

The ISMPP Post(er)

Poster
#54

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20th Anniversary Edition

“IT TAKES MANY GOOD DEEDS TO BUILD A GOOD REPUTATION...”¹:

Biopharma company attributes that are important to HCPs and consumers

- Reputations are fickle things. They can take years to build, and days to destroy
- For healthcare companies, maintaining a good reputation carries significant weight, with millions spent on R&D and access to life-changing treatments often on the line
- It is important to understand how trustworthiness, as well as other key attributes, shape the reputation of biopharma companies among various demographics, especially healthcare providers (HCPs) and consumers

Methodology:

What we did:

A US-based survey was conducted amongst **560 HCPs** (35 HCPs x 16 specialties) and **1000 healthcare-engaged consumers**



How did we conduct the survey?



Scan the QR code for the benefits and details of MaxDiff scaling

- MaxDiff scaling²** was used to determine the relative importance of each reputational attribute amongst both responder sub-groups
- Unlike typical rating scales, this method forces participants to choose the BEST to WORST options for multiple items
- This technique is representative of real-world behavior because all humans make choices and trade-offs when faced with a decision

Summary:

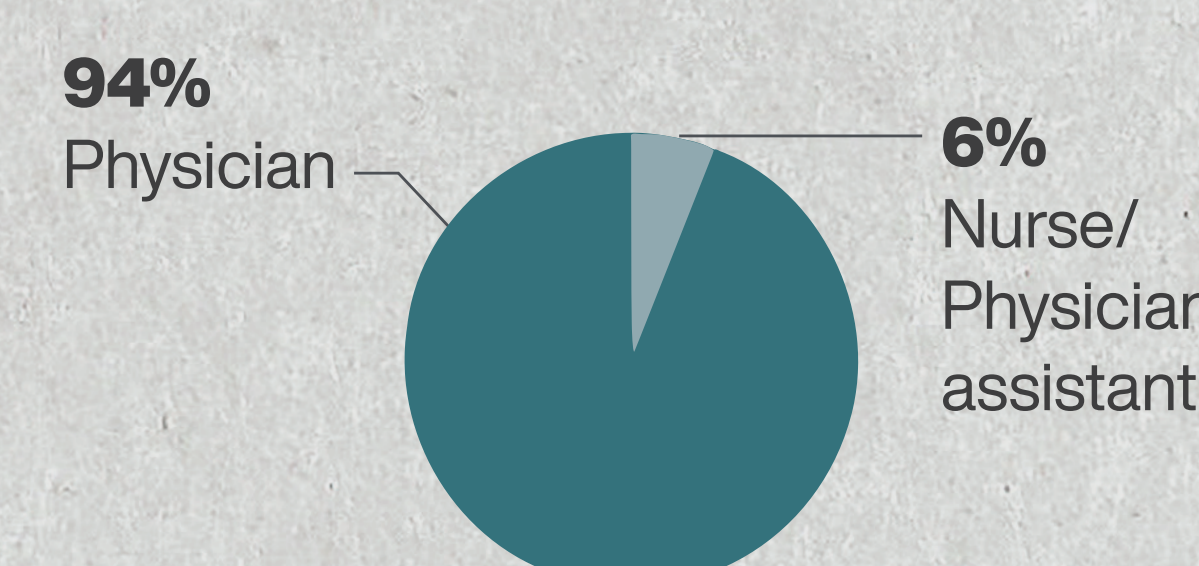
Safe and effective products are the #1 driver of reputation
This underscores the importance of optimizing the synergies between corporate and brand communications

A promising pipeline has the same reputational impact for HCPs as being a category leader
Maximize your reputational impact by integrating your future and current state into a cohesive narrative

Accessibility is the #3 reputational driver among consumers
Proactively articulate your unique perspective and differentiators to stay ahead of upcoming pricing and access conversations

Advanced, cutting-edge solutions are a top five reputational driver for patients and the public
Ground your innovation story in the consumer's reality to increase relevance maximize reputation

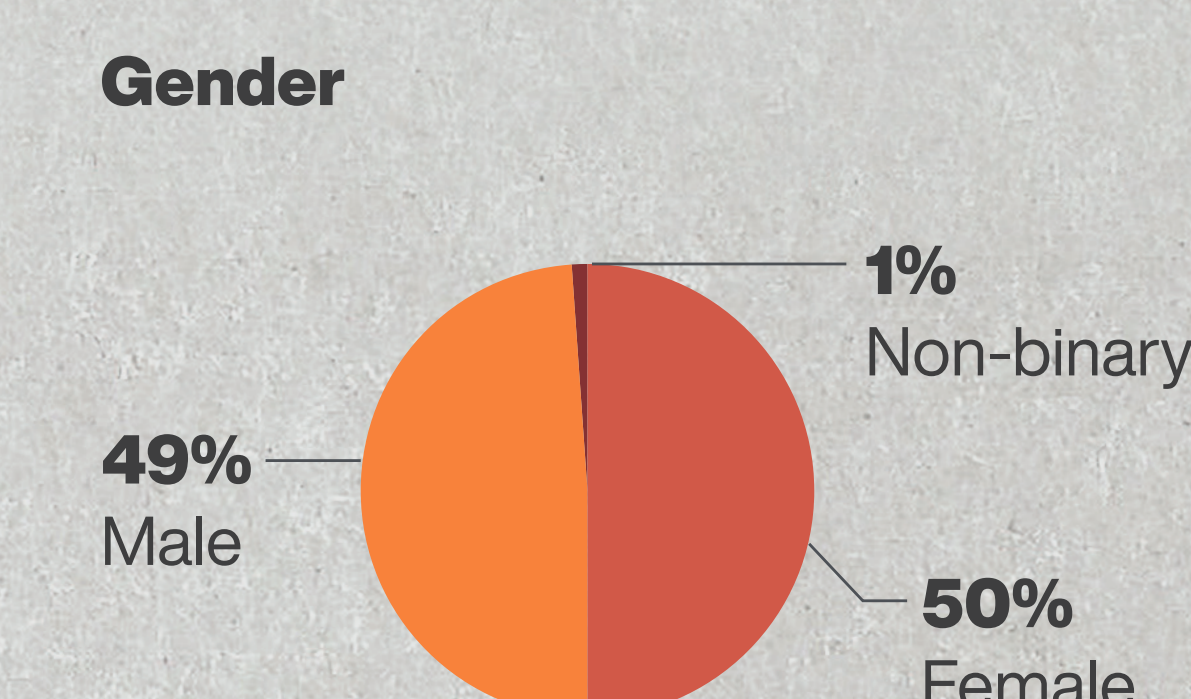
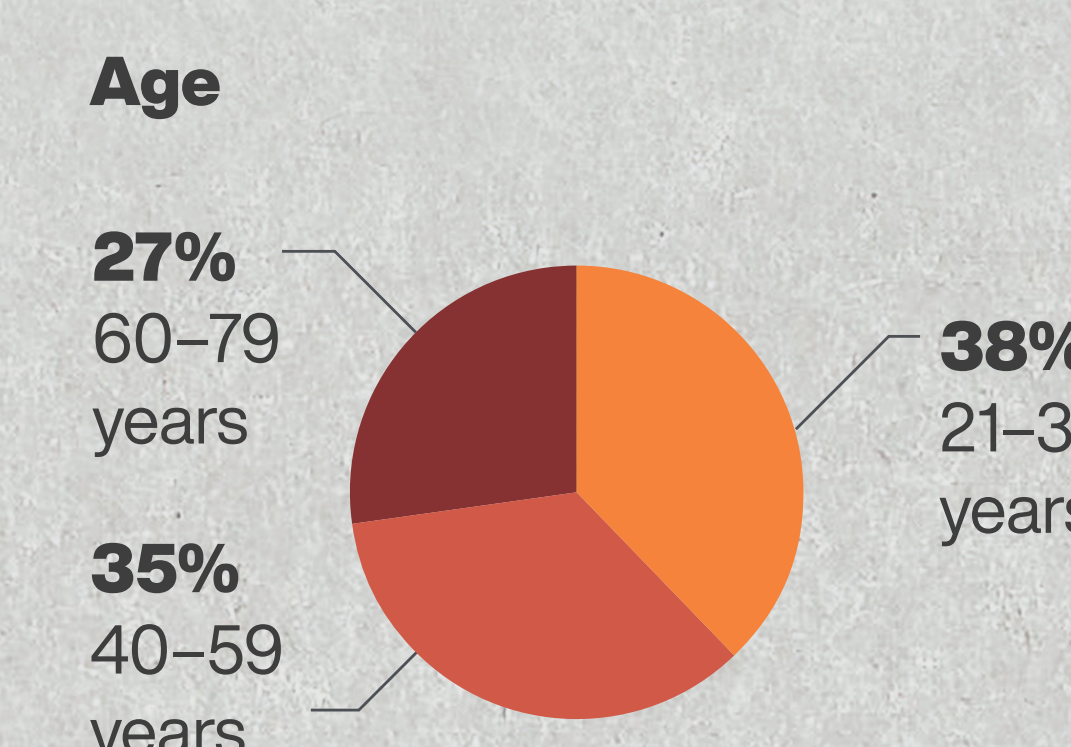
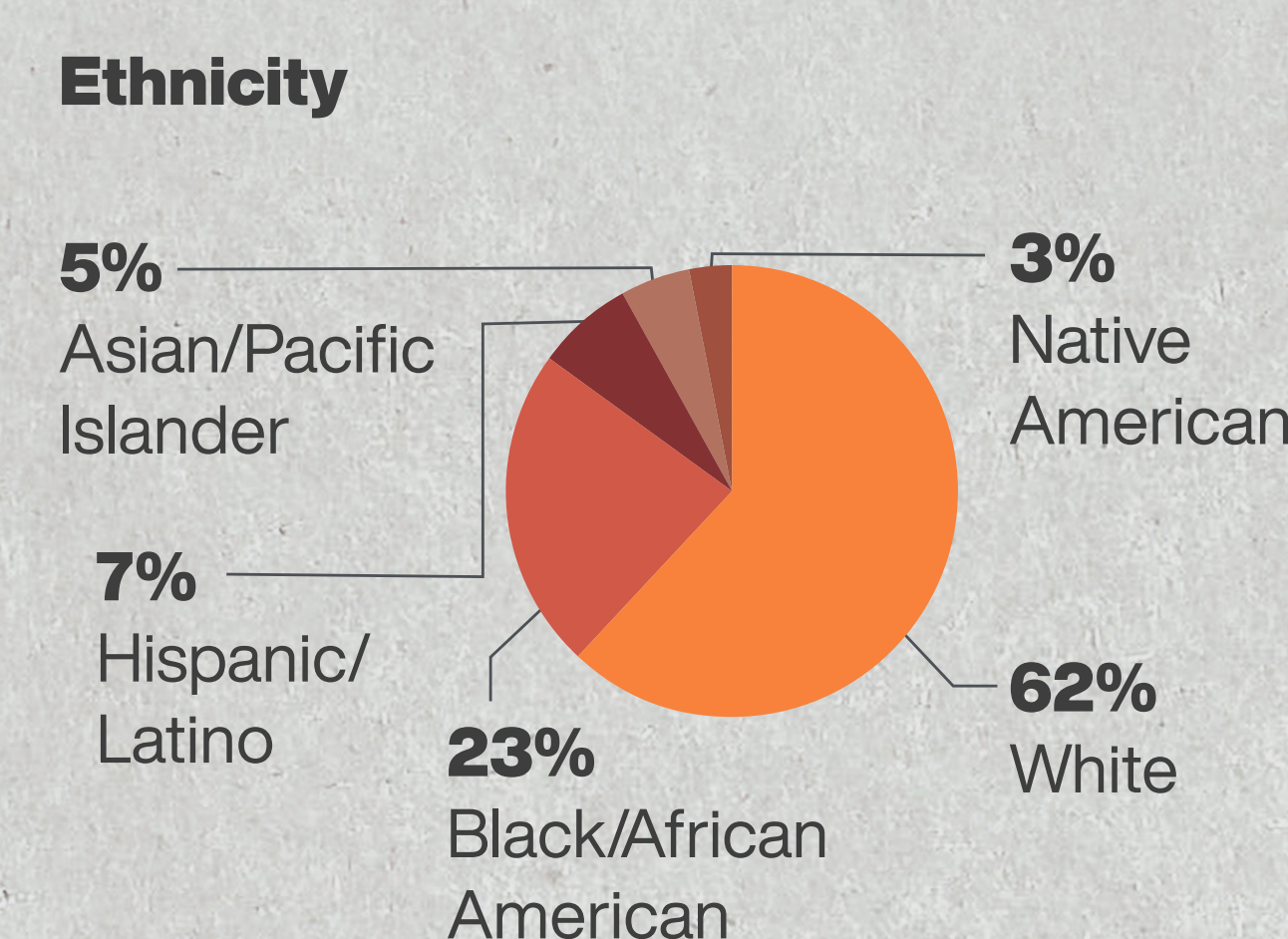
HCPs -
HCPs were pre-screened for high familiarity with Pharma, Biotech and MedTech companies



16 x HCP specialties represented in the survey

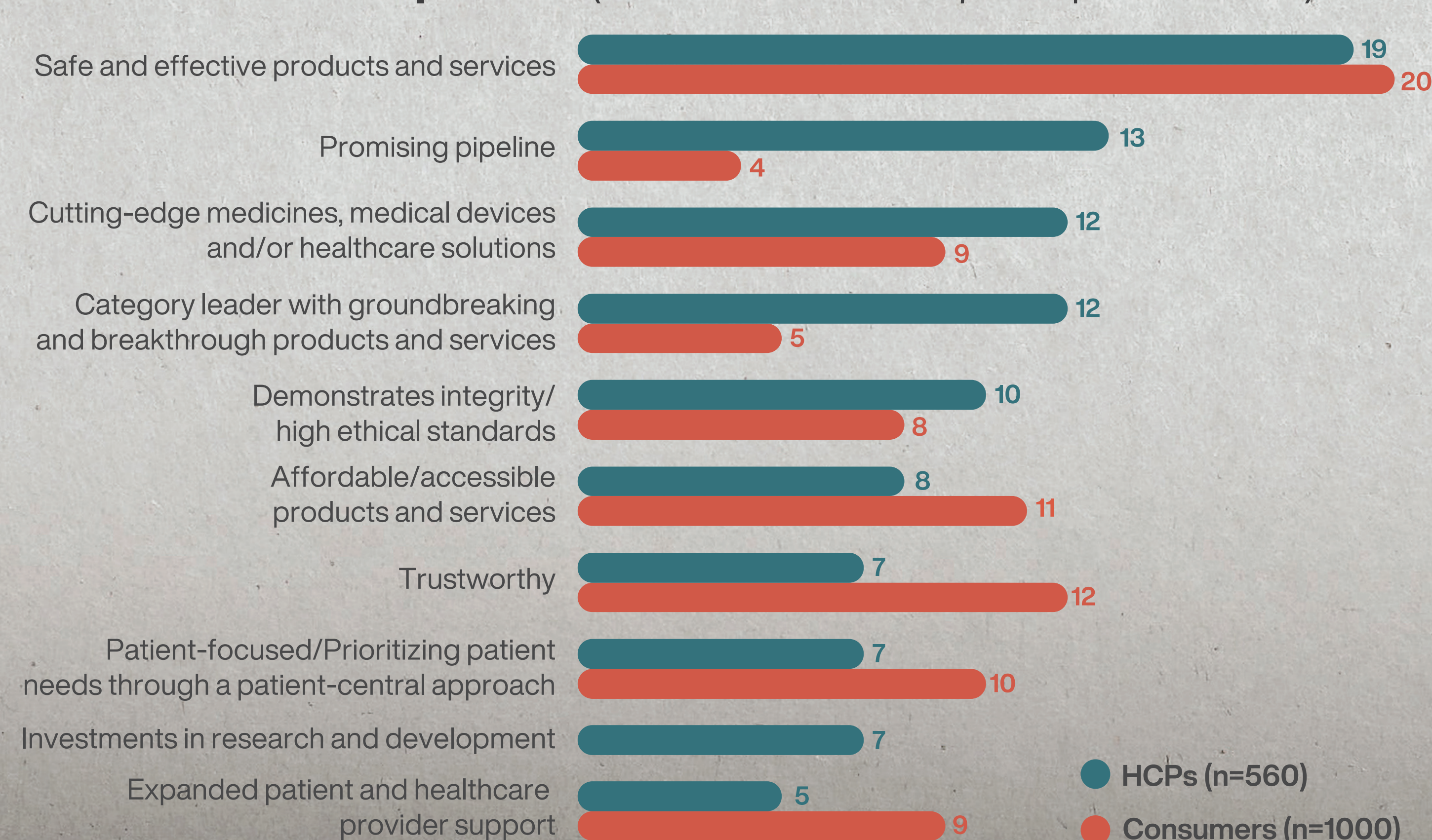
Cardiology; Endocrinology; Immunology; Internal/Family medicine; Neurology; Oncology ; Pediatric medicine; Rheumatology; Dermatology; Gastroenterology; Infectious Diseases; Nephrology; Obstetrics/Gynecology; Otolaryngology; Pulmonology; Surgery

Consumers -
Pre-screened for high familiarity with at least three healthcare companies



Results: Product safety and efficacy was the top reputation driver chosen by HCPs and consumers

Mean attribute importance (max cumulative score per respondent = 100)



Additional priority reputation drivers per sub-group:

- HCPs: innovation in products/services and integrity
- Consumers: trustworthiness, product affordability/access, patient-centricity, and patient support programs

Conclusion:

- Understanding audience-specific perceptions will allow medical publication/communication professionals to build and tailor healthcare programs that resonate and are meaningful to target audiences
- This empathetic approach not only drives a positive reputation for the biopharma sector, but also has the potential to benefit healthcare behaviors and outcomes³⁻⁶