

Healthy Reputation:

More Than Medicine

Healthcare professionals are concerned about more than the safety and efficacy of specific treatments. Their views of biotech and pharmaceutical companies, as well as their choice in which medications to recommend and prescribe, are also deeply influenced by the maker's overall corporate reputation and brand values.



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Introduction

During the early phases of the COVID-19 pandemic, the biotech and pharmaceutical industries were in the spotlight — and they shined. Medical researchers came together in unprecedented ways as they delivered lifesaving solutions and provided essential health information when disinformation was rampant.

These industries' swift and steady response resulted in significant reputation gains in the eyes of healthcare professionals (HCPs) and the general public. Now biotech and pharmaceutical companies are asking how they can maintain the halo they gained during the pandemic.

In our 2023 Brands in Motion Health Pulse research, we asked this key question: Are doctors, nurses, pharmacists and other healthcare professionals influenced by the overall corporate brand, or are they primarily concerned with the efficacy and safety of individual medications and therapies? The answer was overwhelmingly clear: **Corporate brand matters — a lot.**

WE Communications, in partnership with Sapio Research, surveyed more than 1,000 healthcare professionals in six countries — Australia, China, Germany, India, the United Kingdom and the United States — to determine which factors influence HCP perceptions of biotech and pharmaceutical corporate brands and how this perception impacts the products they recommend or prescribe.

Our findings show that **HCPs worldwide want the peace of mind that they are prescribing treatments from brands they respect. Building that respect goes well beyond producing high-quality drug therapies.**

This white paper outlines the ways biotech and pharmaceutical companies can build relationships and communicate with healthcare professionals, assuring them that they share their values and are working to do the right thing for patients, practitioners and the planet.

**The answer was overwhelmingly clear:
Corporate brand matters — a lot.**

Key Findings



Outside a medication's functional characteristics such as efficacy and safety profile, **corporate reputation is the No. 1 factor** that influences an HCP's decision to prescribe or recommend a therapy. On a scale of 1 to 10, with 10 being most important, **corporate reputation ranked at nearly 8** by HCPs.



Two-thirds of HCPs are reluctant to prescribe or recommend a medication from a biotech/pharmaceutical company that does not have a good reputation in their opinion.



Seventy-three percent of healthcare professionals say that biotech and pharmaceutical companies should add value to society beyond providing their goods and services "to a large extent."



Nine out of 10 say biotech and pharmaceutical companies should support improving patient health outcomes in ways beyond high-quality drug therapies.



Patient centricity is the No. 1 characteristic that HCPs want brands to embody, but only 45% believe biotech and pharmaceutical companies are delivering this to a "great" or a "large" extent. (Being innovative and progressive ranked second and third.)

Part 1:

Listening to Healthcare Professionals



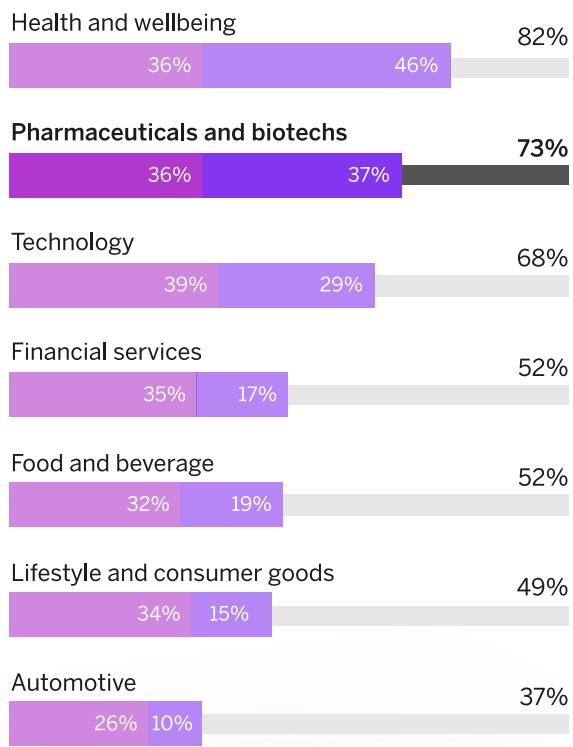
The High Standards of HCPs

The pressure on brands to deliver more than goods and services has grown significantly in recent years — and no industry is feeling it more than healthcare. WE Communications' Brands in Motion research has found that the expectation that brands help alleviate societal problems has grown significantly since 2017.

This new data finds that healthcare professionals hold health brands to a particularly high standard: 82% say health and well-being companies should add value to society beyond providing their goods and services “to a large extent.” Seventy-three percent **say the same for pharmaceutical and biotech companies.** As the chart below shows, these industries were subject to significantly higher expectations from HCPs than other industries.

Above and Beyond

The extent to which brands in various sectors should add value to society beyond the provision of products and services



■ To a large extent ■ To a great extent

Combination of top two answers

In other words, healthcare professionals who prescribe and recommend medicines absolutely expect biotech and pharmaceutical companies to go beyond their mission to provide medicines that treat and prevent diseases — to deliver “more than medicine.” Their expectations are high and all encompassing. They not only want companies to produce high-quality, safe medicines — they also expect them to enhance the entire health ecosystem, including the provision of medical education and patient support as well as using their influence to tackle social and environmental challenges. What’s more, they want biotech and pharmaceutical companies to keep them informed about their progress on these fronts, providing clear communications on these initiatives and the workings of the parent corporation overall.

Healthcare professionals have an intrinsic sense of purpose: Improve the lives of the patients they serve.

Similarly, the pharma and biotech professionals know that their purpose is to deliver effective drug therapies and medical devices that improve, and often save, lives. So it makes sense that HCPs hold biotech and pharmaceutical companies to a much higher standard than other industries.

Nine out of 10 (89%) HCPs say biotech and pharmaceutical companies should support improving patient health outcomes in ways beyond high-quality drug therapies. Simply providing the medicine or treatment is not enough.

This is essential because, as we’ll see in the next section, this work influences HCPs’ perception of the corporate brand overall — and may help the industry maintain the positive COVID-reputation halo.



The Critical Importance of Corporate Reputation

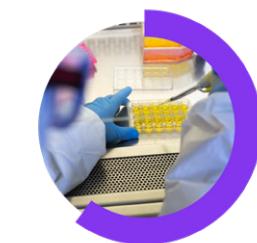
Historically, the biotech and pharmaceutical industries have focused marketing and sales strategies on individual product brands or a portfolio of products in a particular category, more than the company brand. Our research suggests they should consider a more comprehensive approach that incorporates the corporate parent brand. Healthcare professionals told us that outside a medicine's functional factors — safety, efficacy, price, etc. — **company reputation is the most influential factor in their decision to prescribe or recommend a drug.** A close second is a company's reputation as a leader in the relevant health condition.

On the flip side, a poor corporate reputation will seriously hinder an HCP's tendency to prescribe or recommend a medication. The top factor that would make two-thirds of HCPs reluctant to prescribe a medication is if the company "does not have a good reputation in my opinion" (65%). A company having had a past legal issue was the second strongest factor that would make HCPs (63%) reluctant to prescribe or recommend a treatment — even if that legal issue was unrelated to the medicine being prescribed or the therapeutic area.

Follow the Leader

In instances where medicines are similar in safety, efficacy, price and other functional factors, how strongly would the following factors influence which medicine you choose to prescribe or recommend? The top two answers (percent who said the factor is "very influential" or "extremely influential"):

The company that created the **specific drug has a strong reputation.** 60%.



The company is a known **leader in the health condition in question.** 59%.

When we asked HCPs to rank how much a pharma or biotech's corporate reputation matters, they again underscored its significance with 61% giving a rating of between 8 and 10.

Further, more than half (56%) of HCPs state that a company not having a reputation as an expert in the therapy area would make them reluctant to recommend or prescribe a product.

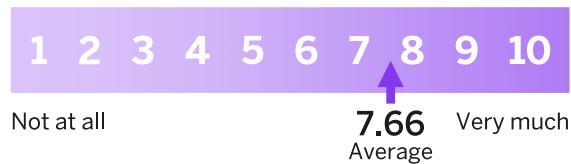


Companies with a good reputation are more reliable and have a more positive impact on healthcare broadly"

– medical doctor/physician

Corporate Reputation Matters

Importance of Corporate Reputation to HCPs



Based on T3B for Q14: How much does the corporate reputation of a biotech or pharma company matter to you as a healthcare professional?
Select one (scale from 1-10: 1 not much to 10 very much)

The message for all biotech and pharmaceutical brands: Strong efficacy and safety profile are not enough. They must develop strong corporate reputation programs that include thought leadership, medical education for healthcare professionals and advocacy for patients. Strong corporate reputation sends a clear message to HCPs that they're delivering quality medicines, putting patients over profit and aligning themselves with a company that people respect.

It's important to note that even the lowest-ranking factor that positively influences prescription behavior — the HCPs' relationship with the sales rep — was identified by 40% of HCPs as either "very influential" or "extremely influential." In other words, it all matters.



A good reputation hopefully means they're in it for the patient, not profit."
– registered nurse/nurse practitioner

What Sways HCPs

Corporate reputation factors influencing HCP opinion and willingness to prescribe or recommend a treatment.

The quality of the educational content they share with me



The company's relationship with patient advocacy groups or health organisations I respect or admire



Their executive leaders being thought leaders and sharing their opinions on prevalent health and healthcare topics



The company's relationship or partnership with HCPs I respect or admire



Investment in environmental and social initiatives



The visible behaviour of their executive leaders, e.g., CEO / Medical Director etc



The quality of the promotional / marketing content they share with me

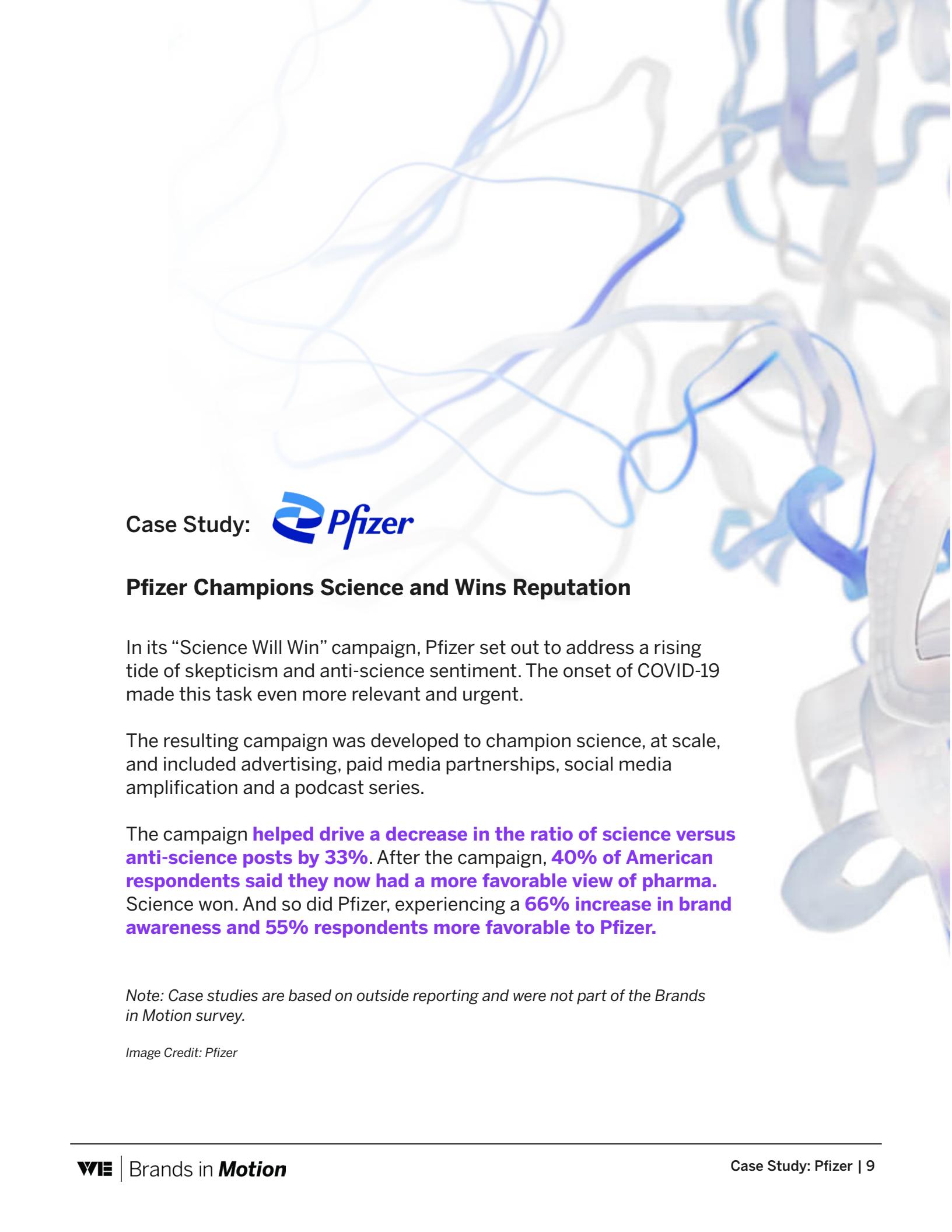


My relationship with their field force / sales representatives



Very influential Extremely influential

Combination of top two answers



Case Study: **Pfizer**

Pfizer Champions Science and Wins Reputation

In its “Science Will Win” campaign, Pfizer set out to address a rising tide of skepticism and anti-science sentiment. The onset of COVID-19 made this task even more relevant and urgent.

The resulting campaign was developed to champion science, at scale, and included advertising, paid media partnerships, social media amplification and a podcast series.

The campaign **helped drive a decrease in the ratio of science versus anti-science posts by 33%**. After the campaign, **40% of American respondents said they now had a more favorable view of pharma**. Science won. And so did Pfizer, experiencing a **66% increase in brand awareness and 55% respondents more favorable to Pfizer**.

Note: Case studies are based on outside reporting and were not part of the Brands in Motion survey.

Image Credit: Pfizer

Part 2:

Building a **Strong** **Corporate** **Brand**



Prove Patient Centricity

The core promise of biotech and pharmaceutical companies is to produce medicines and devices that help people, so it's no surprise that **being patient centric is the No. 1 characteristic HCPs want brands to embody**, with being innovative at No. 2 and being progressive at No. 3. The "patient centric" buzzword has been a staple of biotech and pharmaceutical companies manifestoes and purpose platforms for many years.

But for all the talk, our research finds a shortcoming in how these companies are measuring up — **only 45% of HCPs feel that biotech and pharma companies are delivering on this to a "great" or "large" extent.**

In other words, it's not enough to be patient centric, biotech and pharmaceutical companies must present healthcare professionals with concrete evidence that proves that patients are always at the center of their mission.

HCPs' concern for patient centricity is clearly evident in the way they prioritize patient-advocacy groups; nearly half (49%) said the relationship biotech and pharma companies have with these groups (and other health organizations they admire) was "very influential."



The importance of patient centricity was also revealed in their responses to our question about what HCPs most want to know about the biotech or pharma companies from whom their patients have prescriptions.

The upshot: Biotech and pharmaceutical brands need to do it all and ensure healthcare professionals know it.

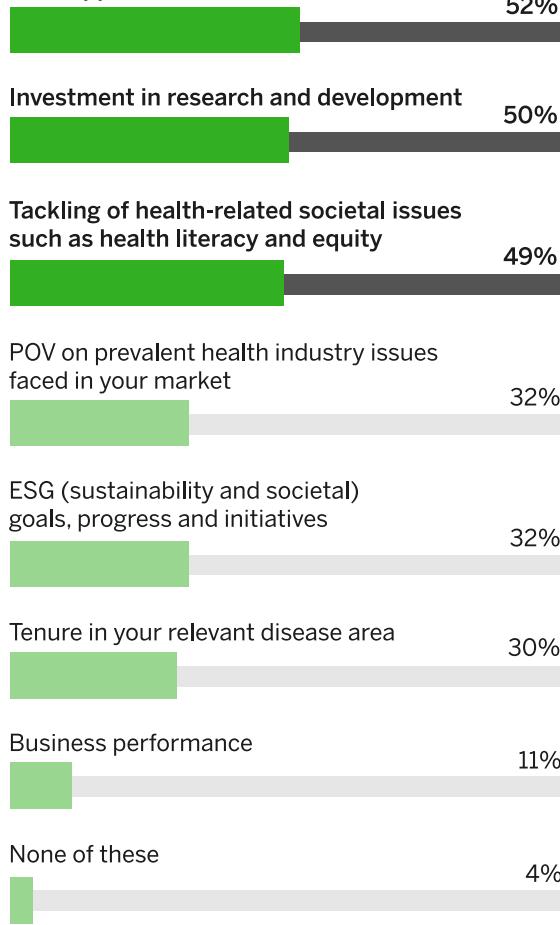
They must continue to create new lifesaving and life-enhancing treatments and cures, but they must also ensure that they're listening to patients and HCPs to understand how to offer the best overall healthcare experience.

Brand Factors That Matter

HCPs consider these biotech and pharma brand factors most important outside of product functionality.

Investment in patient education and support

52%



Investment in patient education and support	52%
Investment in research and development	50%
Tackling of health-related societal issues such as health literacy and equity	49%
POV on prevalent health industry issues faced in your market	32%
ESG (sustainability and societal) goals, progress and initiatives	32%
Tenure in your relevant disease area	30%
Business performance	11%
None of these	4%

Tackling of health-related societal issues such as health literacy and equity

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POV on prevalent health industry issues faced in your market

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ESG (sustainability and societal) goals, progress and initiatives

32%

Tenure in your relevant disease area

30%

Business performance

11%

None of these

4%

“

I like to see that they practice what they preach. To me, that demonstrates a positive reputation.”
– medical doctor/physician

Biotech and pharma brands must develop strong lines of communication with patients and HCPs to understand their needs, clarify points of confusion, and partner with their stakeholders to ensure that everyone has equal access and is heard.

Of course, some might say that these are considered table stakes for any biotech or pharmaceutical brand. But these companies need to ask themselves if they are truly delivering on these promises. Is there more the company could be doing to arm patients with the knowledge and understanding of their condition and its treatments? Or is the company living and breathing patient centricity, but just not communicating to the HCPs what it is doing?

The Best Ways to Demonstrate Patient Centricity

How can companies show they are patient centric? WE's survey reveals the top actions to take:

1. Offer **patient support programs** to aid understanding/adherence.
2. **Improve understanding** of complex health information.
3. Demonstrate understanding of the **lived patient experience** — both physical and emotional.



Show the Impact of Innovation

After patient centricity, “**innovation**” **was the second-most important characteristic** HCPs want to see in pharma and biotech companies. However, they’re not interested in innovation for its own sake. Artificial intelligence and big data programs aren’t impressive in and of themselves — healthcare professionals are interested in outcomes. They want to see the impact of that innovative tech. The proof over the promise. This aligns with the findings in our most recent global multisector **Brands in Motion** study, which finds that people have grown skeptical of brands’ pledges and promises to address societal problems; in 2023 they want brands to “make it real” and offer clear and concise data showing how they are helping.

Signs of Innovation

The top 5 ways pharmaceutical and biotech companies can demonstrate they are innovative:

1. Development of a **new treatment using a new mode of action or pathway** for a therapy area
2. **Adoption of technology to aid progress or improve efficiency** (e.g., clinical trials, manufacturing, etc.)
3. Development of **new treatment administration methods** for a therapy area
4. Development of incremental **improvements to treatment that improve patient quality of life**
5. Development of **new methods to conduct clinical trials**

Least important actions to demonstrate innovation:

- Partnerships with organizations outside the health sector
- Use of artificial intelligence
- Application of big data and analytics



“House of Brands” and “Branded House”

Traditional biotech and pharmaceutical companies have taken a “house of brands” approach to their marketing and communications. The focus is on ensuring that sales and marketing representatives give healthcare professionals the immediate information they need about a medicine’s efficacy, safety, proper use, etc. Although this might be what HCPs ask for in the moment, our research suggests that overlaying this with a “branded-house” approach — also placing emphasis on corporate reputation — will be a powerful combination.

We certainly aren’t recommending a formal “branded-house” approach in which a company renames its products. **However, since corporate brand reputation is an active contributor or deterrent to an HCP prescribing or recommending a drug therapy over others, the opportunity to build the corporate brand alongside that of the product is clear.**

Keep Health at Heart: Stay Grounded in the Basics

What must biotech and pharma brands do to ensure a strong corporate reputation beyond their individual products? The healthcare professionals we spoke to were very clear: Start with the basics. Ensure best-practice execution in the health ecosystem in which they operate before looking further afield and tackling broader challenges.

When WE Communications conducted its 2022 global multisector Brands in Motion survey, The Bravery Mandate: Make It Real, consumers said they expect brands to focus their wider societal efforts in the areas where they have the most influence and expertise.

This survey of HCPs aligns with that finding. **The primary thing HCPs want to see biotech and pharmaceutical companies do beyond providing drug therapies: “improve patient access to healthcare and support.”**

“

[Biotech and pharma companies] should donate toward education and invest in solving underlying causes of leading health issues.”
– medical doctor/physician

When we asked HCPs to rank what influences their perception and/or willingness to recommend or prescribe from specific company products — outside of producing high-quality medicines and investing in research and development to find new treatments and cures — they made it clear that they prioritize the basics such as patient-support programs and the provision of medical education and disease management education. Although some might argue that such things are bare-minimum expectations, these are most important to healthcare professionals. They expect biotech and pharmaceutical companies to provide them. And these programs, when executed well, influence HCPs' perception of the brand and prescribing habits.

What Matters Most

To what extent do the following health and medical initiatives influence your opinion of biotech and pharma companies and your willingness to prescribe or recommend their treatments? The top answers from HCPs ranked:

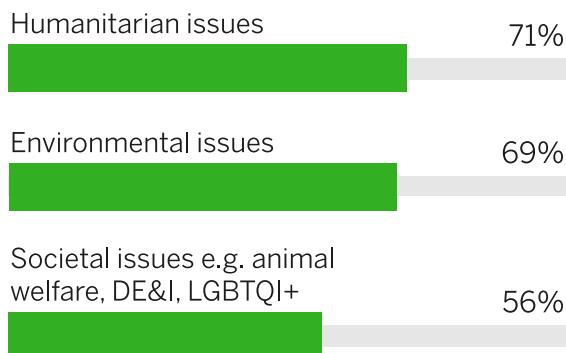
1. Produce **high-quality medicines**.
2. Invest **R&D for new treatments**.
3. Invest in **R&D for new cures**.
4. Provide **disease management support** for patients in addition to treatment.
5. Provide **disease education and prevention** programs for patients in addition to treatment.
6. Provide **medical education to HCPs**.
7. Invest in **treatment access programs** for patients.



Do More, Go Beyond

Not surprisingly, healthcare professionals expect biotech and pharmaceutical companies to focus the bulk of their wider-scale societal efforts on health issues. It makes sense — they are the experts, and there's a lot of work to be done. However, it is important not to underestimate the desire for these companies to go above and beyond to tackling less-adjacent societal issues.

HCPs believe biotech/pharmas should contribute to solving the world's



When asked which environmental or social initiatives biotech and pharma companies should prioritize, their top responses reflected this general emphasis on issues where health brands have influence and agency:

1. Reducing/eliminating **plastic packaging waste**
2. Addressing **food and water insecurity where they operate**
3. Ensuring **animal welfare in testing facilities**
4. Reducing or eliminating **carbon emissions in their supply chain**

The issue of plastic waste, for example, is one that HCPs see in their day-to-day work and is more likely to be top of mind.



[I want pharma and biotech companies] to improve access to disadvantaged groups and minimize their environmental impact.”

– medical doctor/physician





Boehringer Ingelheim UK & Ireland Building a Lasting Legacy for Tackling Air Pollution in the Health Sector

Boehringer Ingelheim UK & Ireland (BI) asked WE Global Health to support the coordination and launch of its Integrated Care Clean Air Framework. This initiative aimed to directly address the threat of air pollution to health and communities by not only highlighting the issue but empowering leaders to take action.

Many noncommunicable diseases are triggered or worsened by air pollution, which often disproportionately affects people in the lowest socioeconomic groups. Meaning air pollution is not only a health issue, but one that deepens existing inequalities in society.

BI partnered with the U.K.'s leading environmental change charity Global Action Plan and Newcastle upon Tyne Hospitals NHS Foundation Trust to drive forward the development of the Integrated Care for Cleaner Air initiative with the goal of supporting every Integrated Care System (ICS) in England to become a "Clean Air Champion." This fed into the creation of a groundbreaking Framework resource that any ICS can use free of charge, to improve air quality and ultimately the health of their community.

To date, **12 ICSs in England have committed to becoming "Clean Air Champions"** and are already taking bold action to ensure over 25 million people will benefit from improved air quality through implementation of the Framework. This also has significant implications for carbon reduction. For example, by reducing outpatient activity by 10%, the Framework has the potential to enable the NHS to **reduce its CO₂ emissions by 950 million tons per year.**^{1,2}

The Integrated Care Clean Air Framework cements BI's position as a leader in delivering social value and embodies its commitment to sustainable development by working in partnership to improve health, especially for vulnerable communities and the wider environment for generations to come.

Note: Case studies are based on outside reporting and were not part of the Brands in Motion survey.

1. Tennison, I et al. The Lancet Planetary Health, [online] 5(2), pp. e84-e92. Available at: <[https://www.thelancet.com/journals/lanph/article/PIIS2542-5196\(20\)30271-0/fulltext](https://www.thelancet.com/journals/lanph/article/PIIS2542-5196(20)30271-0/fulltext)> [Accessed 8 September 2022].

2. NHS Digital. 2021. Hospital Outpatient Activity 2020-21 - NHS Digital. [online] Available at: <<https://digital.nhs.uk/data-and-information/publications/statistical/hospital-outpatient-activity/2020-21>> [Accessed 8 September 2022].

Part 3:

Creating Clear Communications Channels

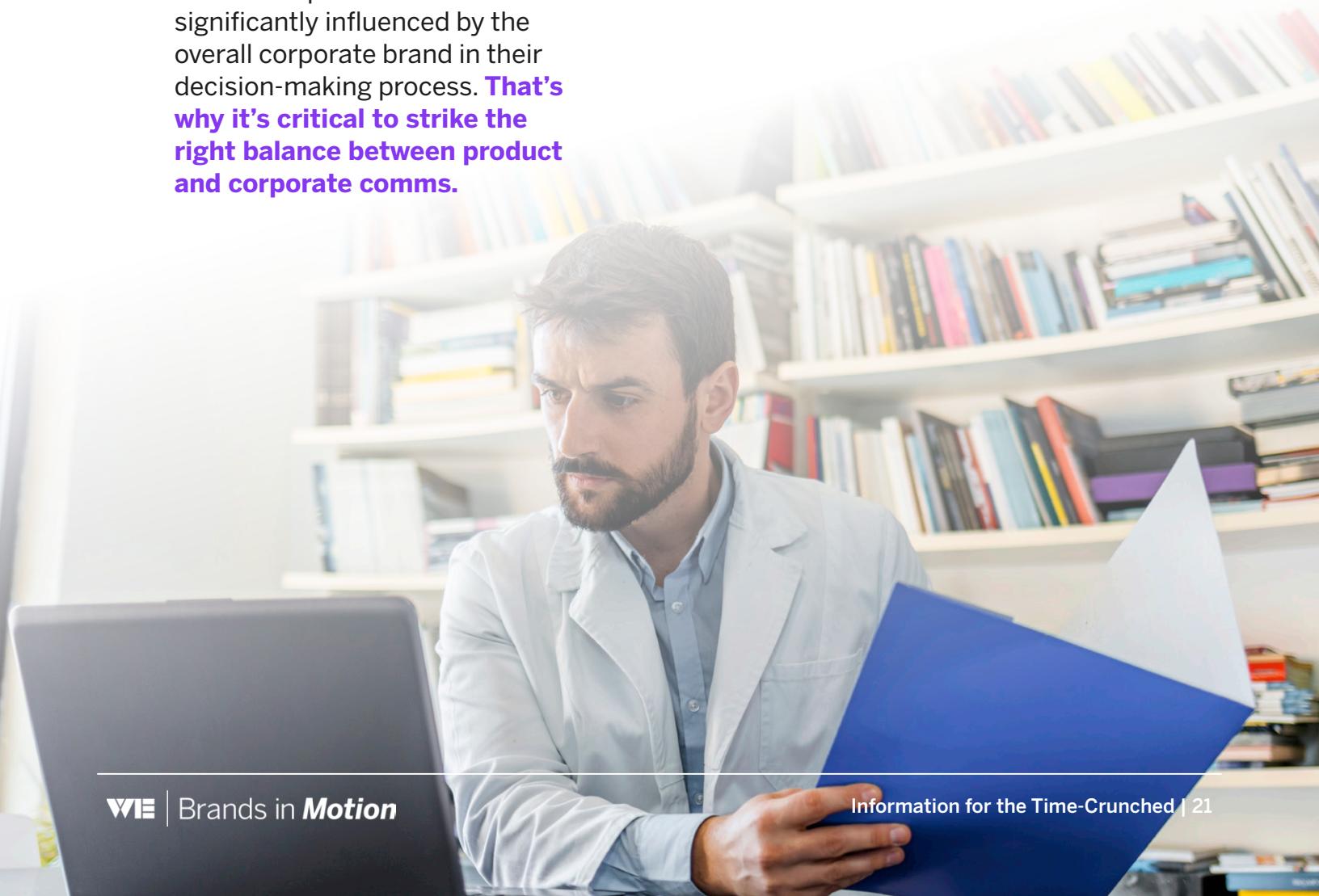


Information for the Time-Crunched

Healthcare professionals are one of the busiest audience segments that any brand will encounter, so it's understandable that biotech and pharma companies have traditionally focused the bulk of their attention on communicating about individual products — for example, the sales reps informing HCPs about individual drugs.

But as this research shows, healthcare professionals are significantly influenced by the overall corporate brand in their decision-making process. **That's why it's critical to strike the right balance between product and corporate comms.**

To do that, pharma and biotech companies must understand not only what information healthcare professionals want, but how they want to receive it. It's not enough to provide great information on a company's website — HCPs must see it. Marketing and communications teams need to determine the right channels for the right information and ensure the right amplification mix.



What HCPs Want to Know

When we asked HCPs what they want to see from biotech and pharmaceutical companies, they made it clear they want more than splashy product launches. They want a full portfolio of information that will help them do their jobs, such as educational resources and transparency into the workings of the parent corporation and how it makes a positive impact.

Information Balance

We asked what balance of product information HCPs want to see versus other types of content.*¥

Tell me how you do business and are making a positive impact (43%)	Company's environmental and sustainability initiatives (12%) Company's initiatives addressing humanitarian issues (11%) Broader company news (e.g., staff initiatives, leadership changes, company results, patient advocacy group partnerships) (10%) Company's initiatives addressing societal issues (10%)
Help me do my job (33%)	Patient education and support resourcing (18%) Medical education content & whitepapers (15%)
Tell me about your product (23%)	Product information (e.g., clinical data, efficacy, side effects etc.) (23%)

*Respondents totaled responses to 100%

¥Figures may not sum to 100% due to rounding

Where They Want to Learn It

When it comes to receiving content, healthcare professionals are traditionalists. **For nearly every type of content, the top choice is a good old-fashioned website or microsite.** They want information readily available so they can access crucial medical information for themselves or their patients.

The exception is patient information and support resources — in that case HCPs most prefer a pamphlet/booklet to pass on. We live in an increasingly digital world, and we have certainly seen a rise in telehealth since 2020. But overall, healthcare continues to be a predominately in-person experience. So, it's no surprise that HCPs still want a pamphlet that they can hand to a patient.

For content related to the **corporate brand, such as ESG initiatives and broader company news, HCPs also favor a more traditional marketing mix including media articles, social posts and eDMs/e-newsletters** that differentiate this content from the product information they consider particularly crucial.

Busy HCPs prefer that corporate information and content be available for them to find easily on demand, but they are still open to proactive communications as long as it's in the right channel.

By building a strong foundation of information about the corporate brand and content (like blogs, video and news announcements), biotech and pharmaceutical companies can create a robust communications network that incorporates a full and diverse channel mix that will accommodate many different types of messages. For example, the least popular channel for any type of content was a podcast/audio (21%), but that doesn't mean podcasts don't have value. A podcast could be a great tool for communicating about an environmental or food-insecurity initiative. **However, for the core information HCPs are seeing, it's best to stick with the basics.**

Information Sources

Top channels preferred for delivering various types of content:

Type of Content	#1	#2	#3	#4
Product information	Website / microsite 54%	Seminar / roundtable 47%	Pamphlet / booklet 46%	Sales reps 44%
Medical education content & whitepapers	Website / microsite 49%	Pamphlet / booklet 47%	Downloadable assets and seminar / roundtable 39%	Sales rep 36%
Patient education & support resources	Pamphlet / booklet 55%	Website / microsite 51%	Downloadable asset 39%	Sales rep 32%
Environmental and sustainability initiatives	Website / microsite 50%	Press release / media article 37%	Social posts 36%	Pamphlet / booklet 35%
Societal issue initiatives	Website / microsite 47%	Press release / media article 41%	Social posts 38%	Pamphlet / booklet 35%
Humanitarian issue initiatives	Website / microsite 46%	Press release / media article 43%	Social posts 40%	eDM 35%
Broader company news	Website / microsite 47%	Press release / media article and eDM 36%	Social posts 31%	Pamphlet / booklet 30%



Case Study: Spark

Spark Secures Its Standing as the Leader in Gene Therapy

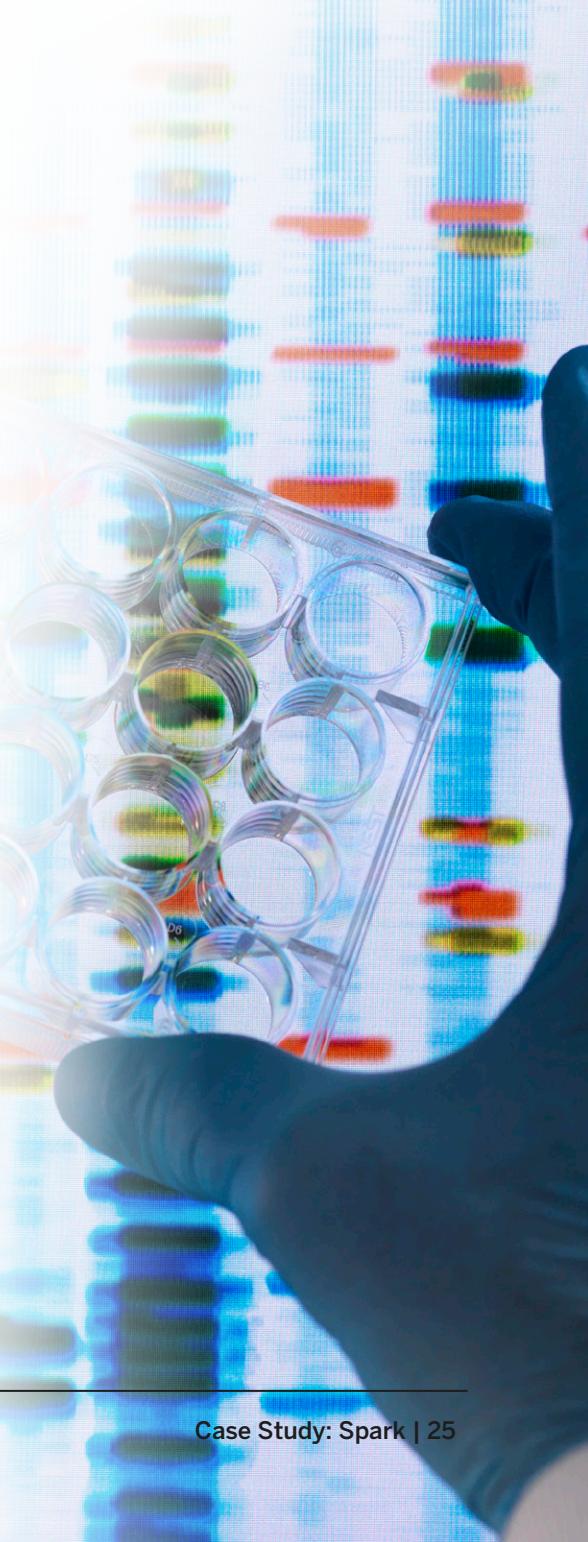
Spark Therapeutics is the first company to bring a gene therapy to market, but it knew this alone would not sustain its leadership position in the space. Competing therapies are emerging every day, and hundreds of companies are vying for market share.

WE leveraged Spark's legacy as a bridge to the future of gene therapy, open sourcing the company's learnings to guide the rest of the industry forward with a fully integrated thought-leadership campaign including owned digital and social, event speaking engagements, and earned media interviews with executives. The campaign details the novelty, impact and potential of Spark's gene therapy technology for a number of genetic diseases, its manufacturing practices, clinical trial innovations and market access progress.

Corporate social responsibility initiatives aligned to the gene therapy industry further positioned Spark not only as a leader among industry peers, but in its community. Activities included promoting Spark-sponsored STEM programs with local schools, participating in the Philadelphia COVID-19 Task Force, and engaging local media to attract local STEM talent.

The program, implemented by WE, **increased new visitors to the corporate website by 87%**. It generated **above-average engagement** on corporate and CEO social channels month over month, and it **kept Spark top-of-mind** with stakeholders in relevant top-tier media.

Note: Case studies are based on outside reporting and were not part of the Brands in Motion survey.



Part 4: Closing Thoughts



A Shared Mission

We conclude with good news:
The reputation of the biotech and pharmaceutical industry among healthcare professionals is generally positive.



64% HCPs say the industry is looking out for the common good

57% Feel **positively about the prescription medicines category** in general.

The biotech and pharmaceutical industries continue to do great work to improve people's lives both in their core businesses and their larger societal initiatives. Now the challenge



is to ensure that HCPs know about these initiatives and the good work being done by your organization across the entire health ecosystem.

It's no surprise that healthcare professionals are eager to partner with these sectors. They share the same mission as biotech and pharmaceutical industries: take care of people who need help, provide them with the best and most up-to-date solutions that science and technology can deliver, and ensure they have the full support they need. Biotech and pharmaceutical companies share HCPs' desire to operate in a world where health and wellness are priorities, and they want to do their part to make that a reality. Creating great medicines is only the start.

Key Takeaway Actions

Deliver more than medicine: Corporate reputation matters. Combining a “branded house” with elements of a “house of brands” approach will pay dividends. Invest in thought-leadership, executive profiling and other corporate initiatives that go “above and beyond” to build the corporate brand.

Know your company’s place in the world: Go beyond your R&D, marketing of treatments and value-add services by knowing and communicating your purpose — what value your organization creates in the world and for whom — especially around the impact and interdependence of global societal issues.

Look in the mirror: In your company, is patient centricity something that is discussed as an ideal, or does it inform the way you work? Are you walking the talk? HCPs want to know. Look closely at the ways your company is demonstrating patient centricity and share how you are listening and communicating with patients.

Make it real: Be transparent. Talk about work in progress. Don’t be afraid to show the mess. HCPs want to know what you are doing for your business, for their patients, and for the world at large. Of course, balancing content type and the channel mix is an industrywide challenge, but when done right can deliver serious reputation gains and a competitive advantage.

Lean into proof over promise: As technology continues to transform the healthcare industry, and innovation remains critical to shaping a positive reputation, it is important to remember that HCPs are most interested in the outcomes of that innovation versus the technology itself.

Speak with a distinct voice: In a sector where everyone is “patient centric” and “innovative,” develop a distinctive voice to tell your story in unique ways and stand apart in a sea of sameness.

Get the basics right: While tackling world humanitarian, societal and environmental challenges is important, first ensure core health challenges and mandatories are addressed and communicated well before looking further afield. Similarly, clear communication is paramount. Regardless of how much a company is doing above and beyond producing high-quality medicines, it won’t influence HCPs if they don’t hear about it.

Appendix

Survey Methodology

The survey was conducted among 1,100 healthcare professionals and allied healthcare professionals who prescribe and/or recommend prescription medicines across six countries: Australia, China, Germany, India, U.K. and U.S.

The interviews were conducted online by Sapi Research in December 2022 using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. Sample was selected from online partner panels.

This whitepaper is part of WE Communications' Brands in Motion global reports. Now in its seventh year, Brands in Motion has surveyed more than 100,000 consumers and business decision-makers about how perceptions shift over time.



Your Brand in Motion

Our world is constantly changing. Brands in Motion provides the data-driven tools that enable brands to respond to disruptions and build an enduring legacy.

To learn more about Brands in Motion or find out about Brands in motion events in your area, contact WE:

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The world,
your brand
and your stories are in motion.

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