The Corporate Reputation of Pharma - The Patient Perspective in 2015 - Global Edition

Description: This report is based on the findings of a survey that was done between November 2015 - January 2016 exploring the views of 1,075 patient groups from 72 countries, and focusing on differing medical specialties. The report provides feedback on the corporate reputation of the pharma industry during 2015, as well as the performance of 48 pharma companies for six key indicators that influence corporate reputation. Results are compared with those of the previous four years.

“Large patient organisations (such as CHSG.org) should be part of pharma's business relationships, providing direct patient feedback in a cohesive way, helping to identify research opportunities, and also helping to design and populate trials. ...We at CHSG.org seek to partner with pharma to help drive new opportunities, research targets, even aggregate analysis of anecdotal data, and, of course, new study design and enrolment...Well-formed and respected patient-community non-profits offer a world of information that can significantly benefit pharma. They do more than support. Not only do they have the benefit of patient experience, they have input from every patient's doctors, around the globe. They are, in fact, experts in their disease—in what works, what doesn't, and even in the root causes and the mechanisms of activation.”


Profiles of the 48 companies, according to the patient groups familiar with these companies or have worked with them.

Each profile contains:
COMPANY BACKGROUND INFORMATION
- Annual revenue (latest-available year), comprising amount in currency, as quoted by the profiled company itself.
- The profiled company's main treatment subject areas (and areas of R&D).
- A mission statement from the profiled company.

PATIENT-RELATED ACTIVITIES OF THE PROFILED COMPANY
Information about the profiled company's patient-group relations, and activities in patient centricity for 2015.

HOW THE COMPANY HAS PERFORMED AT SIX INDICATORS OF CORPORATE REPUTATION
- The profiled company's performance at the six indicators of corporate reputation, according to the patient groups familiar with the company.
- The profiled company's performance at the six indicators of corporate reputation, according to the patient groups that have worked with the company.
- How the profiled company performed at the six indicators of corporate reputation, for different countries(regions), compared with the company's global average in 2015.
- How the profiled company performed at the six indicators of corporate reputation, for different therapy areas, compared with the company's average across all therapy areas in 2015.

HOW THE COMPANY RANKS FOR CORPORATE REPUTATION COMPARED WITH OTHER COMPANIES
- The profiled company's 2015 (and 2014) rankings for the individual six indicators of corporate reputation, and its overall rankings, based on the results from patient groups familiar with the company.

PROFILE OF THE PATIENT GROUPS FAMILIAR WITH THE COMPANY
- Other companies that partner with a significant number of the profiled company's partner patient groups.
- The therapy areas and countries of the patient groups familiar with the profiled company.

Contents: INTRODUCTION

WHAT HAPPENED IN 2015:
How the 2015 activities of pharma influence patient-group thinking
- Patient groups and their working relationships with pharma
- Industry-wide implications of patient-group feedback 2015
- What can pharma companies do to improve their corporate reputation?

METHODOLOGY OF PATIENT-GROUP SURVEY

QUESTIONNAIRE FOR PHARMA COMPANIES

APPENDIX 1:
- Data on how patient groups see the pharmaceutical industry worldwide in 2015, and in previous years

APPENDIX 2:
- Rankings of the 48 pharma companies for each of the 6 indicators of corporate reputation, as perceived by patient groups in 2015, compared with 2014
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- Details for each of the 48 companies on the extent to which the patient groups they work with also work with other companies

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- Profiles of the 48 companies

APPENDIX 4:
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LIST OF TABLES AND CHARTS
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- Percentage of patient groups claiming familiarity with the company
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- % of patient groups believing that the corporate reputation of the pharma industry had IMPROVED over the past five years (data for 2011 to 2015)
- % of patient groups believing that the corporate reputation of the pharma industry had DECLINED over the past five years (data for 2011 to 2015)
- Percentage of patient groups, by specialty, stating that pharma is “POOR” at having FAIR PRICING POLICIES
- Percentage of patient groups, by geographic region, stating that pharma is “POOR” at having FAIR PRICING POLICIES
- Percentage of patient groups, by specialty, stating that pharma is “POOR” at TRANSPARENCY
- Percentage of patient groups, by geographic region, stating that pharma is “POOR” at TRANSPARENCY
- If a pharma company wishes to improve its corporate reputation with patients and patient groups, which single strategy from the list below do you think would be MOST IMPORTANT for the company to follow? Please select only ONE option
- How do you think your organisation’s members (or the people you represent) would rate the corporate reputation of the following healthcare sectors in 2014?
- How do you think your organisation’s members (or the people you represent) would rate the corporate reputation of the following healthcare sectors in 2014?
- How do you think your organisation’s members (or the people you represent) would rate the corporate reputation of pharma? (Data for 2011 to 2015)
- How do you think your organisation’s members (or the people you represent) would rate the corporate reputation of pharma? (Data for 2011 to 2015)
- How good or bad do you think the pharma industry is in 2015 at carrying out the following activities (all of which influence their corporate standing with patients and patient groups)?
- How good or bad do you think the pharma industry is in 2015 at carrying out the following activities (all of which influence their corporate standing with patients and patient groups)? (Year-on-year comparators, 2011-2015)
- Companies with the most effective patient-centred strategy (rankings of 48 companies, 2015; rankings of 37 companies, 2014)
- Companies providing the best high-quality patient information (rankings of 48 companies, 2015; rankings of 37 companies, 2014)
- Companies with the best record on patient safety (rankings of 48 companies, 2015; rankings of 37 companies, 2014)
- Companies with the most-useful high-quality products (rankings of 48 companies, 2015; rankings of 37 companies, 2014)
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- Rankings of the 48 pharmaceutical companies in 2015, HIGHEST TO LOWEST
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