The Corporate Reputation of Pharma 2015 - The Perspective of 139 Patient Groups with an Interest in Diabetes

Description: This report is based on the findings of a November 2015-January 2016 survey exploring the views of 139 patient groups with an interest in diabetes worldwide. The report provides feedback on the corporate reputation of the pharma industry during 2015, from the perspective of these patient groups, as well as the performance of 21 pharma companies for six key indicators that influence corporate reputation. Results are compared with those of the previous year.

“There is growing distrust of pharma in light of several recent and dramatic increases in drug prices in the US.” —Global US-based patient group specialising in diabetes

Profiles Of the 21 Companies, According To the Neurological 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. Increase in revenue over the previous year or decrease in revenue.
- The profiled company's main treatment subject areas (and areas of R&D).
- A mission statement from the profiled company.

How the Company Has Performed At Six Indicators of Corporate Reputation
- The profiled company's performance at the six indicators of corporate reputation in 2015, according to the neurological patient groups familiar with the company.
- The profiled company's performance at the six indicators of corporate reputation, according to the neurological patient groups that have worked with the company.
- How the profiled company performed among neurological patient groups for different countries/regions, compared with the company's global averages for neurological patient groups in 2015.

How the Company Ranks For Corporate Reputation Compared With Other Companies
- The profiled company's rankings among neurological patient groups in 2015 for the six indicators of corporate reputation, compared with 20 other companies.
- The profiled company's rankings worldwide in 2015 for the six indicators of corporate reputation, compared with 47 other companies.

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 countries of the patient groups familiar with the profiled company.

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ABOUT THIS REPORT

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- Summary of the industry-wide findings (as judged by diabetes patient groups)

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Percentage of diabetes patient groups claiming familiarity with the company, and which also worked with it
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Percentage of patient groups worldwide (by therapy area) stating that pharma is “Excellent” or “Good” at BEING TRANSPARENT
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Percentage of patient groups worldwide (by therapy area) stating that pharma is “Excellent” or “Good” at PROVIDING SERVICES BEYOND THE BUSINESS REMIT
Diabetes patient groups can partner with many pharma companies
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 2015?
What do you think has happened to the corporate reputation of the pharma industry over the past five years?
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)?
Companies with the most effective patient-centred strategy (rankings of 21 companies, 2015)
Companies providing the best high-quality patient information (rankings of 21 companies, 2015)
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Rankings of the 21 pharmaceutical companies in 2015, HIGHEST TO LOWEST
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Profile of the 139 respondent patient groups with an interest in diabetes 2015, by geographic remit

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