



What pharmaceutical company leaders say and what patient leaders think: Quantitative and qualitative analyses

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Introduction

- Pharmaceutical company leaders (eg, board chairs) can help drive a patient-focused cultural shift in their organizations.
- Cultural change could be signalled through the words used by board chairs in their widely circulated, highly visible, and influential annual reports.
- This ‘top down’ signalling could reinforce a company-wide commitment to partnering with patients, as well as reflecting ‘bottom up’ patient-centric initiatives being pursued across the company.

Objectives

To investigate:

- The frequency and context of the use of the word ‘patient’ by board chairs of the top 10 global pharmaceutical companies, and whether this usage changed from 2008–2018
- How usage related to patient groups’ views of these companies.

Methods

- 1 Obtain e-copies of the 2008 and 2018 annual reports of the top 10 global pharmaceutical companies (based on 2018 sales).



- 2 Use summative content analysis to assess the frequency and context of use (based on definitions adapted from INVOLVE UK¹).



‘Patient’ used as an **active partner**
(something done WITH or BY patients)



‘Patient’ used as a **passive recipient**
(something done TO or FOR patients)

- 3 Compare results to PatientView rankings of these companies based on input from 1500 patient groups in 78 countries.²

Words ^{can} matter.

Pharmaceutical company **leaders**
could help drive a **patient-focused**
culture by enhancing the **frequency**
and **context** of their use of the word
‘patient’ in their annual reports



Carole Scrafton
Patient perspective



Professor Karen Woolley
Medical communications perspective



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that includes links to the audio poster summaries from these co-authors

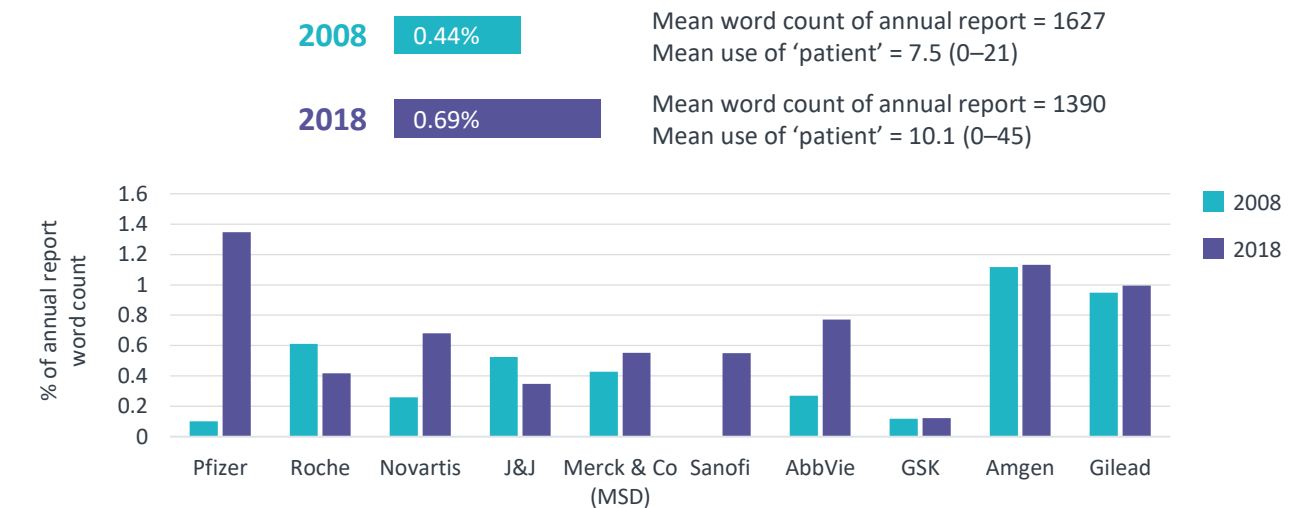
References

1. INVOLVE UK. What is public involvement in research? Available from: <https://www.invo.org.uk/find-out-more/what-is-public-involvement-in-research-2/>
2. Corporate reputation of pharma in 2018 - the patient perspective (publicly accessible information only). Available from: <https://www.lundbeck.com/upload/global/files/pdf/features/PATIENTVIEW%20PRESS%20RELEASE%20APRIL%202018.pdf>

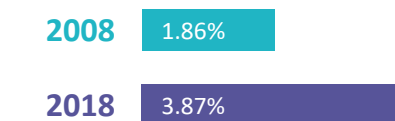
Results

A. Frequency and context of the use of the word ‘patient’ by board chairs in annual reports

- Use of the word ‘patient’ was low (<1% of words used)
- Use remained low, but increased in 2018



- Use of ‘patient’ as an active partner was low (<5% of use)*
- Use as an active partner remained low, but increased in 2018



Example of active partner use

We *listen* intently to healthcare communities, starting with *patients*, who visit our facilities to speak with, *teach*, and inspire us.

Robert A. Bradway, Board Chair, Amgen, 2018



* For reporting integrity and completeness, board chairs would need to review robust metrics on ‘patients as active partners’ initiatives across their companies (eg, via a Patient Partnership Dashboard with metrics for active partnerships by region, by function, by therapeutic area).

B. Comparison with PatientView rankings



Best corporate reputation

The PatientView report included 7 of the top 10 companies that we analyzed.



Net promoter score

The PatientView report included 5 of the top 10 companies that we analyzed.



Relationship with ‘patient’ use and context

No clear relationship was evident between our rankings for use and context of ‘patient’ and the PatientView rankings for corporate reputation or net promoter score. This may reflect the low and passive use of ‘patient’ by board chairs and the multidimensional indicators used by PatientView.

Limitations

- Pharmaceutical companies could have had active partnership projects with patients that were not reflected in board chair reports.
- Our sample only included the top 10 global pharmaceutical companies.
- We could only use the publicly accessible ranking information in the PatientView reports.

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