

WHAT 79 MENTAL-HEALTH PATIENT GROUPS SAY ABOUT PHARMA IN 2023-24

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Overview

PatientView is pleased to publish 'The Corporate Reputation of Pharma—from the Perspective of Mental-Health Patient Groups, 2023' (the 9th mental-health edition in the annual 'Corporate Reputation' series). The 2023 review contains the results of a November 2023 to late-February 2024 survey, answered by 79 mental-health patient groups (the largest representation being umbrella mental-health patient groups [20]).

The 79 stated that, collectively, they had actively supported and served more than 750,000 mental-health patients during 2023/24. A profile of the respondent mental-health patient groups can be found at the end of this press release.

Continue reading, for details about ...

- ▶ The headline industry-wide mental-health results of the 2023 survey.
- ▶ The performance at corporate reputation of four pharma companies included in the 2023 mental-health analysis.

SUMMARY OF RESULTS

INDUSTRY WIDE:

Issues during 2023 that may have influenced the opinions of **that year's** respondent mental-health patient groups

According to the World Health Organization (WHO),¹ one in every eight people lives with a mental disorder. Yet, despite this high level of incidence, Project Hope (a Washington DC-based humanitarian organisation) reports that over 70% of people with a mental-health

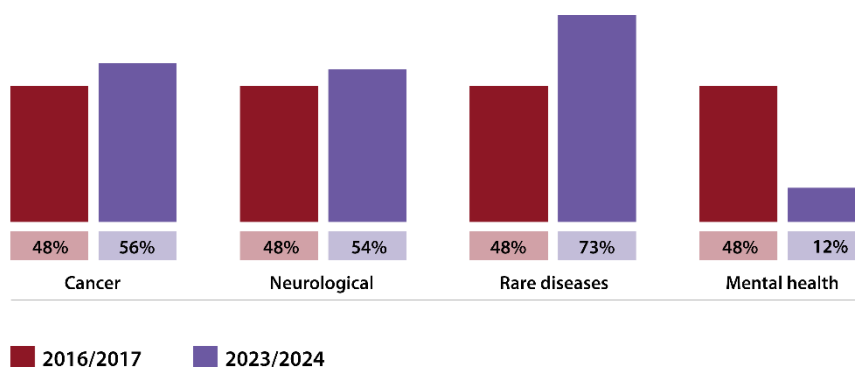
¹ <https://www.who.int/news-room/fact-sheets/detail/mental-disorders>

problem do not receive any mental-health help at all. Project Hope attributes the failing to people not coming forward for care—discouraged both by the lack of mental-health resources and trained mental-healthcare workers in most countries, and by the stigma associated with a mental-health problem.² The trend is a global one, present in low-, middle-, and high-income countries alike. For instance, in the USA, only 1 in 3 people with a mental illness receive mental-health treatment.³

A 2024 article in *Nature: Neuropsychopharmacology* points out that pharma’s R&D progress in the field of mental health has been slow over the past decades:⁴ “*The vast majority of drugs currently prescribed to treat schizophrenia (and mood and anxiety disorders) are, arguably, no-more effective than the first generation of psychiatric drugs, introduced well over 50 years ago. With only a few exceptions, current psychiatric drugs work via the same fundamental mechanisms of action as first-generation agents.*” The paucity in R&D is partly due to so little being known about the biology behind major psychiatric disorders.⁵ An absence of results in R&D also explains why the numbers of pharma companies working with mental-health patient groups has declined sharply in recent years. Only four pharma companies qualified for inclusion in PatientView’s 2023 mental-health corporate-reputation analysis. By contrast, the number of companies included in the 2023 cancer corporate-reputation analyses was 28.

Drug shortages, too, have exacerbated the difficulties experienced by mental-health patients trying to access treatment—and shortages are particularly acute for children with ADHD.⁶ Drug shortages in the field of mental health—regardless of the reasons for the shortfalls in supply—will continue to cast pharma in a negative light until the issues are resolved to the satisfaction of mental-health patients and patient groups.

Percentage of pharma companies with 10 (or more) patient-group partners in four therapy areas—including mental health, 2016-2023
Source: PatientView[®]



² <https://www.projecthope.org/news-stories/story/the-global-mental-health-crisis-10-numbers-to-note/>

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⁴ <https://doi.org/10.1038/s41386-023-01690-5>

⁵ <https://doi.org/10.1038/s41386-023-01690-5>

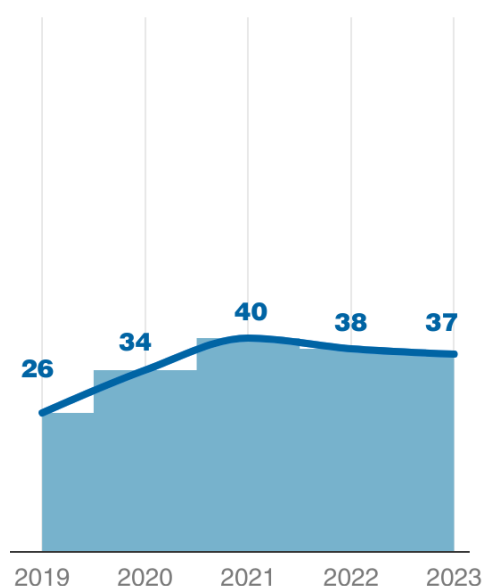
⁶ <https://www.rcpsych.ac.uk/news-and-features/latest-news/detail/2024/02/09/adhd-medication-shortage-having-significant-impact-on-children-and-young-people--says-rcpsych>

... and their views on pharma

Most mental-health patient groups take a negative view of pharma. Just 37% of 2023’s respondent mental-health patient groups rated the pharma’s industry’s corporate reputation “Excellent” or “Good” (almost identical to 2022’s figure of 38%). Similarly, only 31% of 2023’s respondent mental-health patient groups rated the biotechnology industry favourably. These figures contrast with therapy-wide averages for 2023 of 57% and 58%, respectively.

Yet, despite the negativity, just under half of 2023’s respondent mental-health patient groups (42%) appear hopeful that pharma will innovate in their therapeutic area. US-based PhRMA’s 2023 report, ‘Medicines in Development’, mentions 161 psychiatric drugs currently in development, including: 54 for depression; 35 for anxiety disorders; and the same number for schizophrenia. Biopharmaceutical research, seemingly, is showing signs of improvement in the field of mental health.⁷

The corporate reputation of the pharma industry, 2019-2023—according to mental-health patient groups
Percentage of respondent mental-health patient groups, per year, stating “Excellent” or “Good”



How good or bad the pharma industry was at carrying out specific activities in the field of mental health, 2023 v. 2022
% of respondent mental-health patient groups, per year, stating “Excellent” or “Good”

| | 2023 | Versus 2022 |
|--------------------------------|------|-------------|
| Patient centricity | 31 | -5 |
| Information | 32 | -1 |
| Ensuring patient safety | 37 | +2 |
| Innovation | 42 | +5 |
| Products that benefit patients | 37 | -4 |
| Transparency: pricing | 13 | -1 |
| Transparency: clinical data | 18 | +2 |
| Transparency: funding | 24 | +5 |
| Integrity | 33 | +1 |
| Patient-group relations | 28 | -3 |
| Services 'beyond the pill' | 24 | +1 |
| Fair pricing policies | 13 | -1 |
| Engaging patients in R&D | 24 | +12 |
| Access to medicines | 28 | +5 |

⁷ <https://phrma.org/-/media/Project/PhRMA/PhRMA-Org/PhRMA-Org/PDF/MID-Reports/MID-Mental-Illness-2023.pdf>

Advice from mental-health patient groups on how pharma can improve in the field of mental health



“Don’t run out of ADHD medicine—the worldwide shortage is an absolute disgrace.”

—International mental-health patient group, Belgium

« En aidant davantage financièrement les associations de patients car leurs aides ont chuté au fil des ans car ces dernières sont le relais indispensables entre les patients et l’industrie surtout dans notre secteur des addictions et des TSO/TAO. »

[“Helping patient associations more, financially, as their support has fallen over the years. These associations are an indispensable go between for patients and the industry, particularly in our sector of drug addiction and opioid-substitution therapy/opioid-agonist therapy.”]

—National mental-health patient group, France

“Break the mold: do something new—not just variations on the old. Be honest that psychiatric medications don’t work as well as we wish they would.”

—National mental-health patient group, USA

FINDINGS FOR INDIVIDUAL COMPANIES, 2023 v. 2022

Companies featured in the mental-health element of the 2023 survey results
Four companies are included in the mental-health edition of the 2023 ‘Corporate Reputation of Pharma’ survey results. The companies were selected on the following criteria: size of revenue; or on request by companies or patient groups:

- Boehringer Ingelheim • Janssen* • Lundbeck • Otsuka.

* Janssen was renamed Johnson & Johnson Innovative Medicine at the end of 2023.

Issues of importance to patient groups—as defined by patient groups



Rankings for overall corporate reputation in the field of mental health, 2023 (out of 4 companies)

—as assessed by respondent mental-health patient groups **familiar** with the company:

- 1st**, Lundbeck
- 2nd**, Boehringer Ingelheim
- 3rd**, Otsuka
- 4th**, Janssen

Rankings for overall corporate reputation in the field of mental health, 2023 (out of 3 companies)

—as assessed by respondent mental-health patient groups **working** with the company:

- 1st**, Lundbeck
- = 2nd**, Janssen
- = 2nd**, Otsuka

Finally, PatientView would like to thank the 79 mental-health patient groups that gave up their **time to respond to the 2023 'Corporate Reputation of Pharma' survey.**

The respondent mental-health patient groups feel that the sharing of their evaluation and experiences on whether the pharma industry (and individual pharma companies) meets patient needs and expectations will help the industry gain valuable insights into improvement.

Because the four pharma companies featured in the 2023 'Corporate Reputation of Pharma' mental-health edition are currently building strategies around patients, the respondent feedback provided by the survey results can influence 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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Appendix

Profile of respondent mental-health patient groups, 2023—by regional geographic headquarters (Africa, Asia/Pacific, Europe, Latin America, North America)

Percentage of respondent mental-health patient groups



Profile of respondent mental-health patient groups, 2023—by specialty

Number of respondent mental-health patient groups

| MENTAL HEALTH | |
|---|-----------|
| Total | 79 |
| ADD/ADHD | 3 |
| Addiction | 11 |
| Anxiety | 1 |
| Depression | 3 |
| Eating disorders | 1 |
| Mental health: carers, family, friends | 13 |
| Mental health: eating disorders | 2 |
| Mental health: iatrogenic harm | 1 |
| Mental health: most conditions | 20 |
| Mental health: other | 4 |
| Mental health: stigma | 1 |
| Mental health: suicide | 1 |
| Mental health: young people's | 1 |
| Neuropsychiatric functional impairments | 1 |
| Obsessive-compulsive disorder | 2 |
| Schizophrenia | 14 |

