

Novartis ranks #4 in PatientView's 2019 corporate reputation survey of patient organizations

The Corporate Reputation of Pharma 2019 global report reflects the findings of a survey conducted by PatientView with patient organizations worldwide.

Apr 15, 2020

We are grateful to all patient organizations who have provided feedback on our work and take the opportunity to thank them for the hard work they are doing to support patients around the world, particularly in these challenging times of the COVID-19 crisis.

The *Corporate Reputation of Pharma* 2019 global report is based on the findings of a survey conducted by PatientView from November 2019 to February 2020.

In this report Novartis ranked #4 in overall reputation with patient organizations and #2 in corporate brand awareness.

In our Commitment to Patients and Caregivers we commit to actively seek out and listen to insights from the patient community to inform our decision-making. We promise to give updates on our progress. The PatientView report gives feedback on the industry reputation with patient organizations and the quality of the collaboration with the patient community.

Novartis result highlights

Novartis ranks #4 in overall reputation with patient organizations who are familiar with the company and #2 in corporate brand awareness in 2019.

511 patient organizations stated that they had worked with Novartis, the highest number of collaborations amongst the 48 pharma companies.

Novartis ranked #3 among the top 14 pharma companies for corporate reputation, as judged by patient organizations that worked with the company.

Participation

- Out of the 1850 patient Organizations participating in the survey, 1225 stated that they are familiar with Novartis (second highest corporate brand awareness).
- The respondent patient groups are headquartered in 95 countries and specialize in 124 therapy areas.

Therapy Areas (Number of responding Patient Organizations)

Cancer ¹ (389)	Mental Health ⁶ (75)
Autoimmune ² (255)	Circulatory ⁷ (62)
Neurological ³ (201)	Bleeding disorders (52)
Rare Diseases (154)	Liver (41)
	1/3

Therapy Areas (Number of responding Patient Organizations)

Other ¹ (156)	Neuro/muscular (30)
HIV/AIDS (141)	Kidney (24)
Respiratory ⁴ (129)	Visual Impairment (21)
Endocrine ⁵ (105)	Transplant (21)

Assessment Criteria

48 companies were assessed for companies performance on 12 key indicators that impact corporate reputation:

12 Indicators

1. Patient centricity
2. Patient information
3. Patient safety
4. Products of most benefit to patients
5. Transparency: pricing
6. Transparency: clinical-trial data
7. Transparency: funding of stakeholders
8. Integrity
9. Quality of relationships with patient groups
10. Providing services “beyond the pill”
11. Engaging patients in research
12. Engaging patients in development

The overall ranking is a result of the patient organizations feedback on how well a company delivers across the 12 parameters. The results are given by patient organizations who are either familiar with a company or have worked with the company.

We would like to thank all organizations for their feedback and will continue to deliver on the promise of our Commitment to Patients and Caregivers to provide updates on progress.

Additional Resources

[Patient View Report 2019](#)

[Patient View Website](#)

Our Commitment to Patients and Caregivers

Novartis works with the patient community around the world to discover new ways to improve and extend people’s lives.

[Learn More](#)

1. Cancer includes: bladder; blood; brain; breast; children’s /young people's; digestive; head and neck; kidney; lung; men's; ovarian; pancreatic; prostate; rare; skin; thyroid; and women’s.
2. Autoimmune includes: arthritis; atopic dermatitis/eczema; coeliac; Crohn’s and colitis; lupus; psoriasis; and scleroderma.
3. Neurological includes: ataxia; brain injuries/disorders; dementia/memory disorders; epilepsy; fibromyalgia; migraine/other headache disorders; multiple sclerosis; pain; and Parkinson’s.
4. Respiratory includes: allergy; asthma; COPD; cystic fibrosis; pulmonary fibrosis; and pulmonary

hypertension.

5. Endocrine includes: adrenal; diabetes; thyroid; and pituitary.
6. Mental health includes: ADD/ADHD; addiction; anxiety; bipolar disorder; depression; and schizophrenia.
7. Circulatory includes: heart; heart/lung; hypertension; thrombosis; and stroke.

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List of links present in page

1. <https://prod1.novartis.com/news/novartis-ranks-4-patientviews-2019-corporate-reputation-survey-patient-organizations>
2. <http://createsend.com/t/j-082F52736D067B032540EF23F30FEDED>
3. <http://www.patient-view.com/>
4. <https://prod1.novartis.com/patients-and-caregivers>