Corporate Reputation of Pharma in 2014 - a Perspective of Patient Groups with an Interest in Neurological Conditions - 2nd Edition

Description:
- Findings based on a survey of 165 patient groups from 32 countries with an interest in neurological conditions
- Survey conducted November 2014 to January 2015

This independent study, funded by the author, represents the perspectives from 165 patient groups with an interest in neurological conditions on the corporate reputation of 18 individual pharma companies (and of the pharma industry as a whole) in 2014.

This report compares the results from the neurological patient organisations with 1,150 patient groups from all therapy areas [which responded to the report: The Corporate Reputation of Pharma in 2014 – the Patient Perspective, published in February 2015] and with the responses of neurological-condition patient groups in the previous year’s survey (2013).

For 2014, Lundbeck emerges as most outstanding of the 18 pharma companies assessed for corporate reputation by patient groups with an interest in neurological conditions. The firm takes top spot for no fewer than five of the total six indicators used by the author to measure corporate reputation.

About the corporate stars
- Lundbeck is rated top-performer overall by the neurological patient groups and in first place for five of the six indicators of corporate reputation used by PatientView – namely, for its high-quality patient information and useful products, its records on patient safety and transparency with external stakeholders and for its integrity. The Danish headquartered company, which moves up to the top from sixth position in 2013, is the only firm out of the 18 reviewed to concentrate solely on the development of mental health and neuroscience products, a focus which it has maintained for over 50 years. The increase is also due to the fact that the company rankings had slid previously after the imposition by a European Commission fine in June 2013.
- Teva is in second place overall, winning its best rankings (second) for its records on patient safety and transparency. Based in Israel, the world’s leading generics manufacturer was not included in the 2013 study, but this year the neurology patient groups applaud it for its continuing development of the multiple sclerosis (MS) drug treatment Copaxone (glatiramer acetate), and its Shared Solutions programme of support for patients receiving the drug, plus its wide range of generic drugs in the neurological therapy area and ongoing R&D in other neurological conditions such as migraine.
- Biogen Idec, in third place overall, wins its highest individual corporate score for integrity, where it is placed second. The US-based biotechnology company, which was not included in the 2013 report, is highly praised by the neurology patient groups for its robust product portfolio and R&D pipeline in this therapy area.
- UCB, also in third position overall this year, was not included in 2013’s listings. The Brussels-headquartered company says it aspires to be the patient-centric global biopharma leader, and this year it ranks first in the author’s survey of neurological patient groups for its patient-centred strategy. Central to this effort is the firm’s groundbreaking Patient Engagement Framework which, the company says, informs its R&D process.
- Sanofi is in fifth place overall. The French-based biopharma major has moved up from 12 in 2013, largely as a result of the neurology patient groups’ increased appreciation of its R&D pipelines, particularly in MS.

Descending stars
- The 2014 survey of neurological patient groups reveals that last year’s five top-ranking firms have all experienced significant falls in terms of corporate reputation. Eli Lilly, which led the table in 2013, has now fallen to eighth place, while Pfizer drops from second spot to 10th, GlaxoSmithKline from third to ninth, AstraZeneca from fourth to 16 and Novartis from fifth to seventh place. The reasons for these significant movements up and down the corporate reputation tables are very largely to do with neurological patient groups’ conviction that the two most important factors in determining a pharma company’s reputation are the quality of its drug portfolio and whether or not it has adopted a fair pricing policy, comments the author.

What matters to neurological patient groups
The report provides some background analyses as to the reasons for this year's corporate rankings, but in general it finds that:

- Patient groups in the neurological sector consider the single most important factor in determining a pharma company's corporate reputation to be whether or not the firm has a fair pricing policy. 16.6% of the organisations cited this as the single crucial strategy for improving a firm's corporate reputation, a view which is shared by 15% of the 1,150 patient groups representing all therapy areas responding to PatientView's report: The Corporate Reputation of Pharma in 2014 – the Patient Perspective, published in February 2015.
- Also vital is the quality of a firm's R&D portfolio; 14.7% of neurological patient groups and 14.3% of patient organisations across all therapy areas believe that providing patients with high-quality, useful products is the most important strategy for improving corporate reputation.
- However, and surprisingly, fewer of the neurological patent groups felt that having a patient-centred strategy was of prime importance; just 14.7% cited it as top compared to 19% of patient organisations across the board. Patient safety was also revealed to be a lower-priority strategy for patient groups with an interest in neurological conditions than for those groups representing all therapy areas.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- Product Name: Corporate Reputation of Pharma in 2014 - a Perspective of Patient Groups with an Interest in Neurological Conditions - 2nd Edition
- Web Address: [http://www.researchandmarkets.com/reports/3161905/](http://www.researchandmarkets.com/reports/3161905/)
- Office Code: SCBR54GZ

Product Formats
Please select the product formats and quantity you require:

- Electronic (PDF) - Single User: □ USD 2992
- Electronic (PDF) - Enterprise Wide: □ USD 7479

Contact Information
Please enter all the information below in BLOCK CAPITALS

- Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
- First Name: ____________________________
- Last Name: ____________________________
- Email Address: * ____________________________
- Job Title: ____________________________
- Organisation: ____________________________
- Address: ____________________________
- City: ____________________________
- Postal / Zip Code: ____________________________
- Country: ____________________________
- Phone Number: ____________________________
- Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313O83
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp