Corporate Reputation of Pharma in 2014 - a Perspective of Cancer Patient Groups - 2nd Edition

Description:
- Findings based on a survey of 197 patient groups with an interest in cancer from 37 countries
- Survey conducted November 2014 to January 2015

This independent study, funded by the author, represents the perspectives from 197 groups representing cancer patients on the corporate reputation of 21 individual pharma companies and of the pharma industry as a whole in 2014. The results from the respondent cancer patient groups are compared in this report with those from the entire body of 1,150 respondent patient groups (the latter cover all therapy areas), and with the responses of cancer patient groups in the previous year's survey (2013).

About the corporate stars
- Novartis now has the best corporate reputation out of all 21 pharma companies surveyed, say the cancer patient groups. The Swiss-based major has moved to the top spot from second place overall in 2013 and holds the lead ranking for no fewer than five of the report's total six indicators - being ranked best for having the most effective patient-centred strategy, the best patient information, patient safety record, integrity and transparency.
- Roche slips to second place overall from the top spot last year, but the cancer patient groups rank the Swiss biopharma in first place for its provision of useful high-quality products.
- Pfizer moves up to third place overall, from seventh in 2013. The US biopharma's highest ranking by indicator puts it third for providing patients with useful, high-quality products.
- Astellas is in fourth position. The Japanese company was not assessed by the cancer patient groups in 2013.
- Janssen is in fifth place overall, the same position as it held in 2013, and for 2014 the US-headquartered firm is placed second for integrity.

What matters to cancer patient groups

The author provides some background analyses as to the reason for the corporate rankings, but in general:
- Cancer patient groups believe that the most important influences on a pharma company's corporate reputation are whether it has a patient-centred strategy and that it operates fair pricing policies; around 20% of the groups said that both these factors are of prime importance. Indeed, the steep declines in corporate reputation experienced by several leading firms in 2014's survey appear to be linked to perceptions of poor communication about controversial clinical trial data, the setting of very high prices which potentially limit patient access to valuable new drugs, and reported involvement in "pay-for-delay" deals, which seek to delay the market entry of competitive new generics.
- Other important influences on a company's reputation are that it provides high-quality, useful products and ensures patient safety; these are cited as top priority by 15% and 13% of the cancer patient groups, respectively. Conversely, "being innovative" was most important for only 5%, and "providing access to clinical trials" for just 4%.
- Nevertheless, the PatientView survey also finds that efforts by companies to significantly increase their R&D investments in cancer treatment, such as Pfizer, and personalised medicine (Novartis/Roche), are winning appreciation from patient groups.

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