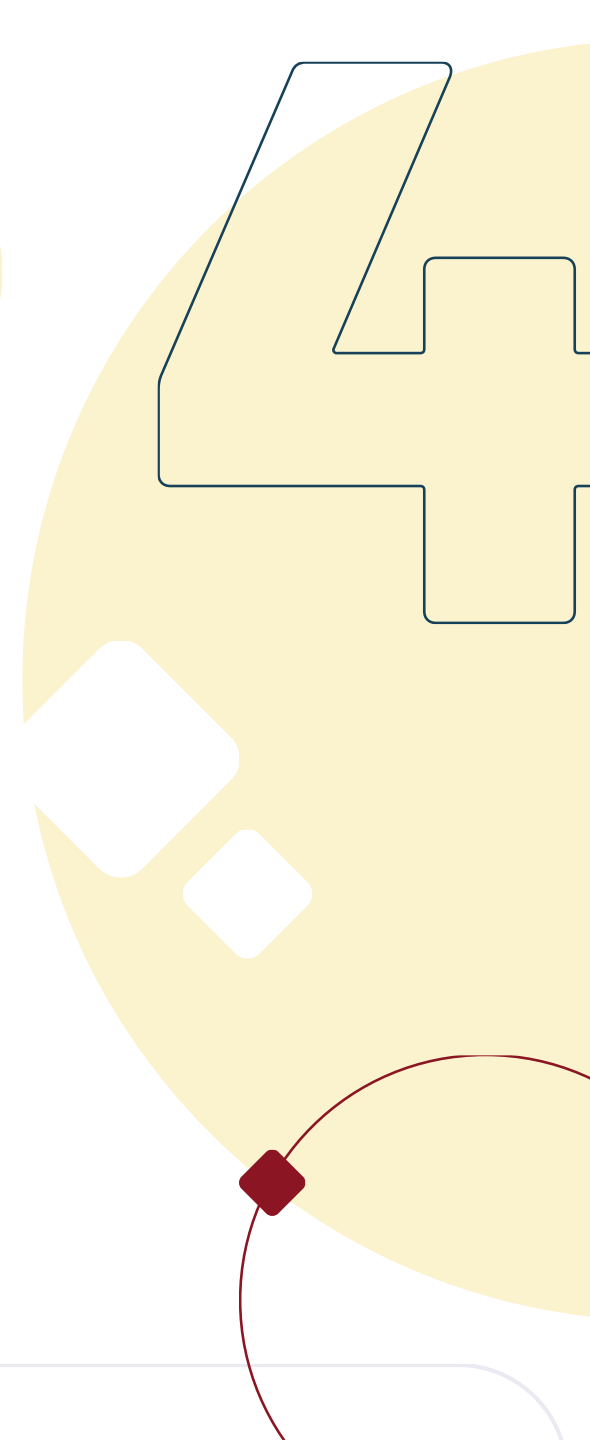
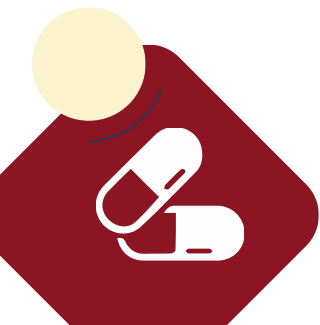


▶ What are patient groups looking for?

◆ **Indicator 4.** **Provision of products offering the most benefit to patients**

For this 4th indicator, patient groups assess individual pharma companies on ...

- Whether a company's products deliver real value to patients.
- The ease with which patients can self administer a medicine.
- The extent to which patients or patient groups are involved with a company in defining the priorities necessary to improve products.
- The emphasis a company places on the development of personalised medicines.

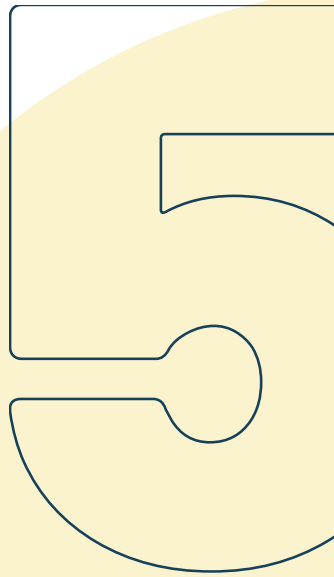


▶ What are patient groups looking for?

◆ **Indicator 5. Transparency**

For this 5th indicator, patient groups assess individual pharma companies on ...

- Levels of company openness and honesty.
- Valid (and publicly-accessible) explanations from a company for its drug-pricing policies.
- Ease of public access to company clinical data.
- Company disclosure of funding to third parties—even if local regulators do not demand such disclosure.
- Transparency information from a company which is culturally relevant, comprehensive, and easy to find in the public domain.

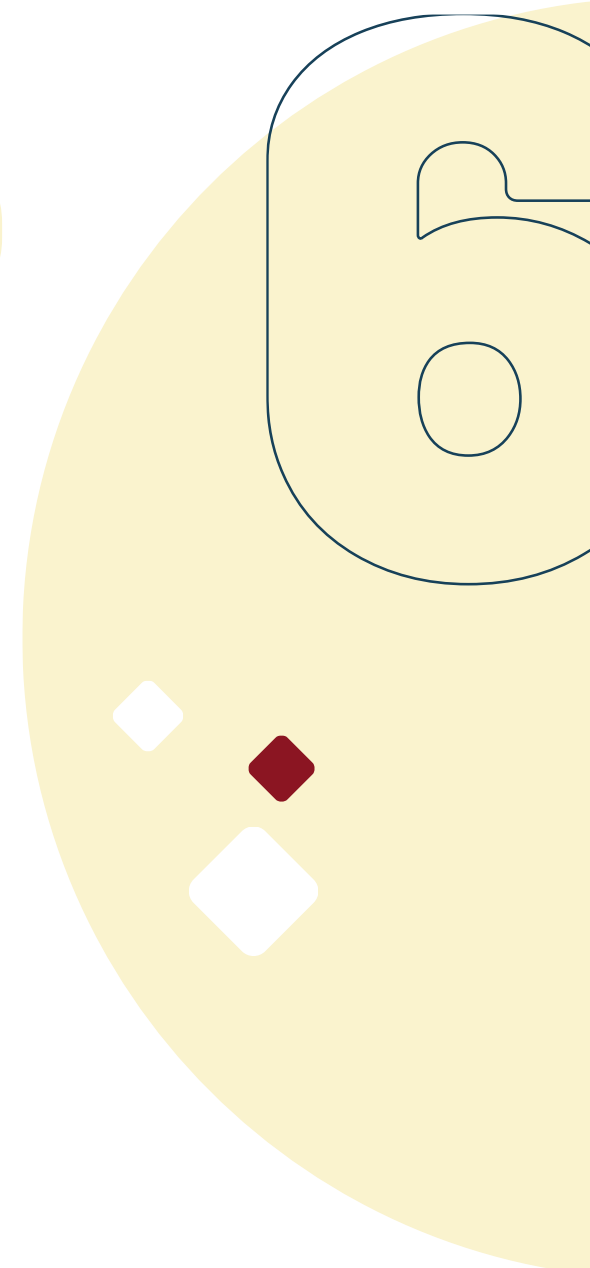
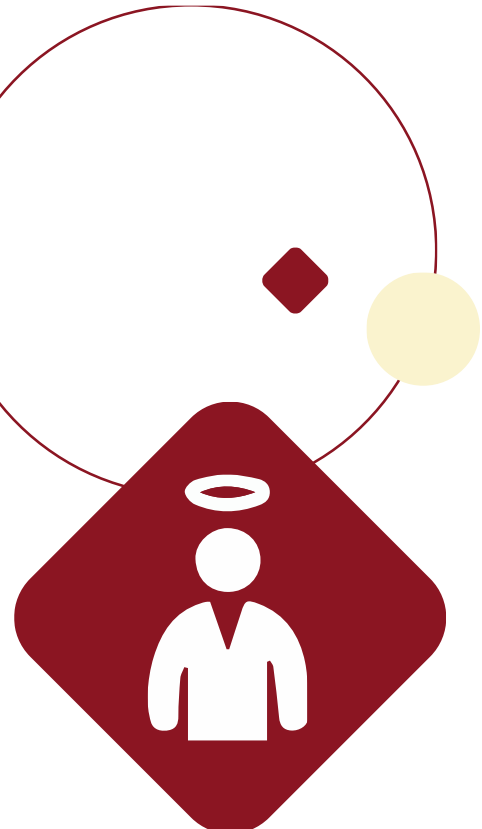


▶ What are patient groups looking for?

◆ **Indicator 6.** **Acting with integrity**

For this 6th indicator, patient-groups' assessments of individual companies consider ...

- Company trustworthiness.
- The openness and clarity provided by a company on the balance it maintains between profits and patient welfare.
- The degree to which a company's leadership favors patient-centric strategies.
- Company efforts to tackle health inequities.
- A company's speed and flexibility in adapting to patient priorities.



▶ What are patient groups looking for?

◆ **Indicator 7.** **Quality of company relationships with patient groups**

Patient groups assess individual pharma companies for the 7th indicator on ...

- A company's understanding of the patient groups with which it interacts—their activities and goals.
- The flexibility a company demonstrates in its patient-group relationships.
- A company's regularity of communication with patient groups.
- The sustainability of company/patient-group relationships.
- The levels of trust between a company and patient groups.
- The levels of company support for patient-group efforts to get their voices heard across the healthcare system.

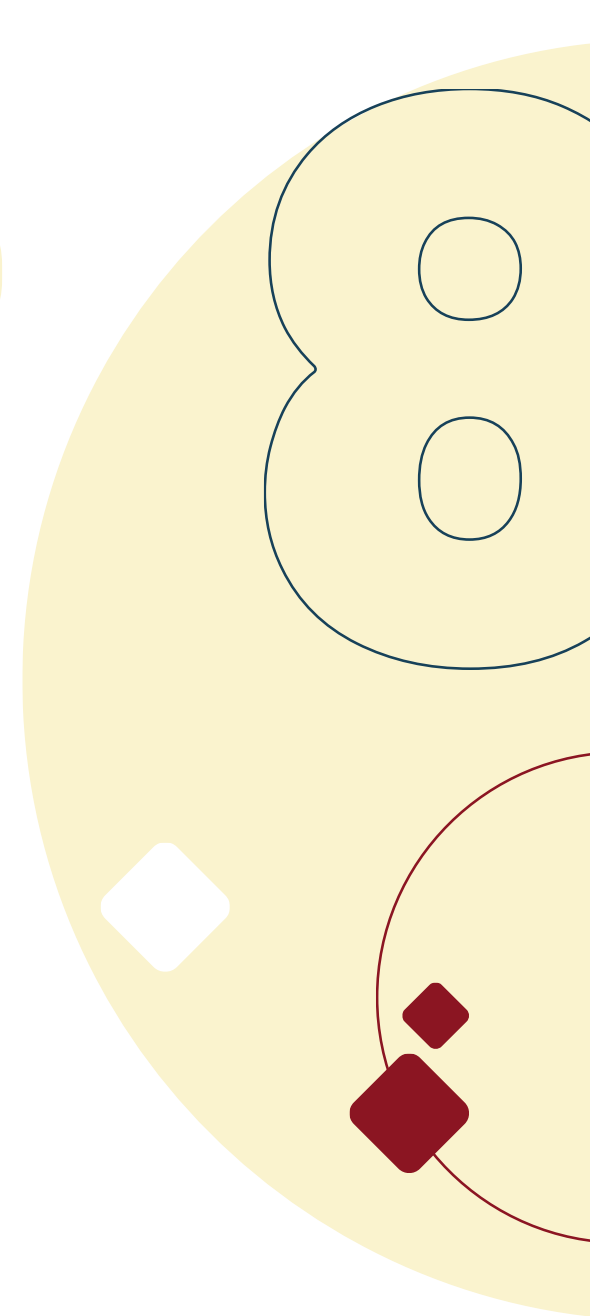


▶ What are patient groups looking for?

◆ **Indicator 8.** **Providing patients and patient groups with services 'beyond just the pill'**

Patient-group assessments of individual companies for this 8th indicator of corporate reputation consider ...

- 'Beyond-the-pill' services from a company that recognise the practical and emotional needs in patient priorities.
- Company 'beyond-the-pill' services tailored to patients' individual circumstances.
- Company 'beyond-the-pill' services designed in collaboration with patients and/or patient groups.



▶ What are patient groups looking for?

◆ **Indicator 9.** **Engaging patients in company R&D**

Patient-group assessments of individual companies for this penultimate indicator of corporate reputation consider ...

- The extent to which a company includes patients and/or patient groups in discussions on all aspects of its medical research.
- Company inclusion into its R&D of previously-unmet patient needs—such as convenience of treatment, and treatments that better fit in with patients' lives.
- The diversity of the patient populations a company includes in its clinical research.
- Company inclusion of patient perspectives, when collecting data following a product's launch.

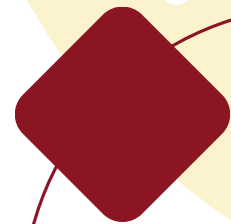
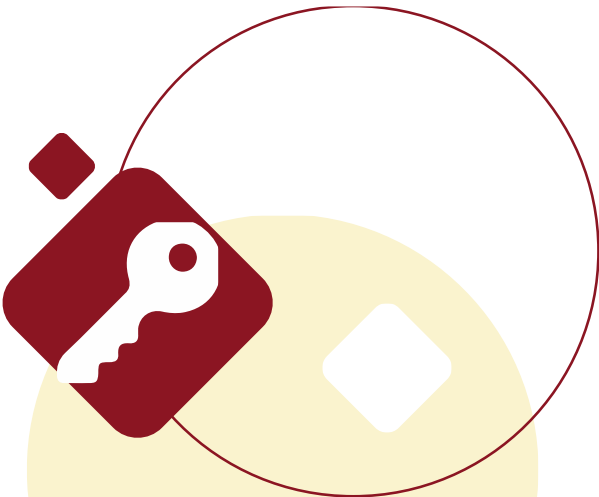
▶ What are patient groups looking for?

◆ Finally, indicator 10. Equitable patient access to company medicines

For years, patient groups the world over have been calling for better overall patient access to medicines.

A new, 10th, indicator of corporate reputation was therefore added to the 2022 'Corporate Reputation' survey, aimed at discovering which pharma companies are thought by patient groups to work hardest at improving equitable patient access to company medicines.

10



How do patient-group opinions reach the pharmaceutical sector?

The answer is: through the results of each year's 'Corporate Reputation' survey. These results supply individual pharma companies with both qualitative, and quantitative, information about their performance every year at numerous patient-centric activities—all as perceived by patients and patient groups.

Each year's respondent patient groups rate the pharma industry as a whole for its standing at corporate reputation among nine major healthcare sectors.

The patient groups also rank individual pharma companies for corporate reputation that year—overall corporate reputation, and reputation at each of the ten indicators.

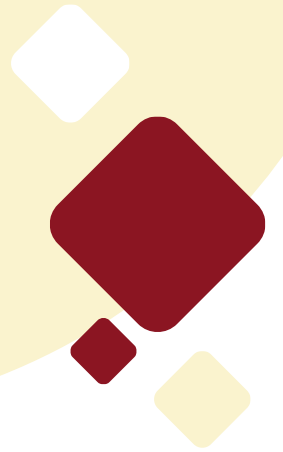
Data is organised by therapeutic area and geographic region/country. Qualitative feedback and advice from respondent patient groups is analysed and categorised.

The information is crucial to any pharma company striving to develop effective strategies at enhancing company services to patients and patient groups, and relationships with patient groups.





Finally, a few words about PatientView



PatientView is a UK-based research organisation which specialises in studying, and publicising, the views and needs of patient groups. PatientView has been running the annual 'Corporate Reputation of Pharma' survey since 2011. As an independent online publisher, PatientView funds the cost of the survey each year from sales of the survey results to governments, regulators, pharmaceutical companies, and any other entity interested in the subject of patient attitudes.

The extensive qualitative feedback collated by PatientView from patient groups responding to its many surveys provides a clearer picture of what patients and patient groups are looking for from pharmaceutical companies—the qualities and attributes that define positive corporate reputations (all from a patient perspective).

PatientView brings together the views and opinions of over 40,000 patient groups from across the world



If you have any questions ...

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