



Patient Centricity Global Benchmarks

Table of Contents

Table Description

Patient Centricity Global Benchmarks

1	Q1. Importance on pharma delivering on patient-focused missions/visions
2	Q2. Confidence on pharma delivering on patient-focused missions/visions
3	Q11. How would you finish this sentence? - My department is mostly concerned about our results....
4	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company helps make sure that the people who need medicines have access to them
5	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company communicates with care and compassion, transparent and unbiased information on diseases, treatment options, and available resources
6	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company provides easy-to-understand and convenient information in plain language because they understand that "words matter"
7	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company helps patients gain affordable access to their medications
8	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company equips patients to make informed choices about healthcare and treatment options
9	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company listens and responds to patient feedback with respect and humility
10	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company partners with patients to innovate and measure impact and outcomes that are important to them
11	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company provides access to support programmes and resources to help patients improve quality of life
12	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - Everything my company does begins with an understanding of patient needs and experiences
13	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company helps empower patients to help other patients and their families
14	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - GRID SUMMARY
15	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - Top 2 Box Summary
16	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - Bottom 2 Box Summary
17	Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - Mean Summary

<u>18</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - When we focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals and our companies
<u>19</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the crucial skill in the pharma, biotech and medical device industry
<u>20</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - Focusing on patients' needs leads to better business outcomes
<u>21</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - A long-term focus is key to success with patient-centric efforts
<u>22</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - Companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so
<u>23</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - Companies must serve shareholders first
<u>24</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - Pharma's goals are misaligned with serving patients optimally
<u>25</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - GRID SUMMARY
<u>26</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - Top 2 Box Summary
<u>27</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - Bottom 2 Box Summary
<u>28</u>	Q18. Patient centricity status statements agreement 1-5 scale - long term success - Mean Summary
<u>29</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I believe in my company's future
<u>30</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I care about the company's vision and goals
<u>31</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I am confident my company is making the world a better place
<u>32</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I am proud to tell people outside our industry that I work in a pharma, biotech/medical device company
<u>33</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I know how to communicate my role such that people outside our industry understand and admire our work
<u>34</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I have posted on Facebook articles or pictures that demonstrate my pride in the good that our industry does
<u>35</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I have posted on LinkedIn articles or pictures that demonstrate my pride in the good that our industry does
<u>36</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - When asked about my profession at a personal social event, I am concerned about how people will react
<u>37</u>	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - Helping patients is my primary motivation for working in the pharma/biotech/med device industry

38	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I communicate why I work in the pharma/ biotech/ med device industry to my customers
39	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I feel trusted and admired by my customers / stakeholders
40	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - My customers would say that I help improve patient care
41	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - GRID SUMMARY
42	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - Top 2 Box Summary
43	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - Bottom 2 Box Summary
44	Q19. Company related statements agreement 1-5 scale - I am proud/Pride - Mean Summary
45	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Patients'' trust affected if they were to secretly observe a typical day in that department
46	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Clinical - Patients'' trust affected if they were to secretly observe a typical day in that department
47	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Corporate Affairs - Patients'' trust affected if they were to secretly observe a typical day in that department
48	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Government Affairs or Public Affairs - Patients'' trust affected if they were to secretly observe a typical day in that department
49	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Health Economics and Outcomes Research - Patients'' trust affected if they were to secretly observe a typical day in that department
50	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - HR - Patients'' trust affected if they were to secretly observe a typical day in that department
51	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - IT - Patients'' trust affected if they were to secretly observe a typical day in that department
52	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Manufacturing - Patients'' trust affected if they were to secretly observe a typical day in that department
53	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Market Access - Patients'' trust affected if they were to secretly observe a typical day in that department
54	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Market Research - Patients'' trust affected if they were to secretly observe a typical day in that department
55	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Marketing - Patients'' trust affected if they were to secretly observe a typical day in that department
56	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Medical Affairs - Patients'' trust affected if they were to secretly observe a typical day in that department
57	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Operations and Finance - Patients'' trust affected if they were to secretly observe a typical day in that department

58	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Patient Affairs or Patient Advocacy - Patients'' trust affected if they were to secretly observe a typical day in that department
59	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - R&D pre-clinical - Patients'' trust affected if they were to secretly observe a typical day in that department
60	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - R&D clinical - Patients'' trust affected if they were to secretly observe a typical day in that department
61	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Regulatory Affairs - Patients'' trust affected if they were to secretly observe a typical day in that department
62	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Sales - Patients'' trust affected if they were to secretly observe a typical day in that department
63	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Training - Patients'' trust affected if they were to secretly observe a typical day in that department
64	Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Other (please specify) - Patients'' trust affected if they were to secretly observe a typical day in that department
65	Q26. Training people to behave in patient-focused ways in your department
66	Q35. Change as a result from organization's patient-focused efforts (trust) - Employee engagement
67	Q35. Change as a result from organization's patient-focused efforts (trust) - Employee attraction/retention
68	Q35. Change as a result from organization's patient-focused efforts (trust) - Patient outcomes
69	Q35. Change as a result from organization's patient-focused efforts (trust) - Health care professionals trust in us
70	Q35. Change as a result from organization's patient-focused efforts (trust) - Patients and patient advocacy groups trust in us
71	Q35. Change as a result from organization's patient-focused efforts (trust) - Payors, health system bureaucrats and government bodies trust in us
72	Q35. Change as a result from organization's patient-focused efforts (trust) - Willingness of stakeholders to engage with us
73	Q35. Change as a result from organization's patient-focused efforts (trust) - Company revenues
74	Q35. Change as a result from organization's patient-focused efforts (trust) - GRID SUMMARY
75	Q35. Change as a result from organization's patient-focused efforts (trust) - Top 2 Box Summary
76	Q35. Change as a result from organization's patient-focused efforts (trust) - Bottom 2 Box Summary
77	Q35. Change as a result from organization's patient-focused efforts (trust) - Mean Summary
78	Q64. Overall trust in pharmaceutical industry
79	Q67. Trust in relevant pharmaceutical industry
80	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company helps make sure that the people who need medicines have access to them
81	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company communicates with care and compassion, transparent and unbiased information on diseases, treatment options, and available resources

82	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company provides easy-to-understand and convenient information in plain language because they understand that "words matter"
83	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company helps you gain affordable access to their medications
84	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company equips you to make informed choices about healthcare and treatment options
85	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company listens and responds to your feedback with respect and humility
86	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company partners with you to innovate and measure impact and outcomes that are important to you
87	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company provides access to support programmes and resources to help you improve quality of life
88	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - Everything the company does begin with an understanding of your needs and experiences
89	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company helps empower you to help other patients and their families
90	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - GRID SUMMARY
91	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - Top 2 Box Summary
92	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - Bottom 2 Box Summary
93	Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - Mean Summary
94	Q80. Delivering patient centricity status statements agreement 1-5 scale - When companies focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals and our companies
95	Q80. Delivering patient centricity status statements agreement 1-5 scale - Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the crucial skill in the pharma, biotech and medical device industry
96	Q80. Delivering patient centricity status statements agreement 1-5 scale - Focusing on patients' needs leads to better business outcomes
97	Q80. Delivering patient centricity status statements agreement 1-5 scale - A long-term focus is key to success with patient-centric efforts
98	Q80. Delivering patient centricity status statements agreement 1-5 scale - Pharma companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so
99	Q80. Delivering patient centricity status statements agreement 1-5 scale - Pharma companies must serve shareholders first
100	Q80. Delivering patient centricity status statements agreement 1-5 scale - Pharma's goals are misaligned with serving patients optimally
101	Q80. Delivering patient centricity status statements agreement 1-5 scale - GRID SUMMARY
102	Q80. Delivering patient centricity status statements agreement 1-5 scale - Top 2 Box Summary
103	Q80. Delivering patient centricity status statements agreement 1-5 scale - Bottom 2 Box Summary
104	Q80. Delivering patient centricity status statements agreement 1-5 scale - Mean Summary

Q1. Importance on pharma delivering on patient-focused missions/visions

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All respondents	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
Extremely important 10	823	57	217	419	73	57	101	114	268	555	108	43	268	137	90	114	54	22	32	22	201	218
	64.0%	78.0%	61.0%	62.0%	69.0%	81.0%	82.0%	80.0%	69.0%	62.0%	60.0%	54.0%	64.0%	64.0%	56.0%	72.0%	57.0%	58.0%	59.0%	69.0%	63.0%	61.0%
		BC				BC	BCD	BC	I							NP						
9	203	5	56	123	15	4	7	9	62	141	31	17	75	36	31	31	13	5	11	6	61	62
	16.0%	7.0%	16.0%	18.0%	14.0%	6.0%	6.0%	6.0%	16.0%	16.0%	17.0%	22.0%	18.0%	17.0%	19.0%	19.0%	14.0%	13.0%	20.0%	19.0%	19.0%	17.0%
			EFG	AEFG	FG																	
8	138	4	50	69	12	3	6	7	39	99	18	8	43	28	18	4	14	5	5	2	30	39
	11.0%	5.0%	14.0%	10.0%	11.0%	4.0%	5.0%	5.0%	10.0%	11.0%	10.0%	10.0%	10.0%	13.0%	11.0%	3.0%	15.0%	13.0%	9.0%	6.0%	9.0%	11.0%
			AEFG	G												O	O	O	O			
7	70	2	20	42	2	4	4	6	17	53	16	8	18	8	13	7	9	3	4	1	16	26
	5.0%	3.0%	6.0%	6.0%	2.0%	6.0%	3.0%	4.0%	4.0%	6.0%	9.0%	10.0%	4.0%	4.0%	8.0%	4.0%	9.0%	8.0%	7.0%	3.0%	5.0%	7.0%
											L	L					M					
6	16	1	6	7	2	0	1	1	0	16	1	1	5	2	2	1	1	1	0	0	4	3
	1.0%	1.0%	2.0%	1.0%	2.0%	-	1.0%	1.0%	-	2.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	3.0%	-	-	1.0%	1.0%
										H												
5	16	1	5	8	1	1	1	2	0	16	3	1	4	3	2	0	3	0	0	0	1	7
	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	-	2.0%	2.0%	1.0%	1.0%	1.0%	1.0%	-	3.0%	-	-	-	*	2.0%
										H												
4	7	0	1	5	0	1	1	1	0	7	3	0	2	0	3	1	1	2	1	1	5	0
	1.0%	-	*	1.0%	-	1.0%	1.0%	1.0%	-	1.0%	2.0%	-	*	-	2.0%	1.0%	1.0%	5.0%	2.0%	3.0%	2.0%	-
															M			MO	M	M	U	
3	5	1	2	2	0	0	1	1	0	5	0	1	1	0	1	1	0	0	1	0	1	1
	*	1.0%	1.0%	*	-	-	1.0%	1.0%	-	1.0%	-	1.0%	*	-	1.0%	1.0%	-	-	2.0%	-	*	*
																			M			
2	2	1	1	0	0	0	1	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0
	*	1.0%	*	-	-	-	1.0%	1.0%	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Not at all important 1	2	1	0	0	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0
	*	1.0%	-	-	1.0%	-	-	1.0%	*	*	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 3 BOX	1164	66	323	611	100	64	114	130	369	795	157	68	386	201	139	149	81	32	48	30	292	319
	91.0%	90.0%	90.0%	91.0%	94.0%	91.0%	93.0%	91.0%	95.0%	89.0%	87.0%	86.0%	93.0%	94.0%	87.0%	94.0%	85.0%	84.0%	89.0%	94.0%	92.0%	90.0%
																JK						
BOTTOM 3 BOX	9	3	3	2	1	0	2	3	1	8	0	1	1	0	1	1	0	0	1	0	1	1
	1.0%	4.0%	1.0%	*	1.0%	-	2.0%	2.0%	*	1.0%	-	1.0%	*	-	1.0%	1.0%	-	-	2.0%	-	*	*
Mean	9.3	9.3	9.2	9.3	9.4	9.5	9.5	9.4	9.5	9.2	9.2	9.1	9.3	9.4	9.1	9.5	9	8.9	9.1	9.4	9.3	9.2
Std. Dev.	1.3	1.8	1.3	1.2	1.3	1.2	1.4	1.5	1	1.4	1.3	1.4	1.1	1.1	1.4	1	1.4	1.6	1.5	1.2	1.2	1.2
Std. Err.	*	0.2	0.1	*	0.1	0.1	0.1	0.1	*	*	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.3	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q2. Confidence on pharma delivering on patient-focused missions/visions

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All respondents	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
Extremely confident 10	102	3	21	65	8	5	8	8	102	0	19	7	39	12	14	16	17	4	11	0	22	43
	8.0%	4.0%	6.0%	10.0%	8.0%	7.0%	7.0%	6.0%	26.0%	-	11.0%	9.0%	9.0%	6.0%	9.0%	10.0%	18.0%	11.0%	20.0%	-	7.0%	12.0%
				B					I								MNS		MNOS			T
9	90	3	17	59	7	4	6	7	90	0	15	8	36	17	11	14	8	3	9	2	24	35
	7.0%	4.0%	5.0%	9.0%	7.0%	6.0%	5.0%	5.0%	23.0%	-	8.0%	10.0%	9.0%	8.0%	7.0%	9.0%	8.0%	8.0%	17.0%	6.0%	8.0%	10.0%
				B					I										N			
8	195	5	33	137	14	6	9	11	195	0	35	19	83	42	28	38	18	9	9	6	64	73
	15.0%	7.0%	9.0%	20.0%	13.0%	9.0%	7.0%	8.0%	50.0%	-	19.0%	24.0%	20.0%	20.0%	18.0%	24.0%	19.0%	24.0%	17.0%	19.0%	20.0%	21.0%
				ABEFG					I													
7	275	9	74	159	21	12	16	21	0	275	40	20	99	55	43	36	15	6	10	9	72	87
	21.0%	12.0%	21.0%	24.0%	20.0%	17.0%	13.0%	15.0%	-	31.0%	22.0%	25.0%	24.0%	26.0%	27.0%	23.0%	16.0%	16.0%	19.0%	28.0%	23.0%	24.0%
				AFG					H													
6	249	9	95	118	18	9	17	18	0	249	35	8	75	42	33	17	20	12	6	8	68	50
	19.0%	12.0%	27.0%	17.0%	17.0%	13.0%	14.0%	13.0%	-	28.0%	19.0%	10.0%	18.0%	20.0%	21.0%	11.0%	21.0%	32.0%	11.0%	25.0%	21.0%	14.0%
				ACDEFG					H													
5	163	17	57	69	11	9	25	26	0	163	19	7	43	23	11	23	7	0	5	5	35	34
	13.0%	23.0%	16.0%	10.0%	10.0%	13.0%	20.0%	18.0%	-	18.0%	11.0%	9.0%	10.0%	11.0%	7.0%	14.0%	7.0%	-	9.0%	16.0%	11.0%	10.0%
				CD					H													
				C					H													
4	98	11	30	43	8	6	13	17	0	98	12	5	26	17	10	10	8	3	3	2	22	21
	8.0%	15.0%	8.0%	6.0%	8.0%	9.0%	11.0%	12.0%	-	11.0%	7.0%	6.0%	6.0%	8.0%	6.0%	6.0%	8.0%	8.0%	6.0%	6.0%	7.0%	6.0%
				C					H													
3	53	6	16	16	7	8	11	14	0	53	3	4	9	4	8	2	1	1	0	0	8	8
	4.0%	8.0%	4.0%	2.0%	7.0%	11.0%	9.0%	10.0%	-	6.0%	2.0%	5.0%	2.0%	2.0%	5.0%	1.0%	1.0%	3.0%	-	-	3.0%	2.0%
				C					H													
2	31	4	10	6	5	6	8	10	0	31	0	1	5	1	1	3	1	0	0	0	3	3
	2.0%	5.0%	3.0%	1.0%	5.0%	9.0%	7.0%	7.0%	-	3.0%	-	1.0%	1.0%	*	1.0%	2.0%	1.0%	-	-	-	1.0%	1.0%
				C					H													
Not at all confident 1	26	6	5	3	7	5	10	11	0	26	2	0	1	1	1	0	0	0	1	0	1	2
	2.0%	8.0%	1.0%	*	7.0%	7.0%	8.0%	8.0%	-	3.0%	1.0%	-	*	*	1.0%	-	-	-	2.0%	-	*	1.0%
				BC					H													
Sigma	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 3 BOX	387	11	71	261	29	15	23	26	387	0	69	34	158	71	53	68	43	16	29	8	110	151
	30.0%	15.0%	20.0%	39.0%	27.0%	21.0%	19.0%	18.0%	100.0%	-	38.0%	43.0%	38.0%	33.0%	33.0%	43.0%	45.0%	42.0%	54.0%	25.0%	34.0%	42.0%
				ABDEFG					I								MNS		MNS			T
BOTTOM 3 BOX	110	16	31	25	19	19	29	35	0	110	5	5	15	6	10	5	2	1	0	0	12	13
	9.0%	22.0%	9.0%	4.0%	18.0%	27.0%	24.0%	24.0%	-	12.0%	3.0%	6.0%	4.0%	3.0%	6.0%	3.0%	2.0%	3.0%	2.0%	-	4.0%	4.0%
				BC					H													
Mean	6.4	5.1	6.1	6.9	6	5.5	5.3	5.3	8.8	5.4	6.9	7	6.9	6.7	6.8	7	7.2	7.1	7.5	6.6	6.8	7.1
				AEFG					I								M		MNOS			T
Std. Dev.	2.1	2.3	1.9	1.8	2.4	2.6	2.5	2.4	0.8	1.6	1.8	1.9	1.8	1.7	1.9	1.9	2	1.7	2	1.3	1.8	1.9
Std. Err.	0.1	0.3	0.1	0.1	0.2	0.3	0.2	0.2	*	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.3	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q11. How would you finish this sentence? - My department is mostly concerned about our results....

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
This quarter	59	0	0	59	0	0	0	0	19	40	18	7	34	10	15	22	8	7	2	5	21	38
	9.0%	-	-	9.0%	-	-	-	-	7.0%	10.0%	10.0%	9.0%	8.0%	5.0%	9.0%	14.0%	8.0%	18.0%	4.0%	16.0%	7.0%	11.0%
																MR		MR		M		
This year	296	0	0	296	0	0	0	0	108	188	73	30	193	90	67	70	40	18	27	13	121	175
	44.0%	-	-	44.0%	-	-	-	-	41.0%	45.0%	41.0%	38.0%	46.0%	42.0%	42.0%	44.0%	42.0%	47.0%	50.0%	41.0%	38.0%	49.0%
																					T	29
Next year	75	0	0	75	0	0	0	0	29	46	26	9	40	26	24	17	4	1	2	3	46	29
	11.0%	-	-	11.0%	-	-	-	-	11.0%	11.0%	14.0%	11.0%	10.0%	12.0%	15.0%	11.0%	4.0%	3.0%	4.0%	9.0%	14.0%	8.0%
															P						U	
3-5 years from now	198	0	0	198	0	0	0	0	89	109	45	30	123	69	42	41	33	12	21	11	105	93
	29.0%	-	-	29.0%	-	-	-	-	34.0%	26.0%	25.0%	38.0%	30.0%	32.0%	26.0%	26.0%	35.0%	32.0%	39.0%	34.0%	33.0%	26.0%
									I			J							O			
Other (please specify)	47	0	0	47	0	0	0	0	16	31	18	3	26	19	12	9	10	0	2	0	26	21
	7.0%	-	-	7.0%	-	-	-	-	6.0%	7.0%	10.0%	4.0%	6.0%	9.0%	8.0%	6.0%	11.0%	-	4.0%	-	8.0%	6.0%
																	Q					
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company helps make sure that the people who need medicines have access to them

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	228	0	0	228	0	0	0	0	106	122	64	26	138	65	60	59	30	11	13	13	99	129
	34.0%	-	-	34.0%	-	-	-	-	41.0%	29.0%	36.0%	33.0%	33.0%	30.0%	38.0%	37.0%	32.0%	29.0%	24.0%	41.0%	31.0%	36.0%
									I													
4	210	0	0	210	0	0	0	0	87	123	50	20	140	74	47	46	25	13	17	7	99	111
	31.0%	-	-	31.0%	-	-	-	-	33.0%	30.0%	28.0%	25.0%	34.0%	35.0%	29.0%	29.0%	26.0%	34.0%	31.0%	22.0%	31.0%	31.0%
3	123	0	0	123	0	0	0	0	39	84	20	17	86	36	30	24	21	6	9	9	61	62
	18.0%	-	-	18.0%	-	-	-	-	15.0%	20.0%	11.0%	22.0%	21.0%	17.0%	19.0%	15.0%	22.0%	16.0%	17.0%	28.0%	19.0%	17.0%
													J									
2	52	0	0	52	0	0	0	0	12	40	15	11	26	13	13	11	10	4	10	2	26	26
	8.0%	-	-	8.0%	-	-	-	-	5.0%	10.0%	8.0%	14.0%	6.0%	6.0%	8.0%	7.0%	11.0%	11.0%	19.0%	6.0%	8.0%	7.0%
										H			L						MNO			
Strongly disagree 1	16	0	0	16	0	0	0	0	2	14	7	2	7	6	2	4	3	1	2	0	7	9
	2.0%	-	-	2.0%	-	-	-	-	1.0%	3.0%	4.0%	3.0%	2.0%	3.0%	1.0%	3.0%	3.0%	3.0%	4.0%	-	2.0%	3.0%
										H			L									
Don't know or NA	46	0	0	46	0	0	0	0	15	31	24	3	19	20	8	15	6	3	3	1	27	19
	7.0%	-	-	7.0%	-	-	-	-	6.0%	7.0%	13.0%	4.0%	5.0%	9.0%	5.0%	9.0%	6.0%	8.0%	6.0%	3.0%	8.0%	5.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	438	0	0	438	0	0	0	0	193	245	114	46	278	139	107	105	55	24	30	20	198	240
	65.0%	-	-	65.0%	-	-	-	-	74.0%	59.0%	63.0%	58.0%	67.0%	65.0%	67.0%	66.0%	58.0%	63.0%	56.0%	62.0%	62.0%	67.0%
									I													
BOTTOM 2 BOX	68	0	0	68	0	0	0	0	14	54	22	13	33	19	15	15	13	5	12	2	33	35
	10.0%	-	-	10.0%	-	-	-	-	5.0%	13.0%	12.0%	16.0%	8.0%	9.0%	9.0%	9.0%	14.0%	13.0%	22.0%	6.0%	10.0%	10.0%
										H			L						MNO			
Mean	3.9	-	-	3.9	-	-	-	-	4.2	3.8	4	3.8	3.9	3.9	4	4	3.8	3.8	3.6	4	3.9	4
									I				R	R	R	R						
Std. Dev.	1.1	-	-	1.1	-	-	-	-	0.9	1.1	1.2	1.2	1	1	1	1.1	1.1	1.1	1.2	1	1.1	1.1
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company communicates with care and compassion, transparent and unbiased information on diseases, treatment options, and available resources

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	258	0	0	258	0	0	0	0	131	127	76	22	160	72	63	69	35	11	21	11	121	137
	38.0%	-	-	38.0%	-	-	-	-	50.0%	31.0%	42.0%	28.0%	38.0%	34.0%	39.0%	43.0%	37.0%	29.0%	39.0%	34.0%	38.0%	38.0%
									I		K											
4	231	0	0	231	0	0	0	0	80	151	47	35	149	85	60	46	30	16	13	14	104	127
	34.0%	-	-	34.0%	-	-	-	-	31.0%	36.0%	26.0%	44.0%	36.0%	40.0%	38.0%	29.0%	32.0%	42.0%	24.0%	44.0%	33.0%	36.0%
									J		J			OR								
3	107	0	0	107	0	0	0	0	30	77	30	11	66	29	20	26	21	5	13	5	51	56
	16.0%	-	-	16.0%	-	-	-	-	11.0%	19.0%	17.0%	14.0%	16.0%	14.0%	12.0%	16.0%	22.0%	13.0%	24.0%	16.0%	16.0%	16.0%
									H							N		N				
2	38	0	0	38	0	0	0	0	8	30	8	7	23	14	8	10	3	2	4	2	19	19
	6.0%	-	-	6.0%	-	-	-	-	3.0%	7.0%	4.0%	9.0%	6.0%	7.0%	5.0%	6.0%	3.0%	5.0%	7.0%	6.0%	6.0%	5.0%
									H													
Strongly disagree 1	7	0	0	7	0	0	0	0	3	4	0	2	5	1	2	2	1	0	1	0	4	3
	1.0%	-	-	1.0%	-	-	-	-	1.0%	1.0%	-	3.0%	1.0%	*	1.0%	1.0%	1.0%	-	2.0%	-	1.0%	1.0%
Don't know or NA	34	0	0	34	0	0	0	0	9	25	19	2	13	13	7	6	5	4	2	0	20	14
	5.0%	-	-	5.0%	-	-	-	-	3.0%	6.0%	11.0%	3.0%	3.0%	6.0%	4.0%	4.0%	5.0%	11.0%	4.0%	-	6.0%	4.0%
											KL											
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	489	0	0	489	0	0	0	0	211	278	123	57	309	157	123	115	65	27	34	25	225	264
	72.0%	-	-	72.0%	-	-	-	-	81.0%	67.0%	68.0%	72.0%	74.0%	73.0%	77.0%	72.0%	68.0%	71.0%	63.0%	78.0%	71.0%	74.0%
									I						R							
BOTTOM 2 BOX	45	0	0	45	0	0	0	0	11	34	8	9	28	15	10	12	4	2	5	2	23	22
	7.0%	-	-	7.0%	-	-	-	-	4.0%	8.0%	4.0%	11.0%	7.0%	7.0%	6.0%	8.0%	4.0%	5.0%	9.0%	6.0%	7.0%	6.0%
									H			J										
Mean	4.1	-	-	4.1	-	-	-	-	4.3	3.9	4.2	3.9	4.1	4.1	4.1	4.1	4.1	4.1	3.9	4.1	4.1	4.1
									I		K											
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.9	1	0.9	1	0.9	0.9	0.9	1	0.9	0.9	1.1	0.9	1	0.9
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company provides easy-to-understand and convenient information in plain language because they understand that "words matter"

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	212	0	0	212	0	0	0	0	110	102	77	23	112	67	44	55	33	11	21	10	98	114
	31.0%	-	-	31.0%	-	-	-	-	42.0%	25.0%	43.0%	29.0%	27.0%	31.0%	28.0%	35.0%	35.0%	29.0%	39.0%	31.0%	31.0%	32.0%
									I		KL											
4	216	0	0	216	0	0	0	0	81	135	46	23	147	70	53	46	27	10	20	8	94	122
	32.0%	-	-	32.0%	-	-	-	-	31.0%	33.0%	26.0%	29.0%	35.0%	33.0%	29.0%	28.0%	26.0%	37.0%	25.0%	29.0%	29.0%	34.0%
									J													
3	151	0	0	151	0	0	0	0	55	96	31	24	96	45	42	36	22	9	11	8	80	71
	22.0%	-	-	22.0%	-	-	-	-	21.0%	23.0%	17.0%	30.0%	23.0%	21.0%	26.0%	23.0%	23.0%	24.0%	20.0%	25.0%	25.0%	20.0%
2	57	0	0	57	0	0	0	0	5	52	11	5	41	21	9	13	10	3	1	4	30	27
	8.0%	-	-	8.0%	-	-	-	-	2.0%	13.0%	6.0%	6.0%	10.0%	10.0%	6.0%	8.0%	11.0%	8.0%	2.0%	12.0%	9.0%	8.0%
									H													
Strongly disagree 1	12	0	0	12	0	0	0	0	3	9	4	1	7	2	4	5	1	1	1	0	3	9
	2.0%	-	-	2.0%	-	-	-	-	1.0%	2.0%	2.0%	1.0%	2.0%	1.0%	2.0%	3.0%	1.0%	3.0%	2.0%	-	1.0%	3.0%
Don't know or NA	27	0	0	27	0	0	0	0	7	20	11	3	13	9	8	4	2	4	0	2	14	13
	4.0%	-	-	4.0%	-	-	-	-	3.0%	5.0%	6.0%	4.0%	3.0%	4.0%	5.0%	3.0%	2.0%	11.0%	-	6.0%	4.0%	4.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	428	0	0	428	0	0	0	0	191	237	123	46	259	137	97	101	60	21	41	18	192	236
	63.0%	-	-	63.0%	-	-	-	-	73.0%	57.0%	68.0%	58.0%	62.0%	64.0%	61.0%	64.0%	63.0%	55.0%	76.0%	56.0%	60.0%	66.0%
									I													
BOTTOM 2 BOX	69	0	0	69	0	0	0	0	8	61	15	6	48	23	13	18	11	4	2	4	33	36
	10.0%	-	-	10.0%	-	-	-	-	3.0%	15.0%	8.0%	8.0%	12.0%	11.0%	8.0%	11.0%	12.0%	11.0%	4.0%	12.0%	10.0%	10.0%
									H													
Mean	3.9	-	-	3.9	-	-	-	-	4.1	3.7	4.1	3.8	3.8	3.9	3.8	3.9	3.9	3.8	4.1	3.8	3.8	3.9
									I													
Std. Dev.	1	-	-	1	-	-	-	-	0.9	1.1	1.1	1	1	1	1	1.1	1.1	1.1	0.9	1.1	1	1
									L													
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company helps patients gain affordable access to their medications

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	202	0	0	202	0	0	0	0	108	94	57	25	120	55	48	60	29	14	12	9	96	106
	30.0%	-	-	30.0%	-	-	-	-	41.0%	23.0%	32.0%	32.0%	29.0%	26.0%	30.0%	38.0%	31.0%	37.0%	22.0%	28.0%	30.0%	30.0%
									I							MR						
4	197	0	0	197	0	0	0	0	74	123	48	24	125	62	43	48	26	13	19	11	87	110
	29.0%	-	-	29.0%	-	-	-	-	28.0%	30.0%	27.0%	30.0%	30.0%	29.0%	27.0%	30.0%	27.0%	34.0%	35.0%	34.0%	27.0%	31.0%
3	127	0	0	127	0	0	0	0	41	86	21	15	91	39	32	20	25	5	6	7	59	68
	19.0%	-	-	19.0%	-	-	-	-	16.0%	21.0%	12.0%	19.0%	22.0%	18.0%	20.0%	13.0%	26.0%	13.0%	11.0%	22.0%	18.0%	19.0%
													J									
2	63	0	0	63	0	0	0	0	15	48	18	7	38	21	17	11	8	2	11	2	35	28
	9.0%	-	-	9.0%	-	-	-	-	6.0%	12.0%	10.0%	9.0%	9.0%	10.0%	11.0%	7.0%	8.0%	5.0%	20.0%	6.0%	11.0%	8.0%
Strongly disagree 1	21	0	0	21	0	0	0	0	5	16	5	3	13	6	7	5	2	1	2	0	7	14
	3.0%	-	-	3.0%	-	-	-	-	2.0%	4.0%	3.0%	4.0%	3.0%	3.0%	4.0%	3.0%	2.0%	3.0%	4.0%	-	2.0%	4.0%
Don't know or NA	65	0	0	65	0	0	0	0	18	47	31	5	29	31	13	15	5	3	4	3	35	30
	10.0%	-	-	10.0%	-	-	-	-	7.0%	11.0%	17.0%	6.0%	7.0%	14.0%	8.0%	9.0%	5.0%	8.0%	7.0%	9.0%	11.0%	8.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	399	0	0	399	0	0	0	0	182	217	105	49	245	117	91	108	55	27	31	20	183	216
	59.0%	-	-	59.0%	-	-	-	-	70.0%	52.0%	58.0%	62.0%	59.0%	55.0%	57.0%	68.0%	58.0%	71.0%	57.0%	62.0%	57.0%	61.0%
BOTTOM 2 BOX	84	0	0	84	0	0	0	0	20	64	23	10	51	27	24	16	10	3	13	2	42	42
	12.0%	-	-	12.0%	-	-	-	-	8.0%	15.0%	13.0%	13.0%	12.0%	13.0%	15.0%	10.0%	11.0%	8.0%	24.0%	6.0%	13.0%	12.0%
Mean	3.8	-	-	3.8	-	-	-	-	4.1	3.6	3.9	3.8	3.8	3.8	3.7	4	3.8	4.1	3.6	3.9	3.8	3.8
Std. Dev.	1.1	-	-	1.1	-	-	-	-	1	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1	1.2	0.9	1.1	1.1
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company equips patients to make informed choices about healthcare and treatment options

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	135	0	0	135	0	0	0	0	81	54	49	10	76	38	29	36	18	10	13	6	54	81
	20.0%	-	-	20.0%	-	-	-	-	31.0%	13.0%	27.0%	13.0%	18.0%	18.0%	18.0%	23.0%	19.0%	26.0%	24.0%	19.0%	17.0%	23.0%
									I		KL											
4	200	0	0	200	0	0	0	0	83	117	35	26	139	71	49	43	22	9	10	6	98	102
	30.0%	-	-	30.0%	-	-	-	-	32.0%	28.0%	19.0%	33.0%	33.0%	33.0%	31.0%	27.0%	23.0%	24.0%	19.0%	19.0%	31.0%	29.0%
									J		J		R									
3	165	0	0	165	0	0	0	0	53	112	41	18	106	55	42	34	26	8	10	11	81	84
	24.0%	-	-	24.0%	-	-	-	-	20.0%	27.0%	23.0%	23.0%	25.0%	26.0%	26.0%	21.0%	27.0%	21.0%	19.0%	34.0%	25.0%	24.0%
									H													
2	87	0	0	87	0	0	0	0	18	69	18	13	56	23	19	25	14	3	13	5	41	46
	13.0%	-	-	13.0%	-	-	-	-	7.0%	17.0%	10.0%	16.0%	13.0%	11.0%	12.0%	16.0%	15.0%	8.0%	24.0%	16.0%	13.0%	13.0%
									H													
Strongly disagree 1	25	0	0	25	0	0	0	0	7	18	7	4	14	2	6	8	3	2	4	1	12	13
	4.0%	-	-	4.0%	-	-	-	-	3.0%	4.0%	4.0%	5.0%	3.0%	1.0%	4.0%	5.0%	3.0%	5.0%	7.0%	3.0%	4.0%	4.0%
Don't know or NA	63	0	0	63	0	0	0	0	19	44	30	8	25	25	15	13	12	6	4	3	33	30
	9.0%	-	-	9.0%	-	-	-	-	7.0%	11.0%	17.0%	10.0%	6.0%	12.0%	9.0%	8.0%	13.0%	16.0%	7.0%	9.0%	10.0%	8.0%
											L											
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	335	0	0	335	0	0	0	0	164	171	84	36	215	109	78	79	40	19	23	12	152	183
	50.0%	-	-	50.0%	-	-	-	-	63.0%	41.0%	47.0%	46.0%	52.0%	51.0%	49.0%	50.0%	42.0%	50.0%	43.0%	38.0%	48.0%	51.0%
									I													
BOTTOM 2 BOX	112	0	0	112	0	0	0	0	25	87	25	17	70	25	25	33	17	5	17	6	53	59
	17.0%	-	-	17.0%	-	-	-	-	10.0%	21.0%	14.0%	22.0%	17.0%	12.0%	16.0%	21.0%	18.0%	13.0%	31.0%	19.0%	17.0%	17.0%
									H													
Mean	3.5	-	-	3.5	-	-	-	-	3.9	3.3	3.7	3.4	3.5	3.6	3.5	3.5	3.5	3.7	3.3	3.4	3.5	3.6
									I					R								
Std. Dev.	1.1	-	-	1.1	-	-	-	-	1	1.1	1.2	1.1	1.1	1	1.1	1.2	1.1	1.2	1.3	1.1	1.1	1.1
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company listens and responds to patient feedback with respect and humility

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	235	0	0	235	0	0	0	0	123	112	69	23	143	86	52	50	28	10	18	12	111	124
	35.0%	-	-	35.0%	-	-	-	-	47.0%	27.0%	38.0%	29.0%	34.0%	40.0%	32.0%	31.0%	29.0%	26.0%	33.0%	38.0%	35.0%	35.0%
									I													
4	200	0	0	200	0	0	0	0	76	124	55	26	119	63	42	52	29	14	19	6	91	109
	30.0%	-	-	30.0%	-	-	-	-	29.0%	30.0%	31.0%	33.0%	29.0%	29.0%	26.0%	33.0%	31.0%	37.0%	35.0%	19.0%	29.0%	31.0%
3	116	0	0	116	0	0	0	0	38	78	18	15	83	33	26	28	22	4	9	6	61	55
	17.0%	-	-	17.0%	-	-	-	-	15.0%	19.0%	10.0%	19.0%	20.0%	15.0%	16.0%	18.0%	23.0%	11.0%	17.0%	19.0%	19.0%	15.0%
2	55	0	0	55	0	0	0	0	8	47	13	7	35	15	18	12	8	3	4	4	25	30
	8.0%	-	-	8.0%	-	-	-	-	3.0%	11.0%	7.0%	9.0%	8.0%	7.0%	11.0%	8.0%	8.0%	8.0%	7.0%	12.0%	8.0%	8.0%
Strongly disagree 1	18	0	0	18	0	0	0	0	3	15	7	2	9	2	3	7	4	3	2	1	9	9
	3.0%	-	-	3.0%	-	-	-	-	1.0%	4.0%	4.0%	3.0%	2.0%	1.0%	2.0%	4.0%	4.0%	8.0%	4.0%	3.0%	3.0%	3.0%
Don't know or NA	51	0	0	51	0	0	0	0	13	38	18	6	27	15	19	10	4	4	2	3	22	29
	8.0%	-	-	8.0%	-	-	-	-	5.0%	9.0%	10.0%	8.0%	6.0%	7.0%	12.0%	6.0%	4.0%	11.0%	4.0%	9.0%	7.0%	8.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	435	0	0	435	0	0	0	0	199	236	124	49	262	149	94	102	57	24	37	18	202	233
	64.0%	-	-	64.0%	-	-	-	-	76.0%	57.0%	69.0%	62.0%	63.0%	70.0%	59.0%	64.0%	60.0%	63.0%	69.0%	56.0%	63.0%	65.0%
BOTTOM 2 BOX	73	0	0	73	0	0	0	0	11	62	20	9	44	17	21	19	12	6	6	5	34	39
	11.0%	-	-	11.0%	-	-	-	-	4.0%	15.0%	11.0%	11.0%	11.0%	8.0%	13.0%	12.0%	13.0%	16.0%	11.0%	16.0%	11.0%	11.0%
Mean	3.9	-	-	3.9	-	-	-	-	4.2	3.7	4	3.8	3.9	4.1	3.9	3.8	3.8	3.7	3.9	3.8	3.9	3.9
Std. Dev.	1.1	-	-	1.1	-	-	-	-	0.9	1.1	1.1	1.1	1.1	1	1.1	1.1	1.1	1.2	1.1	1.2	1.1	1.1
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company partners with patients to innovate and measure impact and outcomes that are important to them

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	130	0	0	130	0	0	0	0	72	58	45	10	75	50	25	34	19	4	7	5	55	75
	19.0%	-	-	19.0%	-	-	-	-	28.0%	14.0%	25.0%	13.0%	18.0%	23.0%	16.0%	21.0%	20.0%	11.0%	13.0%	16.0%	17.0%	21.0%
									I		K											
4	186	0	0	186	0	0	0	0	79	107	46	21	119	70	44	33	19	14	12	7	89	97
	28.0%	-	-	28.0%	-	-	-	-	30.0%	26.0%	26.0%	27.0%	29.0%	33.0%	28.0%	21.0%	20.0%	37.0%	22.0%	22.0%	28.0%	27.0%
														OP				OP				
3	159	0	0	159	0	0	0	0	62	97	30	20	109	50	33	40	17	5	16	9	83	76
	24.0%	-	-	24.0%	-	-	-	-	24.0%	23.0%	17.0%	25.0%	26.0%	23.0%	21.0%	25.0%	18.0%	13.0%	30.0%	28.0%	26.0%	21.0%
														J								
2	108	0	0	108	0	0	0	0	21	87	27	15	66	22	32	27	21	4	10	6	52	56
	16.0%	-	-	16.0%	-	-	-	-	8.0%	21.0%	15.0%	19.0%	16.0%	10.0%	20.0%	17.0%	22.0%	11.0%	19.0%	19.0%	16.0%	16.0%
										H					M		M					
Strongly disagree 1	49	0	0	49	0	0	0	0	14	35	15	8	26	10	15	18	9	4	7	4	21	28
	7.0%	-	-	7.0%	-	-	-	-	5.0%	8.0%	8.0%	10.0%	6.0%	5.0%	9.0%	11.0%	9.0%	11.0%	13.0%	12.0%	7.0%	8.0%
																M						
Don't know or NA	43	0	0	43	0	0	0	0	13	30	17	5	21	12	11	7	10	7	2	1	19	24
	6.0%	-	-	6.0%	-	-	-	-	5.0%	7.0%	9.0%	6.0%	5.0%	6.0%	7.0%	4.0%	11.0%	18.0%	4.0%	3.0%	6.0%	7.0%
																		M				
																			MNOR			
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	316	0	0	316	0	0	0	0	151	165	91	31	194	120	69	67	38	18	19	12	144	172
	47.0%	-	-	47.0%	-	-	-	-	58.0%	40.0%	51.0%	39.0%	47.0%	56.0%	43.0%	42.0%	40.0%	47.0%	35.0%	38.0%	45.0%	48.0%
									I													
BOTTOM 2 BOX	157	0	0	157	0	0	0	0	35	122	42	23	92	32	47	45	30	8	17	10	73	84
	23.0%	-	-	23.0%	-	-	-	-	13.0%	29.0%	23.0%	29.0%	22.0%	15.0%	29.0%	28.0%	32.0%	21.0%	31.0%	31.0%	23.0%	24.0%
										H												
Mean	3.4	-	-	3.4	-	-	-	-	3.7	3.2	3.5	3.1	3.4	3.6	M	M	M	M	M	M	3.4	3.4
									I													
Std. Dev.	1.2	-	-	1.2	-	-	-	-	1.1	1.2	1.3	1.2	1.2	1.1	1.2	1.3	1.3	1.2	1.2	1.3	1.2	1.2
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company provides access to support programmes and resources to help patients improve quality of life

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	221	0	0	221	0	0	0	0	113	108	50	18	153	71	51	55	29	13	14	11	102	119
	33.0%	-	-	33.0%	-	-	-	-	43.0%	26.0%	28.0%	23.0%	37.0%	33.0%	32.0%	35.0%	31.0%	34.0%	26.0%	34.0%	32.0%	33.0%
									I				JK									
4	198	0	0	198	0	0	0	0	73	125	42	23	133	66	48	45	18	8	13	9	86	112
	29.0%	-	-	29.0%	-	-	-	-	28.0%	30.0%	23.0%	29.0%	32.0%	31.0%	30.0%	28.0%	19.0%	21.0%	24.0%	28.0%	27.0%	31.0%
													J	P	P							
3	111	0	0	111	0	0	0	0	38	73	29	17	65	27	24	31	31	6	11	7	64	47
	16.0%	-	-	16.0%	-	-	-	-	15.0%	18.0%	16.0%	22.0%	16.0%	13.0%	15.0%	19.0%	33.0%	16.0%	20.0%	22.0%	20.0%	13.0%
																MNOQ						U
2	69	0	0	69	0	0	0	0	15	54	22	10	37	21	22	12	9	4	9	2	30	39
	10.0%	-	-	10.0%	-	-	-	-	6.0%	13.0%	12.0%	13.0%	9.0%	10.0%	14.0%	8.0%	9.0%	11.0%	17.0%	6.0%	9.0%	11.0%
										H									O			
Strongly disagree 1	23	0	0	23	0	0	0	0	7	16	11	4	8	7	4	4	3	2	5	1	12	11
	3.0%	-	-	3.0%	-	-	-	-	3.0%	4.0%	6.0%	5.0%	2.0%	3.0%	2.0%	3.0%	3.0%	5.0%	9.0%	3.0%	4.0%	3.0%
											L								NO			
Don't know or NA	53	0	0	53	0	0	0	0	15	38	26	7	20	22	11	12	5	5	2	2	25	28
	8.0%	-	-	8.0%	-	-	-	-	6.0%	9.0%	14.0%	9.0%	5.0%	10.0%	7.0%	8.0%	5.0%	13.0%	4.0%	6.0%	8.0%	8.0%
											L											
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	419	0	0	419	0	0	0	0	186	233	92	41	286	137	99	100	47	21	27	20	188	231
	62.0%	-	-	62.0%	-	-	-	-	71.0%	56.0%	51.0%	52.0%	69.0%	64.0%	62.0%	63.0%	49.0%	55.0%	50.0%	62.0%	59.0%	65.0%
									I				JK	P	P	P						
BOTTOM 2 BOX	92	0	0	92	0	0	0	0	22	70	33	14	45	28	26	16	12	6	14	3	42	50
	14.0%	-	-	14.0%	-	-	-	-	8.0%	17.0%	18.0%	18.0%	11.0%	13.0%	16.0%	10.0%	13.0%	16.0%	26.0%	9.0%	13.0%	14.0%
										H	L								MOP			
Mean	3.8	-	-	3.8	-	-	-	-	4.1	3.7	3.6	3.6	4	3.9	3.8	3.9	3.7	3.8	3.4	3.9	3.8	3.9
									I				JK	R	R	R						
Std. Dev.	1.1	-	-	1.1	-	-	-	-	1.1	1.2	1.3	1.2	1.1	1.1	1.1	1.1	1.1	1.3	1.3	1.1	1.1	1.1
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - Everything my company does begins with an understanding of patient needs and experiences

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	157	0	0	157	0	0	0	0	88	69	55	13	89	45	39	35	29	10	12	8	72	85
	23.0%	-	-	23.0%	-	-	-	-	34.0%	17.0%	31.0%	16.0%	21.0%	21.0%	24.0%	22.0%	31.0%	26.0%	22.0%	25.0%	23.0%	24.0%
									I		KL											
4	185	0	0	185	0	0	0	0	86	99	47	30	108	66	41	41	25	9	13	6	89	96
	27.0%	-	-	27.0%	-	-	-	-	33.0%	24.0%	26.0%	38.0%	26.0%	31.0%	26.0%	26.0%	24.0%	24.0%	19.0%	28.0%	27.0%	
									I		L											
3	181	0	0	181	0	0	0	0	53	128	39	14	128	60	34	51	21	9	16	10	89	92
	27.0%	-	-	27.0%	-	-	-	-	20.0%	31.0%	22.0%	18.0%	31.0%	28.0%	21.0%	32.0%	22.0%	24.0%	30.0%	31.0%	28.0%	26.0%
									H		JK											
2	99	0	0	99	0	0	0	0	22	77	20	15	64	28	31	20	16	6	10	6	44	55
	15.0%	-	-	15.0%	-	-	-	-	8.0%	19.0%	11.0%	19.0%	15.0%	13.0%	19.0%	13.0%	17.0%	16.0%	19.0%	19.0%	14.0%	15.0%
									H													
Strongly disagree 1	32	0	0	32	0	0	0	0	4	28	11	4	17	11	9	8	2	1	3	0	16	16
	5.0%	-	-	5.0%	-	-	-	-	2.0%	7.0%	6.0%	5.0%	4.0%	5.0%	6.0%	5.0%	2.0%	3.0%	6.0%	-	5.0%	4.0%
									H													
Don't know or NA	21	0	0	21	0	0	0	0	8	13	8	3	10	4	6	4	2	3	0	2	9	12
	3.0%	-	-	3.0%	-	-	-	-	3.0%	3.0%	4.0%	4.0%	2.0%	2.0%	4.0%	3.0%	2.0%	8.0%	-	6.0%	3.0%	3.0%
																		MR				
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	342	0	0	342	0	0	0	0	174	168	102	43	197	111	80	76	54	19	25	14	161	181
	51.0%	-	-	51.0%	-	-	-	-	67.0%	41.0%	57.0%	54.0%	47.0%	52.0%	50.0%	48.0%	57.0%	50.0%	46.0%	44.0%	50.0%	51.0%
									I		L											
BOTTOM 2 BOX	131	0	0	131	0	0	0	0	26	105	31	19	81	39	40	28	18	7	13	6	60	71
	19.0%	-	-	19.0%	-	-	-	-	10.0%	25.0%	17.0%	24.0%	19.0%	18.0%	25.0%	18.0%	19.0%	18.0%	24.0%	19.0%	19.0%	20.0%
									H													
Mean	3.5	-	-	3.5	-	-	-	-	3.9	3.3	3.7	3.4	3.5	3.5	3.5	3.5	3.7	3.6	3.4	3.5	3.5	3.5
									I													
Std. Dev.	1.2	-	-	1.2	-	-	-	-	1	1.2	1.2	1.1	1.1	1.1	1.2	1.1	1.2	1.2	1.2	1.1	1.1	1.2
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - My company helps empower patients to help other patients and their families

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	116	0	0	116	0	0	0	0	67	49	38	10	68	38	25	30	18	6	7	2	49	67
	17.0%	-	-	17.0%	-	-	-	-	26.0%	12.0%	21.0%	13.0%	16.0%	18.0%	16.0%	19.0%	19.0%	16.0%	13.0%	6.0%	15.0%	19.0%
									I													
4	164	0	0	164	0	0	0	0	76	88	42	22	100	56	34	38	18	10	17	9	83	81
	24.0%	-	-	24.0%	-	-	-	-	29.0%	21.0%	23.0%	28.0%	24.0%	26.0%	21.0%	24.0%	19.0%	26.0%	31.0%	28.0%	26.0%	23.0%
									I													
3	177	0	0	177	0	0	0	0	68	109	31	22	124	55	39	40	25	10	12	11	89	88
	26.0%	-	-	26.0%	-	-	-	-	26.0%	26.0%	17.0%	28.0%	30.0%	26.0%	24.0%	25.0%	26.0%	26.0%	22.0%	34.0%	28.0%	25.0%
									J													
2	113	0	0	113	0	0	0	0	21	92	29	12	72	28	36	25	19	6	11	6	57	56
	17.0%	-	-	17.0%	-	-	-	-	8.0%	22.0%	16.0%	15.0%	17.0%	13.0%	22.0%	16.0%	20.0%	16.0%	20.0%	19.0%	18.0%	16.0%
									H													
Strongly disagree 1	32	0	0	32	0	0	0	0	7	25	12	4	16	7	7	13	2	1	4	3	15	17
	5.0%	-	-	5.0%	-	-	-	-	3.0%	6.0%	7.0%	5.0%	4.0%	3.0%	4.0%	8.0%	2.0%	3.0%	7.0%	9.0%	5.0%	5.0%
									H													
Don't know or NA	73	0	0	73	0	0	0	0	22	51	28	9	36	30	19	13	13	5	3	1	26	47
	11.0%	-	-	11.0%	-	-	-	-	8.0%	12.0%	16.0%	11.0%	9.0%	14.0%	12.0%	8.0%	14.0%	13.0%	6.0%	3.0%	8.0%	13.0%
									L													
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	280	0	0	280	0	0	0	0	143	137	80	32	168	94	59	68	36	16	24	11	132	148
	41.0%	-	-	41.0%	-	-	-	-	55.0%	33.0%	44.0%	41.0%	40.0%	44.0%	37.0%	43.0%	38.0%	42.0%	44.0%	34.0%	41.0%	42.0%
									I													
BOTTOM 2 BOX	145	0	0	145	0	0	0	0	28	117	41	16	88	35	43	38	21	7	15	9	72	73
	21.0%	-	-	21.0%	-	-	-	-	11.0%	28.0%	23.0%	20.0%	21.0%	16.0%	27.0%	24.0%	22.0%	18.0%	28.0%	28.0%	23.0%	21.0%
									H													
Mean	3.4	-	-	3.4	-	-	-	-	3.7	3.1	3.4	3.3	3.3	3.5	3.2	3.3	3.4	3.4	3.2	3	3.3	3.4
									I													
Std. Dev.	1.1	-	-	1.1	-	-	-	-	1.1	1.1	1.3	1.1	1.1	NS	1.1	1.2	1.2	1.1	1.1	1.2	1.1	1.2
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary										
TOP 2 BOX	438	489	428	399	335	435	316	419	342	280
	65.0%	72.0%	63.0%	59.0%	50.0%	64.0%	47.0%	62.0%	51.0%	41.0%
	DEGIJ	ACDEFGHIJ	EGIJ	EGIJ	J	DEGIJ	J	EGIJ	J	
BOTTOM 2 BOX	68	45	69	84	112	73	157	92	131	145
	10.0%	7.0%	10.0%	12.0%	17.0%	11.0%	23.0%	14.0%	19.0%	21.0%
	B		B	B	ABCDF	B	ABCDEFHI	ABC	ABCDFH	ABCDEFH
Mean	3.9	4.1	3.9	3.8	3.5	3.9	3.4	3.8	3.5	3.4
	DEGIJ	ACDEFGHIJ	EGIJ	EGIJ	GJ	DEGIJ		EGIJ	GJ	
Std. Dev.	1.1	0.9	1	1.1	1.1	1.1	1.2	1.1	1.2	1.1
Std. Err.	*	*	*	*	*	*	*	*	*	*

Statistics:

Overlap formulae used

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 5 (**), Small Base: 15 (*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - Top 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
My company helps make sure that the people who need medicines have access to them	438	0	0	438	0	0	0	0	193	245	114	46	278	139	107	105	55	24	30	20	198	240
	65.0%	-	-	65.0%	-	-	-	-	74.0%	59.0%	63.0%	58.0%	67.0%	65.0%	67.0%	66.0%	58.0%	63.0%	56.0%	62.0%	62.0%	67.0%
									I													
My company communicates with care and compassion, transparent and unbiased information on diseases, treatment options.	489	0	0	489	0	0	0	0	211	278	123	57	309	157	123	115	65	27	34	25	225	264
	72.0%	-	-	72.0%	-	-	-	-	81.0%	67.0%	68.0%	72.0%	74.0%	73.0%	77.0%	72.0%	68.0%	71.0%	63.0%	78.0%	71.0%	74.0%
									I						R							
My company provides easy-to-understand and convenient information in plain language because they understand that 'words matter'	428	0	0	428	0	0	0	0	191	237	123	46	259	137	97	101	60	21	41	18	192	236
	63.0%	-	-	63.0%	-	-	-	-	73.0%	57.0%	68.0%	58.0%	62.0%	64.0%	61.0%	64.0%	63.0%	55.0%	76.0%	56.0%	60.0%	66.0%
									I										NQ			
My company helps patients gain affordable access to their medications	399	0	0	399	0	0	0	0	182	217	105	49	245	117	91	108	55	27	31	20	183	216
	59.0%	-	-	59.0%	-	-	-	-	70.0%	52.0%	58.0%	62.0%	59.0%	55.0%	57.0%	68.0%	58.0%	71.0%	57.0%	62.0%	57.0%	61.0%
									I							MN						
My company equips patients to make informed choices about healthcare and treatment options.	335	0	0	335	0	0	0	0	164	171	84	36	215	109	78	79	40	19	23	12	152	183
	50.0%	-	-	50.0%	-	-	-	-	63.0%	41.0%	47.0%	46.0%	52.0%	51.0%	49.0%	50.0%	42.0%	50.0%	43.0%	38.0%	48.0%	51.0%
									I													
My company listens and responds to patient feedback with respect and humility	435	0	0	435	0	0	0	0	199	236	124	49	262	149	94	102	57	24	37	18	202	233
	64.0%	-	-	64.0%	-	-	-	-	76.0%	57.0%	69.0%	62.0%	63.0%	70.0%	59.0%	64.0%	60.0%	63.0%	69.0%	56.0%	63.0%	65.0%
									I							N						
My company partners with patients to innovate and measure impact and outcomes that are important to them	316	0	0	316	0	0	0	0	151	165	91	31	194	120	69	67	38	18	19	12	144	172
	47.0%	-	-	47.0%	-	-	-	-	58.0%	40.0%	51.0%	39.0%	47.0%	56.0%	43.0%	42.0%	40.0%	47.0%	35.0%	38.0%	45.0%	48.0%
									I													
My company provides access to support programmes and resources to help patients improve quality of life	419	0	0	419	0	0	0	0	186	233	92	41	286	137	99	100	47	21	27	20	188	231
	62.0%	-	-	62.0%	-	-	-	-	71.0%	56.0%	51.0%	52.0%	69.0%	64.0%	62.0%	63.0%	49.0%	55.0%	50.0%	62.0%	59.0%	65.0%
									I							JK						
Everything my company does begins with an understanding of patient needs and experiences	342	0	0	342	0	0	0	0	174	168	102	43	197	111	80	76	54	19	25	14	161	181
	51.0%	-	-	51.0%	-	-	-	-	67.0%	41.0%	57.0%	54.0%	47.0%	52.0%	50.0%	48.0%	57.0%	50.0%	46.0%	44.0%	50.0%	51.0%
									I													
My company helps empower patients to help other patients and their families	280	0	0	280	0	0	0	0	143	137	80	32	168	94	59	68	36	16	24	11	132	148
	41.0%	-	-	41.0%	-	-	-	-	55.0%	33.0%	44.0%	41.0%	40.0%	44.0%	37.0%	43.0%	38.0%	42.0%	44.0%	34.0%	41.0%	42.0%
									I													

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

[Table of contents](#)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - Bottom 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
My company helps make sure that the people who need medicines have access to them	68	0	0	68	0	0	0	0	14	54	22	13	33	19	15	15	13	5	12	2	33	35
	10.0%	-	-	10.0%	-	-	-	-	5.0%	13.0%	12.0%	16.0%	8.0%	9.0%	9.0%	9.0%	14.0%	13.0%	22.0%	6.0%	10.0%	10.0%
									H			L								MNO		
My company communicates with care and compassion, transparent and unbiased information on diseases, treatment options.	45	0	0	45	0	0	0	0	11	34	8	9	28	15	10	12	4	2	5	2	23	22
	7.0%	-	-	7.0%	-	-	-	-	4.0%	8.0%	4.0%	11.0%	7.0%	7.0%	6.0%	8.0%	4.0%	5.0%	9.0%	6.0%	7.0%	6.0%
									H			J										
My company provides easy-to-understand and convenient information in plain language because they understand that 'words matter'	69	0	0	69	0	0	0	0	8	61	15	6	48	23	13	18	11	4	2	4	33	36
My company helps patients gain affordable access to their medications	84	0	0	84	0	0	0	0	20	64	23	10	51	27	24	16	10	3	13	2	42	42
	12.0%	-	-	12.0%	-	-	-	-	8.0%	15.0%	13.0%	13.0%	12.0%	13.0%	15.0%	10.0%	11.0%	8.0%	24.0%	6.0%	13.0%	12.0%
									H											MOPQS		
My company equips patients to make informed choices about healthcare and treatment options.	112	0	0	112	0	0	0	0	25	87	25	17	70	25	25	33	17	5	17	6	53	59
	17.0%	-	-	17.0%	-	-	-	-	10.0%	21.0%	14.0%	22.0%	17.0%	12.0%	16.0%	21.0%	18.0%	13.0%	31.0%	19.0%	17.0%	17.0%
									H							M				MNQ		
My company listens and responds to patient feedback with respect and humility	73	0	0	73	0	0	0	0	11	62	20	9	44	17	21	19	12	6	6	5	34	39
	11.0%	-	-	11.0%	-	-	-	-	4.0%	15.0%	11.0%	11.0%	11.0%	8.0%	13.0%	12.0%	13.0%	16.0%	11.0%	16.0%	11.0%	11.0%
									H													
My company partners with patients to innovate and measure impact and outcomes that are important to them	157	0	0	157	0	0	0	0	35	122	42	23	92	32	47	45	30	8	17	10	73	84
	23.0%	-	-	23.0%	-	-	-	-	13.0%	29.0%	23.0%	29.0%	22.0%	15.0%	29.0%	28.0%	32.0%	21.0%	31.0%	31.0%	23.0%	24.0%
									H						M	M	M		M	M		
My company provides access to support programmes and resources to help patients improve quality of life	92	0	0	92	0	0	0	0	22	70	33	14	45	28	26	16	12	6	14	3	42	50
	14.0%	-	-	14.0%	-	-	-	-	8.0%	17.0%	18.0%	18.0%	11.0%	13.0%	16.0%	10.0%	13.0%	16.0%	26.0%	9.0%	13.0%	14.0%
									H		L									MOP		
Everything my company does begins with an understanding of patient needs and experiences	131	0	0	131	0	0	0	0	26	105	31	19	81	39	40	28	18	7	13	6	60	71
	19.0%	-	-	19.0%	-	-	-	-	10.0%	25.0%	17.0%	24.0%	19.0%	18.0%	25.0%	18.0%	19.0%	18.0%	24.0%	19.0%	19.0%	20.0%
									H													
My company helps empower patients to help other patients and their families	145	0	0	145	0	0	0	0	28	117	41	16	88	35	43	38	21	7	15	9	72	73
	21.0%	-	-	21.0%	-	-	-	-	11.0%	28.0%	23.0%	20.0%	21.0%	16.0%	27.0%	24.0%	22.0%	18.0%	28.0%	28.0%	23.0%	21.0%
									H						M							

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q13. Company related statements agreement 1-5 scale - Patient centricity within my company - Mean Summary

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
My company helps make sure that the people who need medicines have access to them	3.9	-	-	3.9	-	-	-	-	4.2	3.8	4	3.8	3.9	3.9	4	4	3.8	3.8	3.6	4	3.9	4
My company communicates with care and compassion, transparent and unbiased	4.1	-	-	4.1	-	-	-	-	I					R	R	R						
My company provides easy-to-understand and convenient information in plain language	3.9	-	-	3.9	-	-	-	-	4.3	3.9	4.2	3.9	4.1	4.1	4.1	4.1	4.1	4.1	3.9	4.1	4.1	4.1
My company helps patients gain affordable access to their medications	3.8	-	-	3.8	-	-	-	-	I		K											
My company equips patients to make informed choices about healthcare and treatment	3.5	-	-	3.5	-	-	-	-	4.1	3.6	3.9	3.8	3.8	3.8	3.7	4	3.8	4.1	3.6	3.9	3.8	3.8
My company listens and responds to patient feedback with respect and humility	3.9	-	-	3.9	-	-	-	-	I					R		MNR	R					
My company partners with patients to innovate and measure impact and outcomes that are	3.4	-	-	3.4	-	-	-	-	3.9	3.3	3.7	3.4	3.5	3.6	3.5	3.5	3.5	3.7	3.3	3.4	3.5	3.6
My company provides access to support programmes and resources to help patients	3.9	-	-	3.9	-	-	-	-	I					4.1	3.9	3.8	3.8	3.7	3.9	3.8	3.9	3.9
Everything my company does begins with an understanding of patient needs and	3.4	-	-	3.4	-	-	-	-	3.7	3.2	3.5	3.1	3.4	3.6	3.2	3.2	3.2	3.3	3	3.1	3.4	3.4
My company helps empower patients to help other patients and their families	3.8	-	-	3.8	-	-	-	-	I					OP								
	3.5	-	-	3.5	-	-	-	-	3.7	3.3	3.6	3.6	4	3.9	3.8	3.9	3.7	3.8	3.4	3.9	3.8	3.9
	3.5	-	-	3.5	-	-	-	-	I					R	R	R						
	3.4	-	-	3.4	-	-	-	-	3.9	3.3	3.7	3.4	3.5	3.5	3.5	3.5	3.7	3.6	3.4	3.5	3.5	3.5
	3.4	-	-	3.4	-	-	-	-	I					NS								

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - When we focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals and our companies

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	425	0	0	425	0	0	0	0	182	243	107	46	272	135	94	109	54	22	40	20	205	220
	63.0%	-	-	63.0%	-	-	-	-	70.0%	59.0%	59.0%	58.0%	65.0%	63.0%	59.0%	69.0%	57.0%	58.0%	74.0%	62.0%	64.0%	62.0%
									I										NP			
4	179	0	0	179	0	0	0	0	56	123	52	25	102	58	44	39	28	14	8	9	82	97
	27.0%	-	-	27.0%	-	-	-	-	21.0%	30.0%	29.0%	32.0%	25.0%	27.0%	28.0%	25.0%	29.0%	37.0%	15.0%	28.0%	26.0%	27.0%
									H									R	R			
3	48	0	0	48	0	0	0	0	14	34	14	7	27	15	16	10	7	1	4	1	21	27
	7.0%	-	-	7.0%	-	-	-	-	5.0%	8.0%	8.0%	9.0%	6.0%	7.0%	10.0%	6.0%	7.0%	3.0%	7.0%	3.0%	7.0%	8.0%
2	9	0	0	9	0	0	0	0	2	7	3	1	5	2	2	1	2	0	2	1	5	4
	1.0%	-	-	1.0%	-	-	-	-	1.0%	2.0%	2.0%	1.0%	1.0%	1.0%	1.0%	1.0%	2.0%	-	4.0%	3.0%	2.0%	1.0%
Strongly disagree 1	2	0	0	2	0	0	0	0	0	2	2	0	0	1	0	0	0	1	0	0	1	1
	*	-	-	*	-	-	-	-	-	*	1.0%	-	-	*	-	-	-	3.0%	-	-	*	*
											L							NO				
Don't know or NA	12	0	0	12	0	0	0	0	7	5	2	0	10	3	4	0	4	0	0	1	5	7
	2.0%	-	-	2.0%	-	-	-	-	3.0%	1.0%	1.0%	-	2.0%	1.0%	2.0%	-	4.0%	-	-	3.0%	2.0%	2.0%
															O		O			O		
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	604	0	0	604	0	0	0	0	238	366	159	71	374	193	138	148	82	36	48	29	287	317
	89.0%	-	-	89.0%	-	-	-	-	91.0%	88.0%	88.0%	90.0%	90.0%	90.0%	86.0%	93.0%	86.0%	95.0%	89.0%	91.0%	90.0%	89.0%
																N						
BOTTOM 2 BOX	11	0	0	11	0	0	0	0	2	9	5	1	5	3	2	1	2	1	2	1	6	5
	2.0%	-	-	2.0%	-	-	-	-	1.0%	2.0%	3.0%	1.0%	1.0%	1.0%	1.0%	1.0%	2.0%	3.0%	4.0%	3.0%	2.0%	1.0%
Mean	4.5	-	-	4.5	-	-	-	-	4.6	4.5	4.5	4.5	4.6	4.5	4.5	4.6	4.5	4.5	4.6	4.5	4.5	4.5
									I													
Std. Dev.	0.7	-	-	0.7	-	-	-	-	0.6	0.8	0.8	0.7	0.7	0.7	0.7	0.6	0.7	0.8	0.8	0.7	0.7	0.7
Std. Err.	*	-	-	*	-	-	-	-	*	*	0.1	0.1	*	*	0.1	0.1	0.1	0.1	0.1	0.1	*	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the crucial skill in the pharma, biotech and medical device industry

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	422	0	0	422	0	0	0	0	168	254	106	49	267	142	95	114	44	21	33	17	205	217
	63.0%	-	-	63.0%	-	-	-	-	64.0%	61.0%	59.0%	62.0%	64.0%	66.0%	59.0%	72.0%	46.0%	55.0%	61.0%	53.0%	64.0%	61.0%
																P	P	NPQS				
4	165	0	0	165	0	0	0	0	57	108	52	20	93	52	38	28	29	7	16	8	75	90
	24.0%	-	-	24.0%	-	-	-	-	22.0%	26.0%	29.0%	25.0%	22.0%	24.0%	24.0%	18.0%	31.0%	18.0%	30.0%	25.0%	24.0%	25.0%
																O						
3	51	0	0	51	0	0	0	0	21	30	16	5	30	12	11	14	14	5	4	5	23	28
	8.0%	-	-	8.0%	-	-	-	-	8.0%	7.0%	9.0%	6.0%	7.0%	6.0%	7.0%	9.0%	15.0%	13.0%	7.0%	16.0%	7.0%	8.0%
																MN				M		
2	14	0	0	14	0	0	0	0	6	8	3	2	9	4	7	2	2	2	1	0	7	7
	2.0%	-	-	2.0%	-	-	-	-	2.0%	2.0%	2.0%	3.0%	2.0%	2.0%	4.0%	1.0%	2.0%	5.0%	2.0%	-	2.0%	2.0%
Strongly disagree 1	1	0	0	1	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	1
	*	-	-	*	-	-	-	-	-	*	-	-	*	-	-	1.0%	-	-	-	-	-	*
Don't know or NA	22	0	0	22	0	0	0	0	9	13	3	3	16	4	8	1	6	3	0	2	9	13
	3.0%	-	-	3.0%	-	-	-	-	3.0%	3.0%	2.0%	4.0%	4.0%	2.0%	5.0%	1.0%	6.0%	8.0%	-	6.0%	3.0%	4.0%
																O				O		
																MO	MOR			O		
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	587	0	0	587	0	0	0	0	225	362	158	69	360	194	133	142	73	28	49	25	280	307
	87.0%	-	-	87.0%	-	-	-	-	86.0%	87.0%	88.0%	87.0%	87.0%	91.0%	83.0%	89.0%	77.0%	74.0%	91.0%	78.0%	88.0%	86.0%
																NPQS						
																PQ						
BOTTOM 2 BOX	15	0	0	15	0	0	0	0	6	9	3	2	10	4	8	2	2	2	1	0	7	8
	2.0%	-	-	2.0%	-	-	-	-	2.0%	2.0%	2.0%	3.0%	2.0%	2.0%	5.0%	1.0%	2.0%	5.0%	2.0%	-	2.0%	2.0%
																O						
Mean	4.5	-	-	4.5	-	-	-	-	4.5	4.5	4.5	4.5	4.5	4.6	4.4	4.6	4.3	4.3	4.5	4.4	4.5	4.5
																P						
																P						
Std. Dev.	0.7	-	-	0.7	-	-	-	-	0.7	0.7	0.7	0.7	0.8	0.7	0.9	0.7	0.8	0.9	0.7	0.8	0.7	0.8
Std. Err.	*	-	-	*	-	-	-	-	*	*	0.1	0.1	*	*	0.1	0.1	0.1	0.2	0.1	0.1	*	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - Focusing on patients' needs leads to better business outcomes

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	387	0	0	387	0	0	0	0	165	222	99	43	245	124	85	92	65	22	34	20	190	197
	57.0%	-	-	57.0%	-	-	-	-	63.0%	54.0%	55.0%	54.0%	59.0%	58.0%	53.0%	58.0%	68.0%	58.0%	63.0%	62.0%	60.0%	55.0%
									I							N						
4	190	0	0	190	0	0	0	0	67	123	55	21	114	59	44	49	21	12	12	9	94	96
	28.0%	-	-	28.0%	-	-	-	-	26.0%	30.0%	31.0%	27.0%	27.0%	28.0%	28.0%	31.0%	22.0%	32.0%	22.0%	28.0%	29.0%	27.0%
3	71	0	0	71	0	0	0	0	20	51	16	9	46	21	21	13	7	3	6	3	25	46
	11.0%	-	-	11.0%	-	-	-	-	8.0%	12.0%	9.0%	11.0%	11.0%	10.0%	13.0%	8.0%	7.0%	8.0%	11.0%	9.0%	8.0%	13.0%
2	10	0	0	10	0	0	0	0	1	9	3	4	3	5	2	3	1	0	1	0	5	5
	1.0%	-	-	1.0%	-	-	-	-	*	2.0%	2.0%	5.0%	1.0%	2.0%	1.0%	2.0%	1.0%	-	2.0%	-	2.0%	1.0%
Strongly disagree 1	3	0	0	3	0	0	0	0	1	2	1	0	2	2	1	0	0	0	0	0	0	3
	*	-	-	*	-	-	-	-	*	*	1.0%	-	*	1.0%	1.0%	-	-	-	-	-	-	1.0%
Don't know or NA	14	0	0	14	0	0	0	0	7	7	6	2	6	3	7	2	1	1	1	0	5	9
	2.0%	-	-	2.0%	-	-	-	-	3.0%	2.0%	3.0%	3.0%	1.0%	1.0%	4.0%	1.0%	1.0%	3.0%	2.0%	-	2.0%	3.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	577	0	0	577	0	0	0	0	232	345	154	64	359	183	129	141	86	34	46	29	284	293
	85.0%	-	-	85.0%	-	-	-	-	89.0%	83.0%	86.0%	81.0%	86.0%	86.0%	81.0%	89.0%	91.0%	89.0%	85.0%	91.0%	89.0%	82.0%
									I							N						
BOTTOM 2 BOX	13	0	0	13	0	0	0	0	2	11	4	4	5	7	3	3	1	0	1	0	5	8
	2.0%	-	-	2.0%	-	-	-	-	1.0%	3.0%	2.0%	5.0%	1.0%	3.0%	2.0%	2.0%	1.0%	-	2.0%	-	2.0%	2.0%
Mean	4.4	-	-	4.4	-	-	-	-	4.6	4.4	4.4	4.3	4.5	4.4	4.4	4.5	4.6	4.5	4.5	4.5	4.5	4.4
									I							N						
Std. Dev.	0.8	-	-	0.8	-	-	-	-	0.7	0.8	0.8	0.9	0.8	0.8	0.8	0.7	0.7	0.8	0.8	0.7	0.7	0.8
Std. Err.	*	-	-	*	-	-	-	-	*	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	*	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - A long-term focus is key to success with patient-centric efforts

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	435	0	0	435	0	0	0	0	179	256	111	48	276	146	97	63	29	38	20	214	221	
	64.0%	-	-	64.0%	-	-	-	-	69.0%	62.0%	62.0%	61.0%	66.0%	68.0%	61.0%	61.0%	66.0%	76.0%	70.0%	62.0%	67.0%	62.0%
4	170	0	0	170	0	0	0	0	54	116	49	26	95	55	36	48	24	8	11	8	77	93
	25.0%	-	-	25.0%	-	-	-	-	21.0%	28.0%	27.0%	33.0%	23.0%	26.0%	22.0%	30.0%	25.0%	21.0%	20.0%	25.0%	24.0%	26.0%
										H												
3	40	0	0	40	0	0	0	0	16	24	8	3	29	7	14	10	3	0	4	2	14	26
	6.0%	-	-	6.0%	-	-	-	-	6.0%	6.0%	4.0%	4.0%	7.0%	3.0%	9.0%	6.0%	3.0%	-	7.0%	6.0%	4.0%	7.0%
															M							
2	8	0	0	8	0	0	0	0	3	5	2	1	5	2	3	2	1	0	0	1	5	3
	1.0%	-	-	1.0%	-	-	-	-	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	2.0%	1.0%	1.0%	-	-	3.0%	2.0%	1.0%
Strongly disagree 1	2	0	0	2	0	0	0	0	0	2	2	0	0	1	0	1	0	0	0	0	2	0
	*	-	-	*	-	-	-	-	-	*	1.0%	-	-	*	-	1.0%	-	-	-	-	1.0%	-
											L											
Don't know or NA	20	0	0	20	0	0	0	0	9	11	8	1	11	3	10	1	4	1	1	1	7	13
	3.0%	-	-	3.0%	-	-	-	-	3.0%	3.0%	4.0%	1.0%	3.0%	1.0%	6.0%	1.0%	4.0%	3.0%	2.0%	3.0%	2.0%	4.0%
															MO							
															O							
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	605	0	0	605	0	0	0	0	233	372	160	74	371	201	133	145	87	37	49	28	291	314
	90.0%	-	-	90.0%	-	-	-	-	89.0%	90.0%	89.0%	94.0%	89.0%	94.0%	83.0%	91.0%	92.0%	97.0%	91.0%	88.0%	91.0%	88.0%
														N		N		N				
BOTTOM 2 BOX	10	0	0	10	0	0	0	0	3	7	4	1	5	3	3	3	1	0	0	1	7	3
	1.0%	-	-	1.0%	-	-	-	-	1.0%	2.0%	2.0%	1.0%	1.0%	1.0%	2.0%	2.0%	1.0%	-	-	3.0%	2.0%	1.0%
Mean	4.6	-	-	4.6	-	-	-	-	4.6	4.5	4.5	4.6	4.6	4.6	4.5	4.5	4.6	4.8	4.6	4.5	4.6	4.6
																		NOS				
Std. Dev.	0.7	-	-	0.7	-	-	-	-	0.7	0.7	0.7	0.6	0.7	0.6	0.7	0.7	0.6	0.4	0.6	0.8	0.7	0.7
Std. Err.	*	-	-	*	-	-	-	-	*	*	0.1	0.1	*	*	0.1	0.1	0.1	0.1	0.1	0.1	*	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - Companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	34	0	0	34	0	0	0	0	16	18	9	7	18	10	8	3	8	1	4	0	11	23
	5.0%	-	-	5.0%	-	-	-	-	6.0%	4.0%	5.0%	9.0%	4.0%	5.0%	5.0%	2.0%	8.0%	3.0%	7.0%	-	3.0%	6.0%
4	78	0	0	78	0	0	0	0	36	42	24	14	40	25	20	16	12	5	6	2	41	37
	12.0%	-	-	12.0%	-	-	-	-	14.0%	10.0%	13.0%	18.0%	10.0%	12.0%	12.0%	10.0%	13.0%	13.0%	11.0%	6.0%	13.0%	10.0%
3	103	0	0	103	0	0	0	0	36	67	36	11	56	27	29	27	13	1	11	3	42	61
	15.0%	-	-	15.0%	-	-	-	-	14.0%	16.0%	20.0%	14.0%	13.0%	13.0%	18.0%	17.0%	14.0%	3.0%	20.0%	9.0%	13.0%	17.0%
2	201	0	0	201	0	0	0	0	63	138	51	23	127	64	42	53	27	15	16	9	94	107
	30.0%	-	-	30.0%	-	-	-	-	24.0%	33.0%	28.0%	29.0%	31.0%	30.0%	26.0%	33.0%	28.0%	39.0%	30.0%	28.0%	29.0%	30.0%
Strongly disagree 1	247	0	0	247	0	0	0	0	106	141	56	23	168	86	59	56	32	15	16	18	126	121
	37.0%	-	-	37.0%	-	-	-	-	41.0%	34.0%	31.0%	29.0%	40.0%	40.0%	37.0%	35.0%	34.0%	39.0%	30.0%	56.0%	39.0%	34.0%
Don't know or NA	12	0	0	12	0	0	0	0	4	8	4	1	7	2	2	4	3	1	1	0	5	7
	2.0%	-	-	2.0%	-	-	-	-	2.0%	2.0%	2.0%	1.0%	2.0%	1.0%	1.0%	3.0%	3.0%	3.0%	2.0%	-	2.0%	2.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	112	0	0	112	0	0	0	0	52	60	33	21	58	35	28	19	20	6	10	2	52	60
	17.0%	-	-	17.0%	-	-	-	-	20.0%	14.0%	18.0%	27.0%	14.0%	16.0%	18.0%	12.0%	21.0%	16.0%	19.0%	6.0%	16.0%	17.0%
BOTTOM 2 BOX	448	0	0	448	0	0	0	0	169	279	107	46	295	150	101	109	59	30	32	27	220	228
	66.0%	-	-	66.0%	-	-	-	-	65.0%	67.0%	59.0%	58.0%	71.0%	70.0%	63.0%	69.0%	62.0%	79.0%	59.0%	84.0%	69.0%	64.0%
Mean	2.2	-	-	2.2	-	-	-	-	2.2	2.2	2.3	2.5	2.1	2.1	2.2	2.1	2.3	2	2.4	1.7	2.1	2.2
Std. Dev.	1.2	-	-	1.2	-	-	-	-	1.3	1.1	1.2	1.3	1.2	1.2	1.2	1.1	1.3	1.1	1.2	0.9	1.2	1.2
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - Companies must serve shareholders first

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	57	0	0	57	0	0	0	0	20	37	18	5	34	13	16	14	7	0	7	4	25	32
	8.0%	-	-	8.0%	-	-	-	-	8.0%	9.0%	10.0%	6.0%	8.0%	6.0%	10.0%	9.0%	7.0%	-	13.0%	12.0%	8.0%	9.0%
																Q				Q	Q	
4	92	0	0	92	0	0	0	0	46	46	35	8	49	29	15	30	12	5	9	1	49	43
	14.0%	-	-	14.0%	-	-	-	-	18.0%	11.0%	19.0%	10.0%	12.0%	14.0%	9.0%	19.0%	13.0%	13.0%	17.0%	3.0%	15.0%	12.0%
									I		L					NS						
3	220	0	0	220	0	0	0	0	87	133	51	37	132	62	51	54	37	14	20	11	119	101
	33.0%	-	-	33.0%	-	-	-	-	33.0%	32.0%	28.0%	47.0%	32.0%	29.0%	32.0%	34.0%	39.0%	37.0%	37.0%	34.0%	37.0%	28.0%
												JL									U	
2	165	0	0	165	0	0	0	0	54	111	44	13	108	62	37	38	17	9	12	9	73	92
	24.0%	-	-	24.0%	-	-	-	-	21.0%	27.0%	24.0%	16.0%	26.0%	29.0%	23.0%	24.0%	18.0%	24.0%	22.0%	28.0%	23.0%	26.0%
																P						
Strongly disagree 1	129	0	0	129	0	0	0	0	50	79	31	10	88	43	37	21	22	9	6	7	50	79
	19.0%	-	-	19.0%	-	-	-	-	19.0%	19.0%	17.0%	13.0%	21.0%	20.0%	23.0%	13.0%	23.0%	24.0%	11.0%	22.0%	16.0%	22.0%
																O						T
Don't know or NA	12	0	0	12	0	0	0	0	4	8	1	6	5	5	4	2	0	1	0	0	3	9
	2.0%	-	-	2.0%	-	-	-	-	2.0%	2.0%	1.0%	8.0%	1.0%	2.0%	2.0%	1.0%	-	3.0%	-	-	1.0%	3.0%
												JL										
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	149	0	0	149	0	0	0	0	66	83	53	13	83	42	31	44	19	5	16	5	74	75
	22.0%	-	-	22.0%	-	-	-	-	25.0%	20.0%	29.0%	16.0%	20.0%	20.0%	19.0%	28.0%	20.0%	13.0%	30.0%	16.0%	23.0%	21.0%
											KL											
BOTTOM 2 BOX	294	0	0	294	0	0	0	0	104	190	75	23	196	105	74	59	39	18	18	16	123	171
	44.0%	-	-	44.0%	-	-	-	-	40.0%	46.0%	42.0%	29.0%	47.0%	49.0%	46.0%	37.0%	41.0%	47.0%	33.0%	50.0%	39.0%	48.0%
												K	OR								T	
Mean	2.7	-	-	2.7	-	-	-	-	2.7	2.6	2.8	2.8	2.6	2.6	2.6	2.9	2.6	2.4	3	2.6	2.8	2.6
																MNQ				MNQ		
Std. Dev.	1.2	-	-	1.2	-	-	-	-	1.2	1.2	1.2	1	1.2	1.1	1.2	1.1	1.2	1	1.2	1.2	1.1	1.2
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - Pharma's goals are misaligned with serving patients optimally

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	87	0	0	87	0	0	0	0	23	64	23	9	55	30	24	17	11	7	6	2	45	42
	13.0%	-	-	13.0%	-	-	-	-	9.0%	15.0%	13.0%	11.0%	13.0%	14.0%	15.0%	11.0%	12.0%	18.0%	11.0%	6.0%	14.0%	12.0%
									H													
4	213	0	0	213	0	0	0	0	70	143	66	24	123	62	48	59	33	12	22	8	105	108
	32.0%	-	-	32.0%	-	-	-	-	27.0%	35.0%	37.0%	30.0%	30.0%	29.0%	30.0%	37.0%	35.0%	32.0%	41.0%	25.0%	33.0%	30.0%
									H													
3	187	0	0	187	0	0	0	0	69	118	48	28	111	54	45	51	24	9	13	14	84	103
	28.0%	-	-	28.0%	-	-	-	-	26.0%	29.0%	27.0%	35.0%	27.0%	25.0%	28.0%	32.0%	25.0%	24.0%	24.0%	44.0%	26.0%	29.0%
									I											MP		
2	121	0	0	121	0	0	0	0	61	60	24	13	84	49	23	23	15	5	6	5	56	65
	18.0%	-	-	18.0%	-	-	-	-	23.0%	14.0%	13.0%	16.0%	20.0%	23.0%	14.0%	14.0%	16.0%	13.0%	11.0%	16.0%	18.0%	18.0%
									J													
Strongly disagree 1	50	0	0	50	0	0	0	0	33	17	15	3	32	15	13	8	10	3	6	2	23	27
	7.0%	-	-	7.0%	-	-	-	-	13.0%	4.0%	8.0%	4.0%	8.0%	7.0%	8.0%	5.0%	11.0%	8.0%	11.0%	6.0%	7.0%	8.0%
									I													
Don't know or NA	17	0	0	17	0	0	0	0	5	12	4	2	11	4	7	1	2	2	1	1	6	11
	3.0%	-	-	3.0%	-	-	-	-	2.0%	3.0%	2.0%	3.0%	3.0%	2.0%	4.0%	1.0%	2.0%	5.0%	2.0%	3.0%	2.0%	3.0%
									O													
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	300	0	0	300	0	0	0	0	93	207	89	33	178	92	72	76	44	19	28	10	150	150
	44.0%	-	-	44.0%	-	-	-	-	36.0%	50.0%	49.0%	42.0%	43.0%	43.0%	45.0%	48.0%	46.0%	50.0%	52.0%	31.0%	47.0%	42.0%
									H													
BOTTOM 2 BOX	171	0	0	171	0	0	0	0	94	77	39	16	116	64	36	31	25	8	12	7	79	92
	25.0%	-	-	25.0%	-	-	-	-	36.0%	19.0%	22.0%	20.0%	28.0%	30.0%	22.0%	19.0%	26.0%	21.0%	22.0%	22.0%	25.0%	26.0%
									I													
Mean	3.3	-	-	3.3	-	-	-	-	3	3.4	3.3	3.3	3.2	3.2	3.3	3.3	3.2	3.4	3.3	3.1	3.3	3.2
									H													
Std. Dev.	1.1	-	-	1.1	-	-	-	-	1.2	1.1	1.1	1	1.2	1.2	1.2	1	1.2	1.2	1.2	1	1.1	1.1
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Table: 25

Q18. Patient centricity status statements agreement 1-5 scale - long term success - GRID SUMMARY

	When we focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals and our companies	Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the crucial skill in the pharma, biotech and medical device industry	Focusing on patients' needs leads to better business outcomes	A long-term focus is key to success with patient-centric efforts	Companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so	Companies must serve shareholders first	Pharma's goals are misaligned with serving patients optimally
	A	B	C	D	E	F	G
Base: Pharma Companies	675	675	675	675	675	675	675
Strongly agree 5	425	422	387	435	34	57	87
	63.0%	63.0%	57.0%	64.0%	5.0%	8.0%	13.0%
	CEFG	CEFG	EFG	CEFG		E	EF
4	179	165	190	170	78	92	213
	27.0%	24.0%	28.0%	25.0%	12.0%	14.0%	32.0%
	EF	EF	EF	EF			ABDEF
3	48	51	71	40	103	220	187
	7.0%	8.0%	11.0%	6.0%	15.0%	33.0%	28.0%
			ABD		ABCD	ABCDEG	ABCDE
2	9	14	10	8	201	165	121
	1.0%	2.0%	1.0%	1.0%	30.0%	24.0%	18.0%
					ABCDFG	ABCDG	ABCD
Strongly disagree 1	2	1	3	2	247	129	50
	*	*	*	*	37.0%	19.0%	7.0%

					ABCDFG	ABCDG	ABCD
Don't know or NA	12	22	14	20	12	12	17
	2.0%	3.0%	2.0%	3.0%	2.0%	2.0%	3.0%
		A		A			
Sigma	675	675	675	675	675	675	675
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary							
TOP 2 BOX	604	587	577	605	112	149	300
	89.0%	87.0%	85.0%	90.0%	17.0%	22.0%	44.0%
	CEFG	EFG	EFG	CEFG		E	EF
BOTTOM 2 BOX	11	15	13	10	448	294	171
	2.0%	2.0%	2.0%	1.0%	66.0%	44.0%	25.0%
					ABCDFG	ABCDG	ABCD
Mean	4.5	4.5	4.4	4.6	2.2	2.7	3.3
	CEFG	CEFG	EFG	CEFG		E	EF
Std. Dev.	0.7	0.7	0.8	0.7	1.2	1.2	1.1
Std. Err.	*	*	*	*	*	*	*

Statistics:

Overlap formulae used

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 5 (**), Small Base: 15 (*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - Top 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
When we focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals and our	604	0	0	604	0	0	0	0	238	366	159	71	374	193	138	148	82	36	48	29	287	317
Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the	89.0%	-	-	89.0%	-	-	-	-	91.0%	88.0%	88.0%	90.0%	90.0%	90.0%	86.0%	93.0%	86.0%	95.0%	89.0%	91.0%	90.0%	89.0%
Focusing on patients' needs leads to better business outcomes	587	0	0	587	0	0	0	0	225	362	158	69	360	194	133	142	73	28	49	25	280	307
A long-term focus is key to success with patient-centric efforts	87.0%	-	-	87.0%	-	-	-	-	86.0%	87.0%	88.0%	87.0%	87.0%	91.0%	83.0%	89.0%	77.0%	74.0%	91.0%	78.0%	88.0%	86.0%
Companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so	577	0	0	577	0	0	0	0	232	345	154	64	359	183	129	141	86	34	46	29	284	293
Companies must serve shareholders first	85.0%	-	-	85.0%	-	-	-	-	89.0%	83.0%	86.0%	81.0%	86.0%	86.0%	81.0%	89.0%	91.0%	89.0%	85.0%	91.0%	89.0%	82.0%
Pharma's goals are misaligned with serving patients optimally	605	0	0	605	0	0	0	0	233	372	160	74	371	201	133	145	87	37	49	28	291	314
	90.0%	-	-	90.0%	-	-	-	-	89.0%	90.0%	89.0%	94.0%	89.0%	94.0%	83.0%	91.0%	92.0%	97.0%	91.0%	88.0%	91.0%	88.0%
	112	0	0	112	0	0	0	0	52	60	33	21	58	35	28	19	20	6	10	2	52	60
	17.0%	-	-	17.0%	-	-	-	-	20.0%	14.0%	18.0%	27.0%	14.0%	16.0%	18.0%	12.0%	21.0%	16.0%	19.0%	6.0%	16.0%	17.0%
	149	0	0	149	0	0	0	0	66	83	53	13	83	42	31	44	19	5	16	5	74	75
	22.0%	-	-	22.0%	-	-	-	-	25.0%	20.0%	29.0%	16.0%	20.0%	20.0%	19.0%	28.0%	20.0%	13.0%	30.0%	16.0%	23.0%	21.0%
	300	0	0	300	0	0	0	0	93	207	89	33	178	92	72	76	44	19	28	10	150	150
	44.0%	-	-	44.0%	-	-	-	-	36.0%	50.0%	49.0%	42.0%	43.0%	43.0%	45.0%	48.0%	46.0%	50.0%	52.0%	31.0%	47.0%	42.0%

Statistics:
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - Bottom 2 Box Summary

	Total	Patient or Health Charity	Suppliers	Pharma	Type				Confidence		Pharma: Company size			Geographical location						Job title/level		
					HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
When we focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals and our	11	0	0	11	0	0	0	0	2	9	5	1	5	3	2	1	2	1	2	1	6	5
Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the	15	0	0	15	0	0	0	0	6	9	3	2	10	4	8	2	2	2	1	0	7	8
Focusing on patients' needs leads to better business outcomes	13	0	0	13	0	0	0	0	2	11	4	4	5	7	3	3	1	0	1	0	5	8
A long-term focus is key to success with patient-centric efforts	10	0	0	10	0	0	0	0	3	7	4	1	5	3	3	3	1	0	0	1	7	3
Companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so	448	0	0	448	0	0	0	0	169	279	107	46	295	150	101	109	59	30	32	27	220	228
Companies must serve shareholders first	294	0	0	294	0	0	0	0	104	190	75	23	196	105	74	59	39	18	18	16	123	171
Pharma's goals are misaligned with serving patients optimally	171	0	0	171	0	0	0	0	94	77	39	16	116	64	36	31	25	8	12	7	79	92
	25.0%	-	-	25.0%	-	-	-	-	36.0%	19.0%	22.0%	20.0%	28.0%	30.0%	22.0%	19.0%	26.0%	21.0%	22.0%	22.0%	25.0%	26.0%

Statistics:
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q18. Patient centricity status statements agreement 1-5 scale - long term success - Mean Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
When we focus on delivering the best patient outcomes, we will create the best results for	4.5	-	-	4.5	-	-	-	-	4.6	4.5	4.5	4.5	4.6	4.5	4.5	4.6	4.5	4.5	4.6	4.5	4.5	4.5
Finding the intersection where optimal outcomes for patients, healthcare professionals	4.5	-	-	4.5	-	-	-	-	4.5	4.5	4.5	4.5	4.6	4.4	4.6	4.3	4.3	4.5	4.4	4.5	4.5	4.5
Focusing on patients' needs leads to better business outcomes	4.4	-	-	4.4	-	-	-	-	4.6	4.4	4.4	4.3	4.5	4.4	4.4	4.5	4.6	4.5	4.5	4.5	4.5	4.4
A long-term focus is key to success with patient-centric efforts	4.6	-	-	4.6	-	-	-	-	4.6	4.5	4.5	4.6	4.6	4.6	4.5	4.5	N	4.6	4.8	4.6	4.5	4.6
Companies can act in the best interest of patients but I don't believe we can achieve long-term success	2.2	-	-	2.2	-	-	-	-	2.2	2.2	2.3	2.5	2.1	2.1	2.2	2.1	2.3	2	2.4	1.7	2.1	2.2
Companies must serve shareholders first	2.7	-	-	2.7	-	-	-	-	2.7	2.6	2.8	2.8	2.6	2.6	2.6	2.9	2.6	2.4	3	2.6	2.8	2.6
Pharma's goals are misaligned with serving patients optimally	3.3	-	-	3.3	-	-	-	-	3	3.4	3.3	3.2	3.2	3.3	3.3	3.2	3.4	3.3	3.1	3.3	3.2	

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I believe in my company's future

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	307	0	0	307	0	0	0	0	157	150	93	32	182	91	77	68	42	19	30	16	161	146
	45.0%	-	-	45.0%	-	-	-	-	60.0%	36.0%	52.0%	41.0%	44.0%	43.0%	48.0%	43.0%	44.0%	50.0%	56.0%	50.0%	50.0%	41.0%
									I													U
4	212	0	0	212	0	0	0	0	63	149	44	28	140	76	55	45	28	10	11	11	96	116
	31.0%	-	-	31.0%	-	-	-	-	24.0%	36.0%	24.0%	35.0%	34.0%	36.0%	34.0%	28.0%	29.0%	26.0%	20.0%	34.0%	30.0%	33.0%
									H				J	R								
3	100	0	0	100	0	0	0	0	30	70	24	14	62	27	21	30	17	7	9	2	38	62
	15.0%	-	-	15.0%	-	-	-	-	11.0%	17.0%	13.0%	18.0%	15.0%	13.0%	13.0%	19.0%	18.0%	18.0%	17.0%	6.0%	12.0%	17.0%
																						T
2	33	0	0	33	0	0	0	0	4	29	8	3	22	14	2	11	3	0	1	2	12	21
	5.0%	-	-	5.0%	-	-	-	-	2.0%	7.0%	4.0%	4.0%	5.0%	7.0%	1.0%	7.0%	3.0%	-	2.0%	6.0%	4.0%	6.0%
										H				N		N						
Strongly disagree 1	9	0	0	9	0	0	0	0	2	7	3	2	4	3	0	3	1	1	2	0	5	4
	1.0%	-	-	1.0%	-	-	-	-	1.0%	2.0%	2.0%	3.0%	2.0%	1.0%	-	2.0%	1.0%	3.0%	4.0%	-	2.0%	1.0%
Don't know or NA	14	0	0	14	0	0	0	0	5	9	8	0	6	3	5	2	4	1	1	1	7	7
	2.0%	-	-	2.0%	-	-	-	-	2.0%	2.0%	4.0%	-	1.0%	1.0%	3.0%	1.0%	4.0%	3.0%	2.0%	3.0%	2.0%	2.0%
											L											
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	519	0	0	519	0	0	0	0	220	299	137	60	322	167	132	113	70	29	41	27	257	262
	77.0%	-	-	77.0%	-	-	-	-	84.0%	72.0%	76.0%	76.0%	77.0%	78.0%	82.0%	71.0%	74.0%	76.0%	76.0%	84.0%	81.0%	74.0%
									I						O							U
BOTTOM 2 BOX	42	0	0	42	0	0	0	0	6	36	11	5	26	17	2	14	4	1	3	2	17	25
	6.0%	-	-	6.0%	-	-	-	-	2.0%	9.0%	6.0%	6.0%	6.0%	8.0%	1.0%	9.0%	4.0%	3.0%	6.0%	6.0%	5.0%	7.0%
										H				N		N						
Mean	4.2	-	-	4.2	-	-	-	-	4.4	4	4.3	4.1	4.2	4.1	4.3	4	4.2	4.2	4.2	4.3	4.3	4.1
									I						MO							U
Std. Dev.	1	-	-	1	-	-	-	-	0.8	1	1	1	0.9	1	0.8	1	0.9	1	1.1	0.9	0.9	1
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I care about the company's vision and goals

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	404	0	0	404	0	0	0	0	186	218	112	49	243	124	92	93	63	29	34	21	211	193
	60.0%	-	-	60.0%	-	-	-	-	71.0%	53.0%	62.0%	62.0%	58.0%	58.0%	58.0%	58.0%	66.0%	76.0%	63.0%	66.0%	66.0%	54.0%
									I									MNO				U
4	201	0	0	201	0	0	0	0	54	147	47	23	131	71	49	49	21	4	13	8	84	117
	30.0%	-	-	30.0%	-	-	-	-	21.0%	36.0%	26.0%	29.0%	31.0%	33.0%	31.0%	31.0%	22.0%	11.0%	24.0%	25.0%	26.0%	33.0%
									H					PQ	Q	Q						
3	44	0	0	44	0	0	0	0	12	32	13	5	26	14	13	11	7	3	3	2	16	28
	7.0%	-	-	7.0%	-	-	-	-	5.0%	8.0%	7.0%	6.0%	6.0%	7.0%	8.0%	7.0%	7.0%	8.0%	6.0%	6.0%	5.0%	8.0%
2	10	0	0	10	0	0	0	0	2	8	2	2	6	1	1	4	0	1	3	0	3	7
	1.0%	-	-	1.0%	-	-	-	-	1.0%	2.0%	1.0%	3.0%	1.0%	*	1.0%	3.0%	-	3.0%	6.0%	-	1.0%	2.0%
																			MNP			
Strongly disagree 1	3	0	0	3	0	0	0	0	1	2	0	0	3	2	0	0	1	0	0	0	0	3
	*	-	-	*	-	-	-	-	*	*	-	-	1.0%	1.0%	-	-	1.0%	-	-	-	-	1.0%
Don't know or NA	13	0	0	13	0	0	0	0	6	7	6	0	7	2	5	2	3	1	1	1	5	8
	2.0%	-	-	2.0%	-	-	-	-	2.0%	2.0%	3.0%	-	2.0%	1.0%	3.0%	1.0%	3.0%	3.0%	2.0%	3.0%	2.0%	2.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	605	0	0	605	0	0	0	0	240	365	159	72	374	195	141	142	84	33	47	29	295	310
	90.0%	-	-	90.0%	-	-	-	-	92.0%	88.0%	88.0%	91.0%	90.0%	91.0%	88.0%	89.0%	88.0%	87.0%	87.0%	91.0%	92.0%	87.0%
																						U
BOTTOM 2 BOX	13	0	0	13	0	0	0	0	3	10	2	2	9	3	1	4	1	1	3	0	3	10
	2.0%	-	-	2.0%	-	-	-	-	1.0%	2.0%	1.0%	3.0%	2.0%	1.0%	1.0%	3.0%	1.0%	3.0%	6.0%	-	1.0%	3.0%
																			N			
Mean	4.5	-	-	4.5	-	-	-	-	4.7	4.4	4.5	4.5	4.5	4.5	4.5	4.5	4.6	4.6	4.5	4.6	4.6	4.4
									I													U
Std. Dev.	0.7	-	-	0.7	-	-	-	-	0.6	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.6	0.6	0.8
Std. Err.	*	-	-	*	-	-	-	-	*	*	0.1	0.1	*	*	0.1	0.1	0.1	0.1	0.1	0.1	*	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I am confident my company is making the world a better place

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	279	0	0	279	0	0	0	0	144	135	87	27	165	89	65	66	40	16	21	15	142	137
	41.0%	-	-	41.0%	-	-	-	-	55.0%	33.0%	48.0%	34.0%	40.0%	42.0%	41.0%	42.0%	42.0%	42.0%	39.0%	47.0%	45.0%	38.0%
									I		KL											
4	234	0	0	234	0	0	0	0	82	152	51	29	154	76	56	54	27	13	16	9	112	122
	35.0%	-	-	35.0%	-	-	-	-	31.0%	37.0%	28.0%	37.0%	37.0%	36.0%	35.0%	34.0%	28.0%	34.0%	30.0%	28.0%	35.0%	34.0%
													J									
3	117	0	0	117	0	0	0	0	24	93	30	16	71	32	31	26	25	7	11	8	46	71
	17.0%	-	-	17.0%	-	-	-	-	9.0%	22.0%	17.0%	20.0%	17.0%	15.0%	19.0%	16.0%	26.0%	18.0%	20.0%	25.0%	14.0%	20.0%
										H							MO					
2	28	0	0	28	0	0	0	0	6	22	8	5	15	12	4	7	3	1	2	0	11	17
	4.0%	-	-	4.0%	-	-	-	-	2.0%	5.0%	4.0%	6.0%	4.0%	6.0%	2.0%	4.0%	3.0%	3.0%	4.0%	-	3.0%	5.0%
Strongly disagree 1	10	0	0	10	0	0	0	0	2	8	0	2	8	2	2	4	0	0	3	0	3	7
	1.0%	-	-	1.0%	-	-	-	-	1.0%	2.0%	-	3.0%	2.0%	1.0%	1.0%	3.0%	-	-	6.0%	-	1.0%	2.0%
																			MP			
Don't know or NA	7	0	0	7	0	0	0	0	3	4	4	0	3	3	2	2	0	1	1	0	5	2
	1.0%	-	-	1.0%	-	-	-	-	1.0%	1.0%	2.0%	-	1.0%	1.0%	1.0%	1.0%	-	3.0%	2.0%	-	2.0%	1.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	513	0	0	513	0	0	0	0	226	287	138	56	319	165	121	120	67	29	37	24	254	259
	76.0%	-	-	76.0%	-	-	-	-	87.0%	69.0%	77.0%	71.0%	77.0%	77.0%	76.0%	75.0%	71.0%	76.0%	69.0%	75.0%	80.0%	73.0%
									I												U	
BOTTOM 2 BOX	38	0	0	38	0	0	0	0	8	30	8	7	23	14	6	11	3	1	5	0	14	24
	6.0%	-	-	6.0%	-	-	-	-	3.0%	7.0%	4.0%	9.0%	6.0%	7.0%	4.0%	7.0%	3.0%	3.0%	9.0%	-	4.0%	7.0%
									H													
Mean	4.1	-	-	4.1	-	-	-	-	4.4	3.9	4.2	3.9	4.1	4.1	4.1	4.1	4.1	4.2	3.9	4.2	4.2	4
									I												U	
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.8	1	0.9	1	0.9	0.9	0.9	1	0.9	0.8	1.1	0.8	0.9	1
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.1	0.2	0.1	*	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I am proud to tell people outside our industry that I work in a pharma, biotech/ medical device company

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	348	0	0	348	0	0	0	0	172	176	104	36	208	110	76	79	59	21	27	19	173	175
	52.0%	-	-	52.0%	-	-	-	-	66.0%	43.0%	58.0%	46.0%	50.0%	51.0%	48.0%	50.0%	62.0%	55.0%	50.0%	59.0%	54.0%	49.0%
									I								NO					
4	199	0	0	199	0	0	0	0	61	138	45	29	125	68	42	52	19	12	17	5	91	108
	29.0%	-	-	29.0%	-	-	-	-	23.0%	33.0%	25.0%	37.0%	30.0%	32.0%	26.0%	33.0%	20.0%	32.0%	31.0%	16.0%	29.0%	30.0%
									H					P		P						
3	77	0	0	77	0	0	0	0	19	58	17	12	48	23	23	17	9	2	7	4	36	41
	11.0%	-	-	11.0%	-	-	-	-	7.0%	14.0%	9.0%	15.0%	12.0%	11.0%	14.0%	11.0%	9.0%	5.0%	13.0%	12.0%	11.0%	12.0%
									H													
2	28	0	0	28	0	0	0	0	3	25	5	2	21	7	10	7	4	1	2	3	8	20
	4.0%	-	-	4.0%	-	-	-	-	1.0%	6.0%	3.0%	3.0%	5.0%	3.0%	6.0%	4.0%	4.0%	3.0%	4.0%	9.0%	3.0%	6.0%
									H													T
Strongly disagree 1	12	0	0	12	0	0	0	0	2	10	4	0	8	4	5	2	1	1	1	1	4	8
	2.0%	-	-	2.0%	-	-	-	-	1.0%	2.0%	2.0%	-	2.0%	2.0%	3.0%	1.0%	1.0%	3.0%	2.0%	3.0%	1.0%	2.0%
									H													
Don't know or NA	11	0	0	11	0	0	0	0	4	7	5	0	6	2	4	2	3	1	0	0	7	4
	2.0%	-	-	2.0%	-	-	-	-	2.0%	2.0%	3.0%	-	1.0%	1.0%	2.0%	1.0%	3.0%	3.0%	-	-	2.0%	1.0%
									H													
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	547	0	0	547	0	0	0	0	233	314	149	65	333	178	118	131	78	33	44	24	264	283
	81.0%	-	-	81.0%	-	-	-	-	89.0%	76.0%	83.0%	82.0%	80.0%	83.0%	74.0%	82.0%	82.0%	87.0%	81.0%	75.0%	83.0%	79.0%
									I					N								
BOTTOM 2 BOX	40	0	0	40	0	0	0	0	5	35	9	2	29	11	15	9	5	2	3	4	12	28
	6.0%	-	-	6.0%	-	-	-	-	2.0%	8.0%	5.0%	3.0%	7.0%	5.0%	9.0%	6.0%	5.0%	5.0%	6.0%	12.0%	4.0%	8.0%
									H													T
Mean	4.3	-	-	4.3	-	-	-	-	4.5	4.1	4.4	4.3	4.2	4.3	4.1	4.3	4.4	4.4	4.2	4.2	4.3	4.2
									I								N					U
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.7	1	0.9	0.8	1	0.9	1.1	0.9	0.9	0.9	1	1.2	0.9	1
									H													
Std. Err.	*	-	-	*	-	-	-	-	*	0.1	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	*	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I know how to communicate my role such that people outside our industry understand and admire our work

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	268	0	0	268	0	0	0	0	124	144	89	22	157	83	56	58	43	11	23	16	120	148
	40.0%	-	-	40.0%	-	-	-	-	48.0%	35.0%	49.0%	28.0%	38.0%	39.0%	35.0%	36.0%	45.0%	29.0%	43.0%	50.0%	38.0%	42.0%
									I		KL					Q			Q			
4	260	0	0	260	0	0	0	0	92	168	57	38	165	83	58	70	36	16	19	12	129	131
	39.0%	-	-	39.0%	-	-	-	-	35.0%	41.0%	32.0%	48.0%	40.0%	39.0%	36.0%	44.0%	38.0%	42.0%	35.0%	38.0%	40.0%	37.0%
									J		11		55	34	25	16	8	5	6	2	42	46
3	88	0	0	88	0	0	0	0	29	59	22	11	55	34	25	16	8	5	6	2	42	46
	13.0%	-	-	13.0%	-	-	-	-	11.0%	14.0%	12.0%	14.0%	13.0%	16.0%	16.0%	10.0%	8.0%	13.0%	11.0%	6.0%	13.0%	13.0%
2	41	0	0	41	0	0	0	0	10	31	6	8	27	9	12	13	6	3	6	1	22	19
	6.0%	-	-	6.0%	-	-	-	-	4.0%	7.0%	3.0%	10.0%	6.0%	4.0%	8.0%	8.0%	6.0%	8.0%	11.0%	3.0%	7.0%	5.0%
Strongly disagree 1	10	0	0	10	0	0	0	0	3	7	3	0	7	2	6	1	1	2	0	1	2	8
	1.0%	-	-	1.0%	-	-	-	-	1.0%	2.0%	2.0%	-	2.0%	1.0%	4.0%	1.0%	1.0%	5.0%	-	3.0%	1.0%	2.0%
Don't know or NA	8	0	0	8	0	0	0	0	3	5	3	0	5	3	3	1	1	1	0	0	4	4
	1.0%	-	-	1.0%	-	-	-	-	1.0%	1.0%	2.0%	-	1.0%	1.0%	2.0%	1.0%	1.0%	3.0%	-	-	1.0%	1.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	528	0	0	528	0	0	0	0	216	312	146	60	322	166	114	128	79	27	42	28	249	279
	78.0%	-	-	78.0%	-	-	-	-	83.0%	75.0%	81.0%	76.0%	77.0%	78.0%	71.0%	81.0%	83.0%	71.0%	78.0%	88.0%	78.0%	78.0%
									I							N			N			
BOTTOM 2 BOX	51	0	0	51	0	0	0	0	13	38	9	8	34	11	18	14	7	5	6	2	24	27
	8.0%	-	-	8.0%	-	-	-	-	5.0%	9.0%	5.0%	10.0%	8.0%	5.0%	11.0%	9.0%	7.0%	13.0%	11.0%	6.0%	8.0%	8.0%
									H							M						
Mean	4.1	-	-	4.1	-	-	-	-	4.3	4	4.3	3.9	4.1	4.1	3.9	4.1	4.2	3.8	4.1	4.3	4.1	4.1
									I		KL					NQ						
Std. Dev.	1	-	-	1	-	-	-	-	0.9	1	0.9	0.9	1	0.9	1.1	0.9	0.9	1.1	1	1	0.9	1
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I have posted on Facebook articles or pictures that demonstrate my pride in the good that our industry does

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	81	0	0	81	0	0	0	0	40	41	21	6	54	29	18	21	16	4	6	5	36	45
	12.0%	-	-	12.0%	-	-	-	-	15.0%	10.0%	12.0%	8.0%	13.0%	14.0%	11.0%	13.0%	17.0%	11.0%	11.0%	16.0%	11.0%	13.0%
									I													
4	89	0	0	89	0	0	0	0	38	51	25	10	54	26	21	22	14	6	12	3	48	41
	13.0%	-	-	13.0%	-	-	-	-	15.0%	12.0%	14.0%	13.0%	13.0%	12.0%	13.0%	14.0%	15.0%	16.0%	22.0%	9.0%	15.0%	12.0%
3	60	0	0	60	0	0	0	0	24	36	11	14	35	12	18	12	14	3	6	4	24	36
	9.0%	-	-	9.0%	-	-	-	-	9.0%	9.0%	6.0%	18.0%	8.0%	6.0%	11.0%	8.0%	15.0%	8.0%	11.0%	12.0%	8.0%	10.0%
2	72	0	0	72	0	0	0	0	30	42	25	7	40	20	13	18	12	7	5	1	38	34
	11.0%	-	-	11.0%	-	-	-	-	11.0%	10.0%	14.0%	9.0%	10.0%	9.0%	8.0%	11.0%	13.0%	18.0%	9.0%	3.0%	12.0%	10.0%
Strongly disagree 1	246	0	0	246	0	0	0	0	81	165	59	28	159	81	67	49	22	12	20	13	113	133
	36.0%	-	-	36.0%	-	-	-	-	31.0%	40.0%	33.0%	35.0%	38.0%	38.0%	42.0%	31.0%	23.0%	32.0%	37.0%	41.0%	35.0%	37.0%
									H													
Don't know or NA	127	0	0	127	0	0	0	0	48	79	39	14	74	46	23	37	17	6	5	6	60	67
	19.0%	-	-	19.0%	-	-	-	-	18.0%	19.0%	22.0%	18.0%	18.0%	21.0%	14.0%	23.0%	18.0%	16.0%	9.0%	19.0%	19.0%	19.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	170	0	0	170	0	0	0	0	78	92	46	16	108	55	39	43	30	10	18	8	84	86
	25.0%	-	-	25.0%	-	-	-	-	30.0%	22.0%	26.0%	20.0%	26.0%	26.0%	24.0%	27.0%	32.0%	26.0%	33.0%	25.0%	26.0%	24.0%
									I													
BOTTOM 2 BOX	318	0	0	318	0	0	0	0	111	207	84	35	199	101	80	67	34	19	25	14	151	167
	47.0%	-	-	47.0%	-	-	-	-	43.0%	50.0%	47.0%	44.0%	48.0%	47.0%	50.0%	42.0%	36.0%	50.0%	46.0%	44.0%	47.0%	47.0%
Mean	2.4	-	-	2.4	-	-	-	-	2.7	2.3	2.5	2.4	2.4	2.4	2.3	2.6	2.9	2.5	2.6	2.5	2.4	2.4
									I													
Std. Dev.	1.5	-	-	1.5	-	-	-	-	1.6	1.5	1.5	1.4	1.6	1.6	1.5	1.6	1.5	1.5	1.5	1.7	1.5	1.5
Std. Err.	0.1	-	-	0.1	-	-	-	-	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.3	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I have posted on LinkedIn articles or pictures that demonstrate my pride in the good that our industry does

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	112	0	0	112	0	0	0	0	53	59	32	8	72	36	27	27	19	5	11	5	59	53
	17.0%	-	-	17.0%	-	-	-	-	20.0%	14.0%	18.0%	10.0%	17.0%	17.0%	17.0%	17.0%	20.0%	13.0%	20.0%	16.0%	18.0%	15.0%
4	109	0	0	109	0	0	0	0	40	69	28	12	69	34	22	32	12	11	8	2	48	61
	16.0%	-	-	16.0%	-	-	-	-	15.0%	17.0%	16.0%	15.0%	17.0%	16.0%	14.0%	20.0%	13.0%	29.0%	15.0%	6.0%	15.0%	17.0%
									I													
3	70	0	0	70	0	0	0	0	28	42	17	11	42	15	22	10	17	5	8	7	29	41
	10.0%	-	-	10.0%	-	-	-	-	11.0%	10.0%	9.0%	14.0%	10.0%	7.0%	14.0%	6.0%	18.0%	13.0%	15.0%	22.0%	9.0%	12.0%
															MO		MO		O	MO		
2	88	0	0	88	0	0	0	0	32	56	27	13	48	27	17	21	13	5	7	4	48	40
	13.0%	-	-	13.0%	-	-	-	-	12.0%	14.0%	15.0%	16.0%	12.0%	13.0%	11.0%	13.0%	14.0%	13.0%	13.0%	12.0%	15.0%	11.0%
Strongly disagree 1	186	0	0	186	0	0	0	0	60	126	48	21	117	65	52	35	18	9	16	8	89	97
	28.0%	-	-	28.0%	-	-	-	-	23.0%	30.0%	27.0%	27.0%	28.0%	30.0%	32.0%	22.0%	19.0%	24.0%	30.0%	25.0%	28.0%	27.0%
									H					P	OP							
Don't know or NA	110	0	0	110	0	0	0	0	48	62	28	14	68	37	20	34	16	3	4	6	46	64
	16.0%	-	-	16.0%	-	-	-	-	18.0%	15.0%	16.0%	18.0%	16.0%	17.0%	12.0%	21.0%	17.0%	8.0%	7.0%	19.0%	14.0%	18.0%
																NR						
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	221	0	0	221	0	0	0	0	93	128	60	20	141	70	49	59	31	16	19	7	107	114
	33.0%	-	-	33.0%	-	-	-	-	36.0%	31.0%	33.0%	25.0%	34.0%	33.0%	31.0%	37.0%	33.0%	42.0%	35.0%	22.0%	34.0%	32.0%
BOTTOM 2 BOX	274	0	0	274	0	0	0	0	92	182	75	34	165	92	69	56	31	14	23	12	137	137
	41.0%	-	-	41.0%	-	-	-	-	35.0%	44.0%	42.0%	43.0%	40.0%	43.0%	43.0%	35.0%	33.0%	37.0%	43.0%	38.0%	43.0%	38.0%
									H													
Mean	2.8	-	-	2.8	-	-	-	-	3	2.7	2.8	2.6	2.8	2.7	2.7	3	3	2.9	2.8	2.7	2.8	2.8
									I													
Std. Dev.	1.6	-	-	1.6	-	-	-	-	1.6	1.5	1.6	1.4	1.6	1.6	1.6	1.6	1.5	1.5	1.6	1.5	1.6	1.5
Std. Err.	0.1	-	-	0.1	-	-	-	-	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - When asked about my profession at a personal social event, I am concerned about how people will react

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	55	0	0	55	0	0	0	0	26	29	24	10	21	18	14	14	9	5	4	2	31	24
	8.0%	-	-	8.0%	-	-	-	-	10.0%	7.0%	13.0%	13.0%	5.0%	8.0%	9.0%	9.0%	9.0%	13.0%	7.0%	6.0%	10.0%	7.0%
											L	L										
4	104	0	0	104	0	0	0	0	39	65	26	9	69	27	22	29	13	7	9	2	33	71
	15.0%	-	-	15.0%	-	-	-	-	15.0%	16.0%	14.0%	11.0%	17.0%	13.0%	14.0%	18.0%	14.0%	18.0%	17.0%	6.0%	10.0%	20.0%
																						T
3	93	0	0	93	0	0	0	0	32	61	25	11	57	26	29	14	14	4	8	5	43	50
	14.0%	-	-	14.0%	-	-	-	-	12.0%	15.0%	14.0%	14.0%	14.0%	12.0%	18.0%	9.0%	15.0%	11.0%	15.0%	16.0%	13.0%	14.0%
																O						
2	140	0	0	140	0	0	0	0	48	92	37	18	85	57	24	33	20	5	11	4	75	65
	21.0%	-	-	21.0%	-	-	-	-	18.0%	22.0%	21.0%	23.0%	20.0%	27.0%	15.0%	21.0%	21.0%	13.0%	20.0%	12.0%	24.0%	18.0%
																N						
Strongly disagree 1	275	0	0	275	0	0	0	0	112	163	63	31	181	86	68	67	34	17	22	19	132	143
	41.0%	-	-	41.0%	-	-	-	-	43.0%	39.0%	35.0%	39.0%	44.0%	40.0%	42.0%	42.0%	36.0%	45.0%	41.0%	59.0%	41.0%	40.0%
																						MP
Don't know or NA	8	0	0	8	0	0	0	0	4	4	5	0	3	0	3	2	5	0	0	0	5	3
	1.0%	-	-	1.0%	-	-	-	-	2.0%	1.0%	3.0%	-	1.0%	-	2.0%	1.0%	5.0%	-	-	-	2.0%	1.0%
											L					M						
																M						
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	159	0	0	159	0	0	0	0	65	94	50	19	90	45	36	43	22	12	13	4	64	95
	24.0%	-	-	24.0%	-	-	-	-	25.0%	23.0%	28.0%	24.0%	22.0%	21.0%	22.0%	27.0%	23.0%	32.0%	24.0%	12.0%	20.0%	27.0%
																			S			T
BOTTOM 2 BOX	415	0	0	415	0	0	0	0	160	255	100	49	266	143	92	100	54	22	33	23	207	208
	61.0%	-	-	61.0%	-	-	-	-	61.0%	62.0%	56.0%	62.0%	64.0%	67.0%	58.0%	63.0%	57.0%	58.0%	61.0%	72.0%	65.0%	58.0%
Mean	2.3	-	-	2.3	-	-	-	-	2.3	2.3	2.5	2.4	2.2	2.2	2.3	2.3	2.4	2.4	2.3	1.9	2.2	2.3
											L											
Std. Dev.	1.4	-	-	1.4	-	-	-	-	1.4	1.3	1.4	1.4	1.3	1.3	1.4	1.4	1.4	1.5	1.4	1.3	1.3	1.4
Std. Err.	0.1	-	-	0.1	-	-	-	-	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - Helping patients is my primary motivation for working in the pharma/biotech/med device industry

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	310	0	0	310	0	0	0	0	142	168	90	33	187	104	66	78	50	13	22	10	140	170
	46.0%	-	-	46.0%	-	-	-	-	54.0%	41.0%	50.0%	42.0%	45.0%	49.0%	41.0%	49.0%	53.0%	34.0%	41.0%	31.0%	44.0%	48.0%
									I							QS						
4	223	0	0	223	0	0	0	0	82	141	60	30	133	73	58	49	26	16	15	12	111	112
	33.0%	-	-	33.0%	-	-	-	-	31.0%	34.0%	33.0%	38.0%	32.0%	34.0%	36.0%	31.0%	27.0%	42.0%	28.0%	38.0%	35.0%	31.0%
3	82	0	0	82	0	0	0	0	25	57	18	9	55	22	18	17	14	7	11	6	43	39
	12.0%	-	-	12.0%	-	-	-	-	10.0%	14.0%	10.0%	11.0%	13.0%	10.0%	11.0%	11.0%	15.0%	18.0%	20.0%	19.0%	13.0%	11.0%
2	34	0	0	34	0	0	0	0	5	29	7	5	22	6	10	12	2	1	4	2	14	20
	5.0%	-	-	5.0%	-	-	-	-	2.0%	7.0%	4.0%	6.0%	5.0%	3.0%	6.0%	8.0%	2.0%	3.0%	7.0%	6.0%	4.0%	6.0%
Strongly disagree 1	16	0	0	16	0	0	0	0	4	12	2	2	12	5	6	2	1	0	2	1	7	9
	2.0%	-	-	2.0%	-	-	-	-	2.0%	3.0%	1.0%	3.0%	3.0%	2.0%	4.0%	1.0%	1.0%	-	4.0%	3.0%	2.0%	3.0%
Don't know or NA	10	0	0	10	0	0	0	0	3	7	3	0	7	4	2	1	2	1	0	1	4	6
	1.0%	-	-	1.0%	-	-	-	-	1.0%	2.0%	2.0%	-	2.0%	2.0%	1.0%	1.0%	2.0%	3.0%	-	3.0%	1.0%	2.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	533	0	0	533	0	0	0	0	224	309	150	63	320	177	124	127	76	29	37	22	251	282
	79.0%	-	-	79.0%	-	-	-	-	86.0%	75.0%	83.0%	80.0%	77.0%	83.0%	78.0%	80.0%	80.0%	76.0%	69.0%	69.0%	79.0%	79.0%
									I							R						
BOTTOM 2 BOX	50	0	0	50	0	0	0	0	9	41	9	7	34	11	16	14	3	1	6	3	21	29
	7.0%	-	-	7.0%	-	-	-	-	3.0%	10.0%	5.0%	9.0%	8.0%	5.0%	10.0%	9.0%	3.0%	3.0%	11.0%	9.0%	7.0%	8.0%
Mean	4.2	-	-	4.2	-	-	-	-	4.4	4	4.3	4.1	4.1	4.3	4.1	4.2	4.3	4.1	3.9	3.9	4.2	4.2
									I							P						
Std. Dev.	1	-	-	1	-	-	-	-	0.9	1.1	0.9	1	1	0.9	1.1	1	0.9	0.8	1.1	1	1	1
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I communicate why I work in the pharma/ biotech/ med device industry to my customers

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	220	0	0	220	0	0	0	0	108	112	72	16	132	72	55	51	29	7	19	6	107	113
	33.0%	-	-	33.0%	-	-	-	-	41.0%	27.0%	40.0%	20.0%	32.0%	34.0%	34.0%	32.0%	31.0%	18.0%	35.0%	19.0%	34.0%	32.0%
									I		K		K		Q							
4	222	0	0	222	0	0	0	0	76	146	51	34	137	77	40	53	34	13	15	16	108	114
	33.0%	-	-	33.0%	-	-	-	-	29.0%	35.0%	28.0%	43.0%	33.0%	36.0%	25.0%	33.0%	36.0%	34.0%	28.0%	50.0%	34.0%	32.0%
									J		J		N							NR		
3	102	0	0	102	0	0	0	0	34	68	26	12	64	29	26	24	14	6	10	5	42	60
	15.0%	-	-	15.0%	-	-	-	-	13.0%	16.0%	14.0%	15.0%	15.0%	14.0%	16.0%	15.0%	15.0%	16.0%	19.0%	16.0%	13.0%	17.0%
2	62	0	0	62	0	0	0	0	21	41	16	11	35	15	17	19	9	6	5	3	29	33
	9.0%	-	-	9.0%	-	-	-	-	8.0%	10.0%	9.0%	14.0%	8.0%	7.0%	11.0%	12.0%	9.0%	16.0%	9.0%	9.0%	9.0%	9.0%
Strongly disagree 1	32	0	0	32	0	0	0	0	10	22	6	2	24	7	11	7	3	4	5	2	15	17
	5.0%	-	-	5.0%	-	-	-	-	4.0%	5.0%	3.0%	3.0%	6.0%	3.0%	7.0%	4.0%	3.0%	11.0%	9.0%	6.0%	5.0%	5.0%
Don't know or NA	37	0	0	37	0	0	0	0	12	25	9	4	24	14	11	5	6	2	0	0	18	19
	5.0%	-	-	5.0%	-	-	-	-	5.0%	6.0%	5.0%	5.0%	6.0%	7.0%	7.0%	3.0%	6.0%	5.0%	-	-	6.0%	5.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	442	0	0	442	0	0	0	0	184	258	123	50	269	149	95	104	63	20	34	22	215	227
	65.0%	-	-	65.0%	-	-	-	-	70.0%	62.0%	68.0%	63.0%	65.0%	70.0%	59.0%	65.0%	66.0%	53.0%	63.0%	69.0%	67.0%	64.0%
									I					NQ								
BOTTOM 2 BOX	94	0	0	94	0	0	0	0	31	63	22	13	59	22	28	26	12	10	10	5	44	50
	14.0%	-	-	14.0%	-	-	-	-	12.0%	15.0%	12.0%	16.0%	14.0%	10.0%	18.0%	16.0%	13.0%	26.0%	19.0%	16.0%	14.0%	14.0%
															M							
Mean	3.8	-	-	3.8	-	-	-	-	4	3.7	4	3.7	3.8	4	3.7	3.8	3.9	3.4	3.7	3.7	3.9	3.8
									I					Q								
Std. Dev.	1.1	-	-	1.1	-	-	-	-	1.1	1.2	1.1	1.1	1.2	1.1	1.3	1.2	1.1	1.3	1.3	1.1	1.1	1.2
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - I feel trusted and admired by my customers / stakeholders

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	170	0	0	170	0	0	0	0	87	83	61	21	88	52	32	38	31	11	17	9	79	91
	25.0%	-	-	25.0%	-	-	-	-	33.0%	20.0%	34.0%	27.0%	21.0%	24.0%	20.0%	24.0%	33.0%	29.0%	31.0%	28.0%	25.0%	26.0%
4	275	0	0	275	0	0	0	0	104	171	68	31	176	87	64	71	36	11	16	14	134	141
	41.0%	-	-	41.0%	-	-	-	-	40.0%	41.0%	38.0%	39.0%	42.0%	41.0%	40.0%	45.0%	38.0%	29.0%	30.0%	44.0%	42.0%	40.0%
3	136	0	0	136	0	0	0	0	46	90	26	17	93	45	29	32	23	9	12	5	66	70
	20.0%	-	-	20.0%	-	-	-	-	18.0%	22.0%	14.0%	22.0%	22.0%	21.0%	18.0%	20.0%	24.0%	24.0%	22.0%	16.0%	21.0%	20.0%
2	43	0	0	43	0	0	0	0	11	32	12	5	26	12	13	10	0	3	7	2	21	22
	6.0%	-	-	6.0%	-	-	-	-	4.0%	8.0%	7.0%	6.0%	6.0%	6.0%	8.0%	6.0%	-	8.0%	13.0%	6.0%	7.0%	6.0%
Strongly disagree 1	15	0	0	15	0	0	0	0	1	14	3	0	12	5	7	1	2	4	1	1	6	9
	2.0%	-	-	2.0%	-	-	-	-	*	3.0%	2.0%	-	3.0%	2.0%	4.0%	1.0%	2.0%	11.0%	2.0%	3.0%	2.0%	3.0%
Don't know or NA	36	0	0	36	0	0	0	0	12	24	10	5	21	13	15	7	3	0	1	1	13	23
	5.0%	-	-	5.0%	-	-	-	-	5.0%	6.0%	6.0%	6.0%	5.0%	6.0%	9.0%	4.0%	3.0%	-	2.0%	3.0%	4.0%	6.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	445	0	0	445	0	0	0	0	191	254	129	52	264	139	96	109	67	22	33	23	213	232
	66.0%	-	-	66.0%	-	-	-	-	73.0%	61.0%	72.0%	66.0%	63.0%	65.0%	60.0%	69.0%	71.0%	58.0%	61.0%	72.0%	67.0%	65.0%
BOTTOM 2 BOX	58	0	0	58	0	0	0	0	12	46	15	5	38	17	20	11	2	7	8	3	27	31
	9.0%	-	-	9.0%	-	-	-	-	5.0%	11.0%	8.0%	6.0%	9.0%	8.0%	12.0%	7.0%	2.0%	18.0%	15.0%	9.0%	8.0%	9.0%
Mean	3.8	-	-	3.8	-	-	-	-	4.1	3.7	4	3.9	3.8	3.8	3.7	3.9	4	3.6	3.8	3.9	3.8	3.8
Std. Dev.	1	-	-	1	-	-	-	-	0.9	1	1	0.9	1	1	1.1	0.9	0.9	1.3	1.1	1	1	1
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - My customers would say that I help improve patient care

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Strongly agree 5	201	0	0	201	0	0	0	0	103	98	67	17	117	69	37	50	29	11	18	8	95	106
	30.0%	-	-	30.0%	-	-	-	-	39.0%	24.0%	37.0%	22.0%	28.0%	32.0%	23.0%	31.0%	31.0%	29.0%	33.0%	25.0%	30.0%	30.0%
									I		KL											
4	266	0	0	266	0	0	0	0	104	162	60	36	170	84	66	66	35	13	15	16	127	139
	39.0%	-	-	39.0%	-	-	-	-	40.0%	39.0%	33.0%	46.0%	41.0%	39.0%	41.0%	42.0%	37.0%	34.0%	28.0%	50.0%	40.0%	39.0%
																				R		
3	126	0	0	126	0	0	0	0	32	94	30	15	81	32	33	28	22	9	15	5	57	69
	19.0%	-	-	19.0%	-	-	-	-	12.0%	23.0%	17.0%	19.0%	19.0%	15.0%	21.0%	18.0%	23.0%	24.0%	28.0%	16.0%	18.0%	19.0%
										H										M		
2	25	0	0	25	0	0	0	0	6	19	5	3	17	7	6	5	1	3	5	2	9	16
	4.0%	-	-	4.0%	-	-	-	-	2.0%	5.0%	3.0%	4.0%	4.0%	3.0%	4.0%	3.0%	1.0%	8.0%	9.0%	6.0%	3.0%	4.0%
																				P		
Strongly disagree 1	9	0	0	9	0	0	0	0	0	9	3	0	6	4	4	0	0	0	0	0	6	3
	1.0%	-	-	1.0%	-	-	-	-	-	2.0%	2.0%	-	1.0%	2.0%	2.0%	-	-	-	-	-	2.0%	1.0%
										H										O		
Don't know or NA	48	0	0	48	0	0	0	0	16	32	15	8	25	18	14	10	8	2	1	1	25	23
	7.0%	-	-	7.0%	-	-	-	-	6.0%	8.0%	8.0%	10.0%	6.0%	8.0%	9.0%	6.0%	8.0%	5.0%	2.0%	3.0%	8.0%	6.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	467	0	0	467	0	0	0	0	207	260	127	53	287	153	103	116	64	24	33	24	222	245
	69.0%	-	-	69.0%	-	-	-	-	79.0%	63.0%	71.0%	67.0%	69.0%	71.0%	64.0%	73.0%	67.0%	63.0%	61.0%	75.0%	70.0%	69.0%
									I													
BOTTOM 2 BOX	34	0	0	34	0	0	0	0	6	28	8	3	23	11	10	5	1	3	5	2	15	19
	5.0%	-	-	5.0%	-	-	-	-	2.0%	7.0%	4.0%	4.0%	6.0%	5.0%	6.0%	3.0%	1.0%	8.0%	9.0%	6.0%	5.0%	5.0%
										H										P		
Mean	4	-	-	4	-	-	-	-	4.2	3.8	4.1	3.9	4	4.1	3.9	4.1	4.1	3.9	3.9	4	4	4
									I											N		
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.8	0.9	0.9	0.8	0.9	0.9	0.9	0.8	0.8	0.9	1	0.8	0.9	0.9
Std. Err.	*	-	-	*	-	-	-	-	*	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Table: 41

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - GRID SUMMARY

	I believe in my company's future	I care about the company's vision and goals	I am confident my company is making the world a better place	I am proud to tell people outside our industry that I work in a pharma, biotech/ medical device company	I know how to communicate my role such that people outside our industry understand and admire our work	I have posted on Facebook articles or pictures that demonstrate my pride in the good that our industry does	I have posted on LinkedIn articles or pictures that demonstrate my pride in the good that our industry does	When asked about my profession at a personal social event, I am concerned about how people will react	Helping patients is my primary motivation for working in the pharma/biotech/med device industry	I communicate why I work in the pharma/ biotech/ med device industry to my customers	I feel trusted and admired by my customers / stakeholders	My customers would say that I help improve patient care
	A	B	C	D	E	F	G	H	I	J	K	L
Base: Pharma Companies	675	675	675	675	675	675	675	675	675	675	675	675
Strongly agree 5	307	404	279	348	268	81	112	55	310	220	170	201
	45.0%	60.0%	41.0%	52.0%	40.0%	12.0%	17.0%	8.0%	46.0%	33.0%	25.0%	30.0%
	CEFGHJKL	ACDEFGHIJKL	FGHJKL	ACEFGHIJKL	FGHJKL	H	FH		EFGHJKL	FGHK	FGH	FGHK
4	212	201	234	199	260	89	109	104	223	222	275	266
	31.0%	30.0%	35.0%	29.0%	39.0%	13.0%	16.0%	15.0%	33.0%	33.0%	41.0%	39.0%
	FGH	FGH	BDFGH	FGH	ABDFGHIJ				FGH	FGH	ABCDGHIJ	ABDFGHIJ
3	100	44	117	77	88	60	70	93	82	102	136	126
	15.0%	7.0%	17.0%	11.0%	13.0%	9.0%	10.0%	14.0%	12.0%	15.0%	20.0%	19.0%
	BDFG		BDEFGI	B	BF		B	BFG	BF	BDFG	ABDEFGHIJ	ABDEFGHI
2	33	10	28	28	41	72	88	140	34	62	43	25
	5.0%	1.0%	4.0%	4.0%	6.0%	11.0%	13.0%	21.0%	5.0%	9.0%	6.0%	4.0%
	B		B	B	BL	ABCDEIKL	ABCDEIJKL	ABCDEFGIJKL	B	ABCDEIKL	BL	B
Strongly disagree 1	9	3	10	12	10	246	186	275	16	32	15	9
	1.0%	*	1.0%	2.0%	1.0%	36.0%	28.0%	41.0%	2.0%	5.0%	2.0%	1.0%
	B		B	B		ABCDEGIJKL	ABCDEIJKL	ABCDEGIJKL	B	ABCDEIKL	B	
Don't know or NA	14	13	7	11	8	127	110	8	10	37	36	48
	2.0%	2.0%	1.0%	2.0%	1.0%	19.0%	16.0%	1.0%	1.0%	5.0%	5.0%	7.0%
	C					ABCDEGHIJKL	ABCDEHIJKL			ABCDEHI	ABCDEHI	ABCDEHI
Sigma	675	675	675	675	675	675	675	675	675	675	675	675
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary												
TOP 2 BOX	519	605	513	547	528	170	221	159	533	442	445	467
	77.0%	90.0%	76.0%	81.0%	78.0%	25.0%	33.0%	24.0%	79.0%	65.0%	66.0%	69.0%
	FGHJKL	ACDEFGHIJKL	FGHJKL	ACFGHJKL	FGHJKL		FH		FGHJKL	FGH	FGH	FGH

BOTTOM 2 BOX	42	13	38	40	51	318	274	415	50	94	58	34
	6.0%	2.0%	6.0%	6.0%	8.0%	47.0%	41.0%	61.0%	7.0%	14.0%	9.0%	5.0%
	B		B	B	BL	ABCDEFGHIJKL	ABCDEIJKL	ABCDEFGHIJKL	BL	ABCDEIKL	BCDL	B
Mean	4.2	4.5	4.1	4.3	4.1	2.4	2.8	2.3	4.2	3.8	3.8	4
	FGHJKL	ACDEFGHIJKL	FGHJKL	ACEFGHIJKL	FGHJKL		FH		FGHJKL	FGH	FGH	FGHJK
Std. Dev.	1	0.7	0.9	0.9	1	1.5	1.6	1.4	1	1.1	1	0.9
Std. Err.	*	*	*	*	*	0.1	0.1	0.1	*	*	*	*

Statistics:

Overlap formulae used

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L

Minimum Base: 5 (**), Small Base: 15 (*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L

Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - Top 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
I believe in my company's future	519	0	0	519	0	0	0	0	220	299	137	60	322	167	132	113	70	29	41	27	257	262
	77.0%	-	-	77.0%	-	-	-	-	84.0%	72.0%	76.0%	76.0%	77.0%	78.0%	82.0%	71.0%	74.0%	76.0%	76.0%	84.0%	81.0%	74.0%
									I						O							U
I care about the company's vision and goals	605	0	0	605	0	0	0	0	240	365	159	72	374	195	141	142	84	33	47	29	295	310
	90.0%	-	-	90.0%	-	-	-	-	92.0%	88.0%	88.0%	91.0%	90.0%	91.0%	88.0%	89.0%	88.0%	87.0%	87.0%	91.0%	92.0%	87.0%
									I													U
I am confident my company is making the world a better place	513	0	0	513	0	0	0	0	226	287	138	56	319	165	121	120	67	29	37	24	254	259
	76.0%	-	-	76.0%	-	-	-	-	87.0%	69.0%	77.0%	71.0%	77.0%	77.0%	76.0%	75.0%	71.0%	76.0%	69.0%	75.0%	80.0%	73.0%
									I													U
I am proud to tell people outside our industry that I work in a pharma, biotech/ medical device company	547	0	0	547	0	0	0	0	233	314	149	65	333	178	118	131	78	33	44	24	264	283
	81.0%	-	-	81.0%	-	-	-	-	89.0%	76.0%	83.0%	82.0%	80.0%	83.0%	74.0%	82.0%	82.0%	87.0%	81.0%	75.0%	83.0%	79.0%
									I						N							
I know how to communicate my role such that people outside our industry understand and admire our work	528	0	0	528	0	0	0	0	216	312	146	60	322	166	114	128	79	27	42	28	249	279
	78.0%	-	-	78.0%	-	-	-	-	83.0%	75.0%	81.0%	76.0%	77.0%	78.0%	71.0%	81.0%	83.0%	71.0%	78.0%	88.0%	78.0%	78.0%
									I						N		N					
I have posted on Facebook articles or pictures that demonstrate my pride in the good that our industry does	170	0	0	170	0	0	0	0	78	92	46	16	108	55	39	43	30	10	18	8	84	86
	25.0%	-	-	25.0%	-	-	-	-	30.0%	22.0%	26.0%	20.0%	26.0%	26.0%	24.0%	27.0%	32.0%	26.0%	33.0%	25.0%	26.0%	24.0%
									I													
I have posted on LinkedIn articles or pictures that demonstrate my pride in the good that our industry does	221	0	0	221	0	0	0	0	93	128	60	20	141	70	49	59	31	16	19	7	107	114
	33.0%	-	-	33.0%	-	-	-	-	36.0%	31.0%	33.0%	25.0%	34.0%	33.0%	31.0%	37.0%	33.0%	42.0%	35.0%	22.0%	34.0%	32.0%
									I													
When asked about my profession at a personal social event, I am concerned about how people will react	159	0	0	159	0	0	0	0	65	94	50	19	90	45	36	43	22	12	13	4	64	95
	24.0%	-	-	24.0%	-	-	-	-	25.0%	23.0%	28.0%	24.0%	22.0%	21.0%	22.0%	27.0%	23.0%	32.0%	24.0%	12.0%	20.0%	27.0%
									I							S						T
Helping patients is my primary motivation for working in the pharma/biotech/med device industry	533	0	0	533	0	0	0	0	224	309	150	63	320	177	124	127	76	29	37	22	251	282
	79.0%	-	-	79.0%	-	-	-	-	86.0%	75.0%	83.0%	80.0%	77.0%	83.0%	78.0%	80.0%	80.0%	76.0%	69.0%	69.0%	79.0%	79.0%
									I						R							
I communicate why I work in the pharma/ biotech/ med device industry to my customers	442	0	0	442	0	0	0	0	184	258	123	50	269	149	95	104	63	20	34	22	215	227
	65.0%	-	-	65.0%	-	-	-	-	70.0%	62.0%	68.0%	63.0%	65.0%	70.0%	59.0%	65.0%	66.0%	53.0%	63.0%	69.0%	67.0%	64.0%
									I						NQ							
I feel trusted and admired by my customers / stakeholders	445	0	0	445	0	0	0	0	191	254	129	52	264	139	96	109	67	22	33	23	213	232
	66.0%	-	-	66.0%	-	-	-	-	73.0%	61.0%	72.0%	66.0%	63.0%	65.0%	60.0%	69.0%	71.0%	58.0%	61.0%	72.0%	67.0%	65.0%
									I													
My customers would say that I help improve patient care	467	0	0	467	0	0	0	0	207	260	127	53	287	153	103	116	64	24	33	24	222	245
	69.0%	-	-	69.0%	-	-	-	-	79.0%	63.0%	71.0%	67.0%	69.0%	71.0%	64.0%	73.0%	67.0%	63.0%	61.0%	75.0%	70.0%	69.0%
									I													

Statistics:
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q19. Company related statements agreement 1-5 scale - I am proud/Pride - Mean Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
I believe in my company's future	4.2	-	-	4.2	-	-	-	-	4.4	4	4.3	4.1	4.2	4.1	4.3	4	4.2	4.2	4.2	4.3	4.3	4.1
I care about the company's vision and goals	4.5	-	-	4.5	-	-	-	-	4.7	4.4	4.5	4.5	4.5	4.5	4.5	4.5	4.6	4.6	4.5	4.6	4.6	4.4
I am confident my company is making the world a better place	4.1	-	-	4.1	-	-	-	-	4.4	3.9	4.2	3.9	4.1	4.1	4.1	4.1	4.1	4.2	3.9	4.2	4.2	4
I am proud to tell people outside our industry that I work in a pharma, biotech/ medical	4.3	-	-	4.3	-	-	-	-	4.5	4.1	4.4	4.3	4.2	4.3	4.1	4.3	4.4	4.4	4.2	4.2	4.3	4.2
I know how to communicate my role such that people outside our industry understand and I have posted on Facebook articles or pictures that demonstrate my pride in the good that our	4.1	-	-	4.1	-	-	-	-	4.3	4	4.3	3.9	4.1	4.1	3.9	4.1	4.2	3.8	4.1	4.3	4.1	4.1
I have posted on LinkedIn articles or pictures that demonstrate my pride in the good that our	2.4	-	-	2.4	-	-	-	-	2.7	2.3	2.5	2.4	2.4	2.4	2.3	2.6	2.9	2.5	2.6	2.5	2.4	2.4
I have posted on LinkedIn articles or pictures that demonstrate my pride in the good that our	2.8	-	-	2.8	-	-	-	-	3	2.7	2.8	2.6	2.8	2.7	2.7	3	3	2.9	2.8	2.7	2.8	2.8
When asked about my profession at a personal social event, I am concerned about how people	2.3	-	-	2.3	-	-	-	-	2.3	2.3	2.5	2.4	2.2	2.2	2.3	2.3	2.4	2.4	2.3	1.9	2.2	2.3
Helping patients is my primary motivation for working in the pharma/biotech/med device	4.2	-	-	4.2	-	-	-	-	4.4	4	4.3	4.1	4.1	4.3	4.1	4.2	4.3	4.1	3.9	3.9	4.2	4.2
I communicate why I work in the pharma/ biotech/ med device industry to my customers	3.8	-	-	3.8	-	-	-	-	4	3.7	4	3.7	3.8	4	3.7	3.8	3.9	3.4	3.7	3.7	3.9	3.8
I feel trusted and admired by my customers / stakeholders	3.8	-	-	3.8	-	-	-	-	4.1	3.7	4	3.9	3.8	3.8	3.7	3.9	4	3.6	3.8	3.9	3.8	3.8
My customers would say that I help improve patient care	4	-	-	4	-	-	-	-	4.2	3.8	4.1	3.9	4	4.1	3.9	4.1	4.1	3.9	3.9	4	4	4

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Significantly increase 5	259	0	0	259	0	0	0	0	118	141	66	29	164	93	50	63	31	13	17	15	128	131
	38.0%	-	-	38.0%	-	-	-	-	45.0%	34.0%	37.0%	37.0%	39.0%	43.0%	31.0%	40.0%	33.0%	34.0%	31.0%	47.0%	40.0%	37.0%
Slightly increase 4	191	0	0	191	0	0	0	0	76	115	54	21	116	62	48	40	26	12	15	6	91	100
	28.0%	-	-	28.0%	-	-	-	-	29.0%	28.0%	30.0%	27.0%	28.0%	29.0%	30.0%	25.0%	27.0%	32.0%	28.0%	19.0%	29.0%	28.0%
Neither increase or decrease 3	117	0	0	117	0	0	0	0	34	83	30	14	73	30	36	28	17	3	11	9	50	67
	17.0%	-	-	17.0%	-	-	-	-	13.0%	20.0%	17.0%	18.0%	18.0%	14.0%	22.0%	18.0%	18.0%	8.0%	20.0%	28.0%	16.0%	19.0%
Slightly decrease 2	45	0	0	45	0	0	0	0	11	34	12	8	25	15	9	13	7	5	5	2	25	20
	7.0%	-	-	7.0%	-	-	-	-	4.0%	8.0%	7.0%	10.0%	6.0%	7.0%	6.0%	8.0%	7.0%	13.0%	9.0%	6.0%	8.0%	6.0%
Significantly decrease 1	35	0	0	35	0	0	0	0	9	26	8	4	23	8	7	10	5	2	4	0	11	24
	5.0%	-	-	5.0%	-	-	-	-	3.0%	6.0%	4.0%	5.0%	6.0%	4.0%	4.0%	6.0%	5.0%	5.0%	7.0%	-	3.0%	7.0%
I don't know	28	0	0	28	0	0	0	0	13	15	10	3	15	6	10	5	9	3	2	0	14	14
	4.0%	-	-	4.0%	-	-	-	-	5.0%	4.0%	6.0%	4.0%	4.0%	3.0%	6.0%	3.0%	9.0%	8.0%	4.0%	-	4.0%	4.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	450	0	0	450	0	0	0	0	194	256	120	50	280	155	98	103	57	25	32	21	219	231
	67.0%	-	-	67.0%	-	-	-	-	74.0%	62.0%	67.0%	63.0%	67.0%	72.0%	61.0%	65.0%	60.0%	66.0%	59.0%	66.0%	69.0%	65.0%
BOTTOM 2 BOX	80	0	0	80	0	0	0	0	20	60	20	12	48	23	16	23	12	7	9	2	36	44
	12.0%	-	-	12.0%	-	-	-	-	8.0%	14.0%	11.0%	15.0%	12.0%	11.0%	10.0%	14.0%	13.0%	18.0%	17.0%	6.0%	11.0%	12.0%
Mean	3.9	-	-	3.9	-	-	-	-	4.1	3.8	3.9	3.8	3.9	4	3.8	3.9	3.8	3.8	3.7	4.1	4	3.9
Std. Dev.	1.2	-	-	1.2	-	-	-	-	1	1.2	1.1	1.2	1.2	1.1	1.1	1.2	1.2	1.2	1.2	1	1.1	1.2
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Clinical - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Clinical	43	0	0	43	0	0	0	0	11	32	17	1	25	28	7	8	2	0	0	0	23	20
Significantly increase 5	18	0	0	18	0	0	0	0	5	13	8	0	10	12	2	2	2	0	0	0	9	9
	42.0%	-	-	42.0%	-	-	-	-	45.0%	41.0%	47.0%	-	40.0%	43.0%	29.0%	25.0%	100.0%	-	-	-	39.0%	45.0%
									*			**			*	*	**					
Slightly increase 4	12	0	0	12	0	0	0	0	2	10	4	0	8	7	3	4	0	0	0	5	7	
	28.0%	-	-	28.0%	-	-	-	-	18.0%	31.0%	24.0%	-	32.0%	25.0%	43.0%	50.0%	-	-	-	22.0%	35.0%	
									*			**			*	*	**					
Neither increase or decrease 3	8	0	0	8	0	0	0	0	2	6	4	0	4	6	1	1	0	0	0	5	3	
	19.0%	-	-	19.0%	-	-	-	-	18.0%	19.0%	24.0%	-	16.0%	21.0%	14.0%	12.0%	-	-	-	22.0%	15.0%	
									*			**			*	*	**					
Slightly decrease 2	4	0	0	4	0	0	0	0	1	3	1	1	2	3	1	1	0	0	0	3	1	
	9.0%	-	-	9.0%	-	-	-	-	9.0%	9.0%	6.0%	100.0%	8.0%	11.0%	14.0%	12.0%	-	-	-	13.0%	5.0%	
									*			**			*	*	**					
Significantly decrease 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
									*			**			*	*	**					
I don't know	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	
	2.0%	-	-	2.0%	-	-	-	-	9.0%	-	-	-	4.0%	-	-	-	-	-	-	-	4.0%	
									*			**			*	*	**					
Sigma	43	0	0	43	0	0	0	0	11	32	17	1	25	28	7	8	2	0	0	0	23	20
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	30	0	0	30	0	0	0	0	7	23	12	0	18	19	5	6	2	0	0	0	14	16
	70.0%	-	-	70.0%	-	-	-	-	64.0%	72.0%	71.0%	-	72.0%	68.0%	71.0%	75.0%	100.0%	-	-	-	61.0%	80.0%
									*			**			*	*	**					
BOTTOM 2 BOX	4	0	0	4	0	0	0	0	1	3	1	1	2	3	1	1	0	0	0	3	1	
	9.0%	-	-	9.0%	-	-	-	-	9.0%	9.0%	6.0%	100.0%	8.0%	11.0%	14.0%	12.0%	-	-	-	13.0%	5.0%	
									*			**			*	*	**					
Mean	4	-	-	4	-	-	-	-	4.1	4	4.1	2	4.1	4	3.9	3.9	5	-	-	-	3.9	4.2
									*			**			*	*	**					
Std. Dev.	1	-	-	1	-	-	-	-	1.1	1	1	-	1	1.1	1.1	1	-	-	-	-	1.1	0.9
Std. Err.	0.2	-	-	0.2	-	-	-	-	0.3	0.2	0.2	-	0.2	0.2	0.4	0.4	-	-	-	-	0.2	0.2

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Corporate Affairs - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Corporate Affairs	17	0	0	17	0	0	0	0	8	9	6	4	7	8	3	1	5	1	2	0	11	6
Significantly increase 5	11	0	0	11	0	0	0	0	4	7	4	1	6	7	0	1	3	0	0	0	8	3
	65.0%	-	-	65.0%	-	-	-	-	50.0%	78.0%	67.0%	25.0%	86.0%	88.0%	-	100.0%	60.0%	-	-	-	73.0%	50.0%
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
Slightly increase 4	4	0	0	4	0	0	0	0	2	2	2	1	1	0	1	0	1	0	2	0	2	2
	24.0%	-	-	24.0%	-	-	-	-	25.0%	22.0%	33.0%	25.0%	14.0%	-	33.0%	-	20.0%	-	100.0%	-	18.0%	33.0%
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
Neither increase or decrease 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
Significantly decrease 1	1	0	0	1	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	1
	6.0%	-	-	6.0%	-	-	-	-	12.0%	-	-	25.0%	-	-	33.0%	-	-	-	-	-	-	17.0%
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
I don't know	1	0	0	1	0	0	0	0	1	0	0	1	0	1	0	1	1	0	0	0	1	0
	6.0%	-	-	6.0%	-	-	-	-	12.0%	-	-	25.0%	-	12.0%	33.0%	-	20.0%	100.0%	-	-	9.0%	-
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
Sigma	17	0	0	17	0	0	0	0	8	9	6	4	7	8	3	1	5	1	2	0	11	6
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	15	0	0	15	0	0	0	0	6	9	6	2	7	7	1	1	4	0	2	0	10	5
	88.0%	-	-	88.0%	-	-	-	-	75.0%	100.0%	100.0%	50.0%	100.0%	88.0%	33.0%	100.0%	80.0%	-	100.0%	-	91.0%	83.0%
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
BOTTOM 2 BOX	1	0	0	1	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	1
	6.0%	-	-	6.0%	-	-	-	-	12.0%	-	-	25.0%	-	-	33.0%	-	-	-	-	-	-	17.0%
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
Mean	4.5	-	-	4.5	-	-	-	-	4.1	4.8	4.7	3.3	4.9	5	2.5	5	4.8	-	4	-	4.8	4
									*	*	*	**	*	*	**	**	*	**	**	*	*	*
Std. Dev.	1	-	-	1	-	-	-	-	1.5	0.4	0.5	2.1	0.4	-	2.1	-	0.5	-	-	-	0.4	1.5
Std. Err.	0.3	-	-	0.3	-	-	-	-	0.6	0.1	0.2	1.2	0.1	-	1.5	-	0.2	-	-	-	0.1	0.6

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Government Affairs or Public Affairs - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Pharma Companies based on Q22 - Government Affairs or Public Affairs	9	0	0	9	0	0	0	0	4	5	2	0	7	0	5	0	4	1	0	0	4	5
Significantly increase 5	4	0	0	4	0	0	0	0	2	2	0	0	4	0	4	0	0	0	0	0	2	2
	44.0%	-	-	44.0%	-	-	-	-	50.0%	40.0%	-	-	57.0%	-	80.0%	-	-	-	-	-	50.0%	40.0%
									**		**				**	**				**	**	
Slightly increase 4	3	0	0	3	0	0	0	0	1	2	1	0	2	0	1	0	2	1	0	0	2	1
	33.0%	-	-	33.0%	-	-	-	-	25.0%	40.0%	50.0%	-	29.0%	-	20.0%	-	50.0%	100.0%	-	-	50.0%	20.0%
									**		**				**	**				**	**	
Neither increase or decrease 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	**	-	**	-	-	-	-	-	**	**	-	-	**	-
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	**	-	**	-	-	-	-	-	**	**	-	-	**	-
									**		**				**	**				**	**	
Significantly decrease 1	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1
	11.0%	-	-	11.0%	-	-	-	-	25.0%	-	50.0%	-	-	-	-	-	25.0%	-	-	-	-	20.0%
									**		**				**	**				**	**	
I don't know	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	1
	11.0%	-	-	11.0%	-	-	-	-	-	20.0%	-	-	14.0%	-	-	-	25.0%	-	-	-	-	20.0%
									**		**				**	**				**	**	
Sigma	9	0	0	9	0	0	0	0	4	5	2	0	7	0	5	0	4	1	0	0	4	5
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%	100.0%	100.0%
Summary	7	0	0	7	0	0	0	0	3	4	1	0	6	0	5	0	2	1	0	0	4	3
TOP 2 BOX	78.0%	-	-	78.0%	-	-	-	-	75.0%	80.0%	50.0%	-	86.0%	-	100.0%	-	50.0%	100.0%	-	-	100.0%	60.0%
									**		**				**	**				**	**	
BOTTOM 2 BOX	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1
	11.0%	-	-	11.0%	-	-	-	-	25.0%	-	50.0%	-	-	-	-	-	25.0%	-	-	-	-	20.0%
									**		**				**	**				**	**	
Mean	4.1	-	-	4.1	-	-	-	-	3.8	4.5	2.5	-	4.7	-	4.8	-	3	4	-	-	4.5	3.8
									**	**	**				**	**				**	**	
Std. Dev.	1.4	-	-	1.4	-	-	-	-	1.9	0.6	2.1	-	0.5	-	0.4	-	1.7	-	-	-	0.6	1.9
									**	**	**				**	**				**	**	
Std. Err.	0.5	-	-	0.5	-	-	-	-	0.9	0.3	1.5	-	0.2	-	0.2	-	1	-	-	-	0.3	0.9

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Health Economics and Outcomes Research - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size				Geographical location					Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Health Economics and Outcomes Research	16	0	0	16	0	0	0	0	7	9	4	0	12	9	2	4	1	1	0	1	12	4
Significantly increase 5	10	0	0	10	0	0	0	0	5	5	2	0	8	5	2	2	1	1	0	1	6	4
	62.0%	-	-	62.0%	-	-	-	-	71.0%	56.0%	50.0%	-	67.0%	56.0%	100.0%	50.0%	100.0%	100.0%	-	100.0%	50.0%	100.0%
									*	*	**				**	**	**	**		**	**	**
Slightly increase 4	4	0	0	4	0	0	0	0	1	3	2	0	2	3	0	1	0	0	0	4	0	
	25.0%	-	-	25.0%	-	-	-	-	14.0%	33.0%	50.0%	-	17.0%	33.0%	-	25.0%	-	-	-	-	33.0%	-
									*	*	**				**	**	**	**		**	**	**
Neither increase or decrease 3	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	1	0
	6.0%	-	-	6.0%	-	-	-	-	14.0%	-	-	-	8.0%	-	-	25.0%	-	-	-	-	8.0%	-
									*	*	**				**	**	**	**		**	**	**
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	**				**	**	**	**		**	**	**
Significantly decrease 1	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0	0	0	0	0	1	0
	6.0%	-	-	6.0%	-	-	-	-	-	11.0%	-	-	8.0%	11.0%	-	-	-	-	-	-	8.0%	-
									*	*	**				**	**	**	**		**	**	**
I don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	**				**	**	**	**		**	**	**
Sigma	16	0	0	16	0	0	0	0	7	9	4	0	12	9	2	4	1	1	0	1	12	4
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	14	0	0	14	0	0	0	0	6	8	4	0	10	8	2	3	1	1	0	1	10	4
	88.0%	-	-	88.0%	-	-	-	-	86.0%	89.0%	100.0%	-	83.0%	89.0%	100.0%	75.0%	100.0%	100.0%	-	100.0%	83.0%	100.0%
									*	*	**				**	**	**	**		**	**	**
BOTTOM 2 BOX	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0	0	0	0	0	1	0
	6.0%	-	-	6.0%	-	-	-	-	-	11.0%	-	-	8.0%	11.0%	-	-	-	-	-	-	8.0%	-
									*	*	**				**	**	**	**		**	**	**
Mean	4.4	-	-	4.4	-	-	-	-	4.6	4.2	4.5	-	4.3	4.2	5	4.2	5	5	-	5	4.2	5
									*	*	**				**	**	**	**		**	**	**
Std. Dev.	1.1	-	-	1.1	-	-	-	-	0.8	1.3	0.6	-	1.2	1.3	-	1	-	-	-	-	1.2	-
									*	*	**				**	**	**	**		**	**	**
Std. Err.	0.3	-	-	0.3	-	-	-	-	0.3	0.4	0.3	-	0.4	0.4	-	0.5	-	-	-	-	0.3	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - HR - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - HR	3	0	0	3	0	0	0	0	1	2	1	0	2	1	0	1	1	0	0	0	2	1
Significantly increase 5	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	0
	33.0%	-	-	33.0%	-	-	-	-	-	50.0%	-	-	50.0%	-	-	-	100.0%	-	-	-	50.0%	-
Slightly increase 4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neither increase or decrease 3	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	1	0
	33.0%	-	-	33.0%	-	-	-	-	-	50.0%	100.0%	-	-	-	-	100.0%	-	-	-	-	50.0%	-
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Significantly decrease 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	1	0	0	1	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	1
	33.0%	-	-	33.0%	-	-	-	-	100.0%	-	-	-	50.0%	100.0%	-	-	-	-	-	-	-	100.0%
Sigma	3	0	0	3	0	0	0	0	1	2	1	0	2	1	0	1	1	0	0	0	2	1
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	0
	33.0%	-	-	33.0%	-	-	-	-	-	50.0%	-	-	50.0%	-	-	-	100.0%	-	-	-	50.0%	-
BOTTOM 2 BOX	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	4	-	-	4	-	-	-	-	-	4	3	-	5	-	-	3	5	-	-	-	4	-
Std. Dev.	1.4	-	-	1.4	-	-	-	-	-	1.4	-	-	-	-	-	-	-	-	-	-	1.4	-
Std. Err.	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - IT - Patients'' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - IT	13	0	0	13	0	0	0	0	7	6	1	1	11	4	4	5	2	1	0	0	6	7
Significantly increase 5	2	0	0	2	0	0	0	0	2	0	0	1	1	0	1	2	0	0	0	0	2	0
	15.0%	-	-	15.0%	-	-	-	-	29.0%	-	-	100.0%	9.0%	-	25.0%	40.0%	-	-	-	-	33.0%	-
Slightly increase 4	6	0	0	6	0	0	0	0	3	3	0	0	6	2	1	2	0	1	0	0	3	3
	46.0%	-	-	46.0%	-	-	-	-	43.0%	50.0%	**	**	55.0%	50.0%	25.0%	40.0%	-	100.0%	-	-	50.0%	43.0%
Neither increase or decrease 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	**	**	-	-	**	-	**	**	-	-	-	-
Slightly decrease 2	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	1
	8.0%	-	-	8.0%	-	-	-	-	-	17.0%	-	-	9.0%	25.0%	-	-	-	-	-	-	-	14.0%
Significantly decrease 1	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	1
	8.0%	-	-	8.0%	-	-	-	-	-	17.0%	-	-	9.0%	25.0%	-	-	-	-	-	-	-	14.0%
I don't know	3	0	0	3	0	0	0	0	2	1	1	0	2	0	2	1	2	0	0	0	1	2
	23.0%	-	-	23.0%	-	-	-	-	29.0%	17.0%	100.0%	-	18.0%	-	50.0%	20.0%	100.0%	-	-	-	17.0%	29.0%
Sigma	13	0	0	13	0	0	0	0	7	6	1	1	11	4	4	5	2	1	0	0	6	7
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	8	0	0	8	0	0	0	0	5	3	0	1	7	2	2	4	0	1	0	0	5	3
	62.0%	-	-	62.0%	-	-	-	-	71.0%	50.0%	-	100.0%	64.0%	50.0%	50.0%	80.0%	-	100.0%	-	-	83.0%	43.0%
BOTTOM 2 BOX	2	0	0	2	0	0	0	0	0	2	0	0	2	2	0	0	0	0	0	0	0	2
	15.0%	-	-	15.0%	-	-	-	-	-	33.0%	-	-	18.0%	50.0%	-	-	-	-	-	-	-	29.0%
Mean	3.7	-	-	3.7	-	-	-	-	4.4	3	-	5	3.6	2.8	4.5	4.5	-	4	-	-	4.4	3
Std. Dev.	1.3	-	-	1.3	-	-	-	-	0.5	1.4	-	-	1.2	1.5	0.7	0.6	-	-	-	-	0.5	1.4
Std. Err.	0.4	-	-	0.4	-	-	-	-	0.2	0.6	-	-	0.4	0.8	0.5	0.3	-	-	-	-	0.2	0.6

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Manufacturing - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Manufacturing	12	0	0	12	0	0	0	0	3	9	4	1	7	8	1	1	3	1	0	1	8	4
Significantly increase 5	7	0	0	7	0	0	0	0	1	6	2	1	4	7	0	0	0	0	0	0	5	2
	58.0%	-	-	58.0%	-	-	-	-	33.0%	67.0%	50.0%	100.0%	57.0%	88.0%	-	-	-	-	-	-	62.0%	50.0%
									**		**	**		**	**	**	**	**	**	**	**	**
Slightly increase 4	4	0	0	4	0	0	0	0	1	3	1	0	3	1	1	0	3	1	0	1	3	1
	33.0%	-	-	33.0%	-	-	-	-	33.0%	33.0%	25.0%	-	43.0%	12.0%	100.0%	-	100.0%	100.0%	-	100.0%	38.0%	25.0%
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
Neither increase or decrease 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
Slightly decrease 2	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1
	8.0%	-	-	8.0%	-	-	-	-	33.0%	-	25.0%	-	-	-	-	100.0%	-	-	-	-	-	25.0%
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
Significantly decrease 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sigma	12	0	0	12	0	0	0	0	3	9	4	1	7	8	1	1	3	1	0	1	8	4
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	11	0	0	11	0	0	0	0	2	9	3	1	7	8	1	0	3	1	0	1	8	3
	92.0%	-	-	92.0%	-	-	-	-	67.0%	100.0%	75.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	-	100.0%	100.0%	75.0%
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
BOTTOM 2 BOX	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1
	8.0%	-	-	8.0%	-	-	-	-	33.0%	-	25.0%	-	-	-	-	100.0%	-	-	-	-	-	25.0%
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean	4.4	-	-	4.4	-	-	-	-	3.7	4.7	4	5	4.6	4.9	4	2	4	4	-	4	4.6	4
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
Std. Dev.	0.9	-	-	0.9	-	-	-	-	1.5	0.5	1.4	-	0.5	0.4	-	-	-	-	-	-	0.5	1.4
									**	**	**	**	**	**	**	**	**	**	**	**	**	**
Std. Err.	0.3	-	-	0.3	-	-	-	-	0.9	0.2	0.7	-	0.2	0.1	-	-	-	-	-	-	0.2	0.7
									**	**	**	**	**	**	**	**	**	**	**	**	**	**

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Market Access - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Market Access	41	0	0	41	0	0	0	0	20	21	10	1	30	4	12	14	4	6	7	3	17	24
Significantly increase 5	16	0	0	16	0	0	0	0	11	5	5	0	11	1	4	3	0	3	2	1	8	8
	39.0%	-	-	39.0%	-	-	-	-	55.0%	24.0%	50.0%	-	37.0%	25.0%	33.0%	21.0%	-	50.0%	29.0%	33.0%	47.0%	33.0%
									I		*	**		**	*	**	*	*	**			
Slightly increase 4	10	0	0	10	0	0	0	0	4	6	1	1	8	2	3	6	1	1	2	1	5	5
	24.0%	-	-	24.0%	-	-	-	-	20.0%	29.0%	10.0%	100.0%	27.0%	50.0%	25.0%	43.0%	25.0%	17.0%	29.0%	33.0%	29.0%	21.0%
									*	**	*	**		**	*	**	*	*	**			
Neither increase or decrease 3	9	0	0	9	0	0	0	0	4	5	3	0	6	1	3	2	2	0	1	0	3	6
	22.0%	-	-	22.0%	-	-	-	-	20.0%	24.0%	30.0%	-	20.0%	25.0%	25.0%	14.0%	50.0%	-	14.0%	-	18.0%	25.0%
									*	**	*	**		**	*	**	*	*	**			
Slightly decrease 2	3	0	0	3	0	0	0	0	0	3	1	0	2	0	1	2	1	1	1	1	1	2
	7.0%	-	-	7.0%	-	-	-	-	-	14.0%	10.0%	-	7.0%	-	8.0%	14.0%	25.0%	17.0%	14.0%	33.0%	6.0%	8.0%
									*	**	*	**		**	*	**	*	*	**			
Significantly decrease 1	2	0	0	2	0	0	0	0	1	1	0	0	2	0	0	1	0	1	1	0	0	2
	5.0%	-	-	5.0%	-	-	-	-	5.0%	5.0%	-	-	7.0%	-	-	7.0%	-	17.0%	14.0%	-	-	8.0%
									*	**	*	**		**	*	**	*	*	**			
I don't know	1	0	0	1	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	1
	2.0%	-	-	2.0%	-	-	-	-	-	5.0%	-	-	3.0%	-	8.0%	-	-	-	-	-	-	4.0%
									*	**	*	**		**	*	**	*	*	**			
Sigma	41	0	0	41	0	0	0	0	20	21	10	1	30	4	12	14	4	6	7	3	17	24
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	26	0	0	26	0	0	0	0	15	11	6	1	19	3	7	9	1	4	4	2	13	13
	63.0%	-	-	63.0%	-	-	-	-	75.0%	52.0%	60.0%	100.0%	63.0%	75.0%	58.0%	64.0%	25.0%	67.0%	57.0%	67.0%	76.0%	54.0%
									*	**	*	**		**	*	**	*	*	**			
BOTTOM 2 BOX	5	0	0	5	0	0	0	0	1	4	1	0	4	0	1	3	1	2	2	1	1	4
	12.0%	-	-	12.0%	-	-	-	-	5.0%	19.0%	10.0%	-	13.0%	-	8.0%	21.0%	25.0%	33.0%	29.0%	33.0%	6.0%	17.0%
									*	**	*	**		**	*	**	*	*	**			
Mean	3.9	-	-	3.9	-	-	-	-	4.2	3.6	4	4	3.8	4	3.9	3.6	3	3.7	3.4	3.7	4.2	3.7
									*	**	*	**		**	*	**	*	*	**			
Std. Dev.	1.2	-	-	1.2	-	-	-	-	1.1	1.2	1.2	-	1.2	0.8	1	1.2	0.8	1.8	1.5	1.5	1	1.3
Std. Err.	0.2	-	-	0.2	-	-	-	-	0.2	0.3	0.4	-	0.2	0.4	0.3	0.3	0.4	0.7	0.6	0.9	0.2	0.3

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Market Research - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Market Research	23	0	0	23	0	0	0	0	8	15	4	4	15	9	8	3	2	1	3	0	9	14
Significantly increase 5	8	0	0	8	0	0	0	0	4	4	0	1	7	3	3	0	0	0	1	0	1	7
	35.0%	-	-	35.0%	-	-	-	-	50.0%	27.0%	-	25.0%	47.0%	33.0%	38.0%	-	-	-	33.0%	-	11.0%	50.0%
									*		**	**	*	*	**	**	**	**	**	*	*	*
Slightly increase 4	10	0	0	10	0	0	0	0	4	6	1	3	6	4	3	2	2	1	1	0	6	4
	43.0%	-	-	43.0%	-	-	-	-	50.0%	40.0%	25.0%	75.0%	40.0%	44.0%	38.0%	67.0%	100.0%	100.0%	33.0%	-	67.0%	29.0%
									*		**	**	*	*	**	**	**	**	**	*	*	*
Neither increase or decrease 3	3	0	0	3	0	0	0	0	0	3	3	0	0	1	1	1	0	0	1	0	1	2
	13.0%	-	-	13.0%	-	-	-	-	-	20.0%	75.0%	-	-	11.0%	12.0%	33.0%	-	-	33.0%	-	11.0%	14.0%
									*		**	**	*	*	**	**	**	**	**	*	*	*
Slightly decrease 2	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	1
	4.0%	-	-	4.0%	-	-	-	-	-	7.0%	-	-	7.0%	11.0%	-	-	-	-	-	-	-	7.0%
									*		**	**	*	*	**	**	**	**	**	*	*	*
Significantly decrease 1	1	0	0	1	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0	0	1	0
	4.0%	-	-	4.0%	-	-	-	-	-	7.0%	-	-	7.0%	-	12.0%	-	-	-	-	-	11.0%	-
									*		**	**	*	*	**	**	**	**	**	*	*	*
I don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*		**	**	*	*	**	**	**	**	**	*	*	*
Sigma	23	0	0	23	0	0	0	0	8	15	4	4	15	9	8	3	2	1	3	0	9	14
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	18	0	0	18	0	0	0	0	8	10	1	4	13	7	6	2	2	1	2	0	7	11
	78.0%	-	-	78.0%	-	-	-	-	100.0%	67.0%	25.0%	100.0%	87.0%	78.0%	75.0%	67.0%	100.0%	100.0%	67.0%	-	78.0%	79.0%
									*		**	**	*	*	**	**	**	**	**	*	*	*
BOTTOM 2 BOX	2	0	0	2	0	0	0	0	0	2	0	0	2	1	1	0	0	0	0	0	1	1
	9.0%	-	-	9.0%	-	-	-	-	-	13.0%	-	-	13.0%	11.0%	12.0%	-	-	-	-	-	11.0%	7.0%
									*		**	**	*	*	**	**	**	**	**	*	*	*
Mean	4	-	-	4	-	-	-	-	4.5	3.7	3.2	4.2	4.1	4	3.9	3.7	4	4	4	-	3.7	4.2
									*		**	**	*	*	**	**	**	**	**	*	*	*
Std. Dev.	1	-	-	1	-	-	-	-	0.5	1.2	0.5	0.5	1.2	1	1.4	0.6	-	-	1	-	1.1	1
									*		**	**	*	*	**	**	**	**	**	*	*	*
Std. Err.	0.2	-	-	0.2	-	-	-	-	0.2	0.3	0.2	0.2	0.3	0.3	0.5	0.3	-	-	0.6	-	0.4	0.3
									*		**	**	*	*	**	**	**	**	**	*	*	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Marketing - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Marketing	157	0	0	157	0	0	0	0	62	95	45	22	90	35	34	32	30	13	18	9	84	73
Significantly increase 5	45	0	0	45	0	0	0	0	19	26	16	5	24	13	7	9	6	3	4	4	29	16
	29.0%	-	-	29.0%	-	-	-	-	31.0%	27.0%	36.0%	23.0%	27.0%	37.0%	21.0%	28.0%	20.0%	23.0%	22.0%	44.0%	35.0%	22.0%
Slightly increase 4	42	0	0	42	0	0	0	0	21	21	16	3	23	6	14	4	9	6	4	1	24	18
	27.0%	-	-	27.0%	-	-	-	-	34.0%	22.0%	36.0%	14.0%	26.0%	17.0%	41.0%	12.0%	30.0%	46.0%	22.0%	11.0%	29.0%	25.0%
Neither increase or decrease 3	39	0	0	39	0	0	0	0	10	29	6	9	24	12	10	9	6	0	5	4	17	22
	25.0%	-	-	25.0%	-	-	-	-	16.0%	31.0%	13.0%	41.0%	27.0%	34.0%	29.0%	28.0%	20.0%	-	28.0%	44.0%	20.0%	30.0%
Slightly decrease 2	13	0	0	13	0	0	0	0	5	8	4	3	6	1	0	5	4	2	3	0	9	4
	8.0%	-	-	8.0%	-	-	-	-	8.0%	8.0%	9.0%	14.0%	7.0%	3.0%	-	16.0%	13.0%	15.0%	17.0%	-	11.0%	5.0%
Significantly decrease 1	13	0	0	13	0	0	0	0	4	9	1	2	10	3	2	4	3	0	1	0	3	10
	8.0%	-	-	8.0%	-	-	-	-	6.0%	9.0%	2.0%	9.0%	11.0%	9.0%	6.0%	12.0%	10.0%	-	6.0%	-	4.0%	14.0%
I don't know	5	0	0	5	0	0	0	0	3	2	2	0	3	0	1	1	2	2	1	0	2	3
	3.0%	-	-	3.0%	-	-	-	-	5.0%	2.0%	4.0%	-	3.0%	-	3.0%	3.0%	7.0%	15.0%	6.0%	-	2.0%	4.0%
Sigma	157	0	0	157	0	0	0	0	62	95	45	22	90	35	34	32	30	13	18	9	84	73
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary	87	0	0	87	0	0	0	0	40	47	32	8	47	19	21	13	15	9	8	5	53	34
TOP 2 BOX	55.0%	-	-	55.0%	-	-	-	-	65.0%	49.0%	71.0%	36.0%	52.0%	54.0%	62.0%	41.0%	50.0%	69.0%	44.0%	56.0%	63.0%	47.0%
BOTTOM 2 BOX	26	0	0	26	0	0	0	0	9	17	5	5	16	4	2	9	7	2	4	0	12	14
	17.0%	-	-	17.0%	-	-	-	-	15.0%	18.0%	11.0%	23.0%	18.0%	11.0%	6.0%	28.0%	23.0%	15.0%	22.0%	-	14.0%	19.0%
Mean	3.6	-	-	3.6	-	-	-	-	3.8	3.5	4	3.3	3.5	3.7	3.7	3.3	3.4	3.9	3.4	4	3.8	3.4
Std. Dev.	1.2	-	-	1.2	-	-	-	-	1.2	1.3	1.1	1.2	1.3	1.3	1	1.4	1.3	1	1.2	1	1.1	1.3
Std. Err.	0.1	-	-	0.1	-	-	-	-	0.2	0.1	0.2	0.3	0.1	0.2	0.2	0.3	0.2	0.3	0.3	0.3	0.1	0.2

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Medical Affairs - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Medical Affairs	74	0	0	74	0	0	0	0	22	52	13	9	52	20	17	19	14	3	6	5	38	36
Significantly increase 5	31	0	0	31	0	0	0	0	12	19	4	4	23	7	4	10	8	2	2	3	16	15
	42.0%	-	-	42.0%	-	-	-	-	55.0%	37.0%	31.0%	44.0%	44.0%	35.0%	24.0%	53.0%	57.0%	67.0%	33.0%	60.0%	42.0%	42.0%
											*	*				*	**	*	*			
Slightly increase 4	23	0	0	23	0	0	0	0	4	19	5	3	15	9	7	2	2	0	2	0	9	14
	31.0%	-	-	31.0%	-	-	-	-	18.0%	37.0%	38.0%	33.0%	29.0%	45.0%	41.0%	11.0%	14.0%	-	33.0%	-	24.0%	39.0%
											*	*		0	0	*	**	*	*			
Neither increase or decrease 3	12	0	0	12	0	0	0	0	5	7	1	1	10	2	4	5	3	1	1	2	8	4
	16.0%	-	-	16.0%	-	-	-	-	23.0%	13.0%	8.0%	11.0%	19.0%	10.0%	24.0%	26.0%	21.0%	33.0%	17.0%	40.0%	21.0%	11.0%
											*	*				*	**	*	*			
Slightly decrease 2	3	0	0	3	0	0	0	0	0	3	0	1	2	0	0	2	0	0	1	0	3	0
	4.0%	-	-	4.0%	-	-	-	-	-	6.0%	-	11.0%	4.0%	-	-	11.0%	-	-	17.0%	-	8.0%	-
											*	*				*	**	*	*			
Significantly decrease 1	3	0	0	3	0	0	0	0	0	3	2	0	1	1	2	0	0	0	0	0	0	3
	4.0%	-	-	4.0%	-	-	-	-	-	6.0%	15.0%	-	2.0%	5.0%	12.0%	-	-	-	-	-	-	8.0%
											L*	*				*	**	*	*			
I don't know	2	0	0	2	0	0	0	0	1	1	1	0	1	1	0	0	1	0	0	0	2	0
	3.0%	-	-	3.0%	-	-	-	-	5.0%	2.0%	8.0%	-	2.0%	5.0%	-	-	7.0%	-	-	-	5.0%	-
											*	*				*	**	*	*			
Sigma	74	0	0	74	0	0	0	0	22	52	13	9	52	20	17	19	14	3	6	5	38	36
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	54	0	0	54	0	0	0	0	16	38	9	7	38	16	11	12	10	2	4	3	25	29
	73.0%	-	-	73.0%	-	-	-	-	73.0%	73.0%	69.0%	78.0%	73.0%	80.0%	65.0%	63.0%	71.0%	67.0%	67.0%	60.0%	66.0%	81.0%
											*	*				*	**	*	*			
BOTTOM 2 BOX	6	0	0	6	0	0	0	0	0	6	2	1	3	1	2	2	0	0	1	0	3	3
	8.0%	-	-	8.0%	-	-	-	-	-	12.0%	15.0%	11.0%	6.0%	5.0%	12.0%	11.0%	-	-	17.0%	-	8.0%	8.0%
											*	*				*	**	*	*			
Mean	4.1	-	-	4.1	-	-	-	-	4.3	3.9	3.8	4.1	4.1	4.1	3.6	4.1	4.4	4.3	3.8	4.2	4.1	4.1
											*	*				*	**	*	*			
Std. Dev.	1.1	-	-	1.1	-	-	-	-	0.9	1.1	1.4	1.1	1	1	1.2	1.1	0.9	1.2	1.2	1.1	1	1.1
Std. Err.	0.1	-	-	0.1	-	-	-	-	0.2	0.2	0.4	0.4	0.1	0.2	0.3	0.3	0.2	0.7	0.5	0.5	0.2	0.2

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Operations and Finance - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Operations and Finance	15	0	0	15	0	0	0	0	5	10	6	2	7	5	1	6	0	1	2	0	7	8
Significantly increase 5	2	0	0	2	0	0	0	0	1	1	1	0	1	0	0	1	0	0	1	0	2	0
	13.0%	-	-	13.0%	-	-	-	-	20.0%	10.0%	17.0%	-	14.0%	-	-	17.0%	-	-	50.0%	-	29.0%	-
									*	*	*	**	*	*	**	*		**	**		*	*
Slightly increase 4	4	0	0	4	0	0	0	0	3	1	1	0	3	2	0	2	0	0	0	2	2	
	27.0%	-	-	27.0%	-	-	-	-	60.0%	10.0%	17.0%	-	43.0%	40.0%	-	33.0%	-	-	-	-	29.0%	25.0%
									*	*	*	**	*	*	**	*		**	**		*	*
Neither increase or decrease 3	3	0	0	3	0	0	0	0	1	2	1	2	0	1	1	1	0	0	0	1	2	
	20.0%	-	-	20.0%	-	-	-	-	20.0%	20.0%	17.0%	100.0%	-	20.0%	100.0%	17.0%	-	**	**	-	14.0%	25.0%
									*	*	*	**	*	*	**	*		**	**		*	*
Slightly decrease 2	2	0	0	2	0	0	0	0	0	2	0	0	2	2	0	0	0	0	0	1	1	
	13.0%	-	-	13.0%	-	-	-	-	-	20.0%	-	-	29.0%	40.0%	-	-	-	-	-	-	14.0%	12.0%
									*	*	*	**	*	*	**	*		**	**		*	*
Significantly decrease 1	3	0	0	3	0	0	0	0	0	3	2	0	1	0	0	1	0	1	1	0	1	2
	20.0%	-	-	20.0%	-	-	-	-	-	30.0%	33.0%	-	14.0%	-	-	17.0%	-	100.0%	50.0%	-	14.0%	25.0%
									*	*	*	**	*	*	**	*		**	**		*	*
I don't know	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	1
	7.0%	-	-	7.0%	-	-	-	-	-	10.0%	17.0%	-	-	-	-	17.0%	-	-	-	-	-	12.0%
									*	*	*	**	*	*	**	*		**	**		*	*
Sigma	15	0	0	15	0	0	0	0	5	10	6	2	7	5	1	6	0	1	2	0	7	8
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	6	0	0	6	0	0	0	0	4	2	2	0	4	2	0	3	0	0	1	0	4	2
	40.0%	-	-	40.0%	-	-	-	-	80.0%	20.0%	33.0%	-	57.0%	40.0%	-	50.0%	-	-	50.0%	-	57.0%	25.0%
									!*	*	*	**	*	*	**	*		**	**		*	*
BOTTOM 2 BOX	5	0	0	5	0	0	0	0	0	5	2	0	3	2	0	1	0	1	1	0	2	3
	33.0%	-	-	33.0%	-	-	-	-	-	50.0%	33.0%	-	43.0%	40.0%	-	17.0%	-	100.0%	50.0%	-	29.0%	38.0%
									*	*	*	**	*	*	**	*		**	**		*	*
Mean	3	-	-	3	-	-	-	-	4	2.4	2.8	3	3.1	3	3	3.4	-	1	3	-	3.4	2.6
									!*	*	*	**	*	*	**	*		**	**		*	*
Std. Dev.	1.4	-	-	1.4	-	-	-	-	0.7	1.4	1.8	-	1.5	1	-	1.5	-	-	2.8	-	1.5	1.3
Std. Err.	0.4	-	-	0.4	-	-	-	-	0.3	0.5	0.8	-	0.6	0.4	-	0.7	-	-	2	-	0.6	0.5

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Patient Affairs or Patient Advocacy - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Patient Affairs or Patient Advocacy	20	0	0	20	0	0	0	0	12	8	6	4	10	10	3	7	1	0	0	1	7	13
Significantly increase 5	13	0	0	13	0	0	0	0	9	4	4	3	6	7	2	5	0	0	0	1	4	9
	65.0%	-	-	65.0%	-	-	-	-	75.0%	50.0%	67.0%	75.0%	60.0%	70.0%	67.0%	71.0%	-	-	-	100.0%	57.0%	69.0%
									*	*	*	**	*	*	**	*	**			**	*	*
Slightly increase 4	6	0	0	6	0	0	0	0	3	3	1	1	4	3	1	2	0	0	0	0	3	3
	30.0%	-	-	30.0%	-	-	-	-	25.0%	38.0%	17.0%	25.0%	40.0%	30.0%	33.0%	29.0%	-	-	-	-	43.0%	23.0%
									*	*	*	**	*	*	**	*	**			**	*	*
Neither increase or decrease 3	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0	0	0	1
	5.0%	-	-	5.0%	-	-	-	-	-	12.0%	17.0%	-	-	-	-	-	100.0%	-	-	-	-	8.0%
									*	*	*	**	*	*	**	*	**			**	*	*
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*	*	**	*	**			**	*	*
Significantly decrease 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*	*	**	*	**			**	*	*
I don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*	*	**	*	**			**	*	*
Sigma	20	0	0	20	0	0	0	0	12	8	6	4	10	10	3	7	1	0	0	1	7	13
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	19	0	0	19	0	0	0	0	12	7	5	4	10	10	3	7	0	0	0	1	7	12
	95.0%	-	-	95.0%	-	-	-	-	100.0%	88.0%	83.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	100.0%	100.0%	92.0%
									*	*	*	**	*	*	**	*	**			**	*	*
BOTTOM 2 BOX	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*	*	**	*	**			**	*	*
Mean	4.6	-	-	4.6	-	-	-	-	4.8	4.4	4.5	4.8	4.6	4.7	4.7	4.7	3	-	-	5	4.6	4.6
									*	*	*	**	*	*	**	*	**			**	*	*
Std. Dev.	0.6	-	-	0.6	-	-	-	-	0.5	0.7	0.8	0.5	0.5	0.5	0.6	0.5	-	-	-	-	0.5	0.7
Std. Err.	0.1	-	-	0.1	-	-	-	-	0.1	0.3	0.3	0.2	0.2	0.2	0.3	0.2	-	-	-	-	0.2	0.2

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - R&D pre-clinical - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - R&D pre-clinical	20	0	0	20	0	0	0	0	10	10	12	2	6	13	3	4	0	0	1	0	10	10
Significantly increase 5	7	0	0	7	0	0	0	0	5	2	4	1	2	5	1	2	0	0	0	0	4	3
	35.0%	-	-	35.0%	-	-	-	-	50.0%	20.0%	33.0%	50.0%	33.0%	38.0%	33.0%	50.0%	-	-	-	-	40.0%	30.0%
									*	*	*	**	*		**	**			**		*	*
Slightly increase 4	8	0	0	8	0	0	0	0	3	5	7	0	1	6	1	1	0	0	0	0	4	4
	40.0%	-	-	40.0%	-	-	-	-	30.0%	50.0%	58.0%	-	17.0%	46.0%	33.0%	25.0%	-	-	-	-	40.0%	40.0%
									*	*	*	**	*		**	**			**		*	*
Neither increase or decrease 3	2	0	0	2	0	0	0	0	1	1	0	0	2	1	0	0	0	0	1	0	2	0
	10.0%	-	-	10.0%	-	-	-	-	10.0%	10.0%	-	-	33.0%	8.0%	-	-	-	-	100.0%	-	20.0%	-
									*	*	*	**	*		**	**			**		*	*
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*		**	**			**		*	*
Significantly decrease 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*		**	**			**		*	*
I don't know	3	0	0	3	0	0	0	0	1	2	1	1	1	1	1	1	0	0	0	0	0	3
	15.0%	-	-	15.0%	-	-	-	-	10.0%	20.0%	8.0%	50.0%	17.0%	8.0%	33.0%	25.0%	-	-	-	-	-	30.0%
									*	*	*	**	*		**	**			**		*	*
Sigma	20	0	0	20	0	0	0	0	10	10	12	2	6	13	3	4	0	0	1	0	10	10
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	15	0	0	15	0	0	0	0	8	7	11	1	3	11	2	3	0	0	0	0	8	7
	75.0%	-	-	75.0%	-	-	-	-	80.0%	70.0%	92.0%	50.0%	50.0%	85.0%	67.0%	75.0%	-	-	-	-	80.0%	70.0%
									*	*	*	**	*		**	**			**		*	*
BOTTOM 2 BOX	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	*	**	*		**	**			**		*	*
Mean	4.3	-	-	4.3	-	-	-	-	4.4	4.1	4.4	5	4	4.3	4.5	4.7	-	-	3	-	4.2	4.4
									*	*	*	**	*		**	**			**		*	*
Std. Dev.	0.7	-	-	0.7	-	-	-	-	0.7	0.6	0.5	-	1	0.7	0.7	0.6	-	-	-	-	0.8	0.5
									*	*	*	**	*		**	**			**		*	*
Std. Err.	0.2	-	-	0.2	-	-	-	-	0.2	0.2	0.2	-	0.4	0.2	0.5	0.3	-	-	-	-	0.2	0.2

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - R&D clinical - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - R&D clinical	55	0	0	55	0	0	0	0	22	33	10	6	39	34	6	9	4	1	4	0	24	31
Significantly increase 5	18	0	0	18	0	0	0	0	8	10	0	4	14	12	2	4	1	0	1	0	8	10
	33.0%	-	-	33.0%	-	-	-	-	36.0%	30.0%	-	67.0%	36.0%	35.0%	33.0%	44.0%	25.0%	-	25.0%	-	33.0%	32.0%
											*	J*	J		*	*	**	**	**			
Slightly increase 4	16	0	0	16	0	0	0	0	7	9	4	1	11	11	1	1	1	0	2	0	8	8
	29.0%	-	-	29.0%	-	-	-	-	32.0%	27.0%	40.0%	17.0%	28.0%	32.0%	17.0%	11.0%	25.0%	-	50.0%	-	33.0%	26.0%
											*	*	*	*	*	**	**	**	**			
Neither increase or decrease 3	7	0	0	7	0	0	0	0	2	5	3	0	4	3	1	2	1	1	0	0	2	5
	13.0%	-	-	13.0%	-	-	-	-	9.0%	15.0%	30.0%	-	10.0%	9.0%	17.0%	22.0%	25.0%	100.0%	-	-	8.0%	16.0%
											*	*	*	*	*	*	**	**	**			
Slightly decrease 2	9	0	0	9	0	0	0	0	3	6	2	1	6	6	1	2	0	0	0	0	4	5
	16.0%	-	-	16.0%	-	-	-	-	14.0%	18.0%	20.0%	17.0%	15.0%	18.0%	17.0%	22.0%	-	-	-	-	17.0%	16.0%
											*	*	*	*	*	*	**	**	**			
Significantly decrease 1	3	0	0	3	0	0	0	0	1	2	1	0	2	1	0	0	1	0	1	0	1	2
	5.0%	-	-	5.0%	-	-	-	-	5.0%	6.0%	10.0%	-	5.0%	3.0%	-	-	25.0%	-	25.0%	-	4.0%	6.0%
											*	*	*	*	*	*	**	**	**			
I don't know	2	0	0	2	0	0	0	0	1	1	0	0	2	1	1	0	0	0	0	0	1	1
	4.0%	-	-	4.0%	-	-	-	-	5.0%	3.0%	-	-	5.0%	3.0%	17.0%	-	-	-	-	-	4.0%	3.0%
											*	*	*	*	*	*	**	**	**			
Sigma	55	0	0	55	0	0	0	0	22	33	10	6	39	34	6	9	4	1	4	0	24	31
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	34	0	0	34	0	0	0	0	15	19	4	5	25	23	3	5	2	0	3	0	16	18
	62.0%	-	-	62.0%	-	-	-	-	68.0%	58.0%	40.0%	83.0%	64.0%	68.0%	50.0%	56.0%	50.0%	-	75.0%	-	67.0%	58.0%
											*	*	*	*	*	**	**	**	**			
BOTTOM 2 BOX	12	0	0	12	0	0	0	0	4	8	3	1	8	7	1	2	1	0	1	0	5	7
	22.0%	-	-	22.0%	-	-	-	-	18.0%	24.0%	30.0%	17.0%	21.0%	21.0%	17.0%	22.0%	25.0%	-	25.0%	-	21.0%	23.0%
											*	*	*	*	*	*	**	**	**			
Mean	3.7	-	-	3.7	-	-	-	-	3.9	3.6	3	4.3	3.8	3.8	3.8	3.8	3.2	3	3.5	-	3.8	3.6
											*	J*	*	*	*	**	**	**	**			
Std. Dev.	1.3	-	-	1.3	-	-	-	-	1.2	1.3	1.1	1.2	1.3	1.2	1.3	1.3	1.7	-	1.7	-	1.2	1.3
Std. Err.	0.2	-	-	0.2	-	-	-	-	0.3	0.2	0.3	0.5	0.2	0.2	0.6	0.4	0.9	-	0.9	-	0.3	0.2

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Regulatory Affairs - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Regulatory Affairs	11	0	0	11	0	0	0	0	6	5	1	3	7	4	3	4	0	0	0	0	0	11
Significantly increase 5	5	0	0	5	0	0	0	0	2	3	0	1	4	2	1	2	0	0	0	0	0	5
	45.0%	-	-	45.0%	-	-	-	-	33.0%	60.0%	-	33.0%	57.0%	50.0%	33.0%	50.0%	-	-	-	-	-	45.0%
									*	*	**	**	**	**	**	**						
Slightly increase 4	4	0	0	4	0	0	0	0	3	1	0	2	2	2	2	0	0	0	0	0	0	4
	36.0%	-	-	36.0%	-	-	-	-	50.0%	20.0%	-	67.0%	29.0%	50.0%	-	50.0%	-	-	-	-	-	36.0%
									*	*	**	**	**	**	**	**						
Neither increase or decrease 3	2	0	0	2	0	0	0	0	1	1	1	0	1	0	2	0	0	0	0	0	0	2
	18.0%	-	-	18.0%	-	-	-	-	17.0%	20.0%	100.0%	-	14.0%	-	67.0%	-	-	-	-	-	-	18.0%
									*	*	**	**	**	**	**	**						
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	**	**	**	**	**	**						
Significantly decrease 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	**	**	**	**	**	**						
I don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	**	**	**	**	**	**						
Sigma	11	0	0	11	0	0	0	0	6	5	1	3	7	4	3	4	0	0	0	0	0	11
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Summary																						
TOP 2 BOX	9	0	0	9	0	0	0	0	5	4	0	3	6	4	1	4	0	0	0	0	0	9
	82.0%	-	-	82.0%	-	-	-	-	83.0%	80.0%	-	100.0%	86.0%	100.0%	33.0%	100.0%	-	-	-	-	-	82.0%
									*	*	**	**	**	**	**	**						
BOTTOM 2 BOX	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									*	*	**	**	**	**	**	**						
Mean	4.3	-	-	4.3	-	-	-	-	4.2	4.4	3	4.3	4.4	4.5	3.7	4.5	-	-	-	-	-	4.3
									*	*	**	**	**	**	**	**						
Std. Dev.	0.8	-	-	0.8	-	-	-	-	0.8	0.9	-	0.6	0.8	0.6	1.2	0.6	-	-	-	-	-	0.8
									*	*	**	**	**	**	**	**						
Std. Err.	0.2	-	-	0.2	-	-	-	-	0.3	0.4	-	0.3	0.3	0.3	0.7	0.3	-	-	-	-	-	0.2
									*	*	**	**	**	**	**	**						

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Sales - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Sales	93	0	0	93	0	0	0	0	35	58	23	15	55	4	34	27	16	5	8	10	31	62
Significantly increase 5	32	0	0	32	0	0	0	0	16	16	7	6	19	0	10	12	6	1	4	3	8	24
	34.0%	-	-	34.0%	-	-	-	-	46.0%	28.0%	30.0%	40.0%	35.0%	-	29.0%	44.0%	38.0%	20.0%	50.0%	30.0%	26.0%	39.0%
Slightly increase 4	27	0	0	27	0	0	0	0	10	17	7	4	16	1	8	10	4	1	2	3	8	19
	29.0%	-	-	29.0%	-	-	-	-	29.0%	29.0%	30.0%	27.0%	29.0%	25.0%	24.0%	37.0%	25.0%	20.0%	25.0%	30.0%	26.0%	31.0%
Neither increase or decrease 3	17	0	0	17	0	0	0	0	6	11	3	2	12	0	9	2	2	1	1	3	3	14
	18.0%	-	-	18.0%	-	-	-	-	17.0%	19.0%	13.0%	13.0%	22.0%	-	26.0%	7.0%	12.0%	20.0%	12.0%	30.0%	10.0%	23.0%
Slightly decrease 2	8	0	0	8	0	0	0	0	1	7	3	2	3	1	6	0	2	2	0	1	4	4
	9.0%	-	-	9.0%	-	-	-	-	3.0%	12.0%	13.0%	13.0%	5.0%	25.0%	18.0%	-	12.0%	40.0%	-	10.0%	13.0%	6.0%
Significantly decrease 1	4	0	0	4	0	0	0	0	1	3	0	1	3	1	0	3	0	0	0	0	3	1
	4.0%	-	-	4.0%	-	-	-	-	3.0%	5.0%	-	7.0%	5.0%	25.0%	-	11.0%	-	-	-	-	10.0%	2.0%
I don't know	5	0	0	5	0	0	0	0	1	4	3	0	2	1	1	0	2	0	1	0	5	0
	5.0%	-	-	5.0%	-	-	-	-	3.0%	7.0%	13.0%	-	4.0%	25.0%	3.0%	-	12.0%	-	12.0%	-	16.0%	-
Sigma	93	0	0	93	0	0	0	0	35	58	23	15	55	4	34	27	16	5	8	10	31	62
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	59	0	0	59	0	0	0	0	26	33	14	10	35	1	18	22	10	2	6	6	16	43
	63.0%	-	-	63.0%	-	-	-	-	74.0%	57.0%	61.0%	67.0%	64.0%	25.0%	53.0%	81.0%	62.0%	40.0%	75.0%	60.0%	52.0%	69.0%
BOTTOM 2 BOX	12	0	0	12	0	0	0	0	2	10	3	3	6	2	6	3	2	2	0	1	7	5
	13.0%	-	-	13.0%	-	-	-	-	6.0%	17.0%	13.0%	20.0%	11.0%	50.0%	18.0%	11.0%	12.0%	40.0%	-	10.0%	23.0%	8.0%
Mean	3.9	-	-	3.9	-	-	-	-	4.1	3.7	3.9	3.8	3.8	2.3	3.7	4	4	3.2	4.4	3.8	3.5	4
Std. Dev.	1.2	-	-	1.2	-	-	-	-	1	1.2	1.1	1.3	1.2	1.5	1.1	1.3	1.1	1.3	0.8	1	1.4	1
Std. Err.	0.1	-	-	0.1	-	-	-	-	0.2	0.2	0.2	0.3	0.2	0.9	0.2	0.2	0.3	0.6	0.3	0.3	0.3	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Training - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Training	5	0	0	5	0	0	0	0	2	3	1	0	4	0	2	2	2	2	1	1	2	3
Significantly increase 5	4	0	0	4	0	0	0	0	2	2	1	0	3	0	2	2	1	2	1	1	2	2
	80.0%	-	-	80.0%	-	-	-	-	100.0%	67.0%	100.0%	-	75.0%	-	100.0%	100.0%	50.0%	100.0%	100.0%	100.0%	100.0%	67.0%
									**	**	**		**		**	**	**	**	**	**	**	**
Slightly increase 4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									**	**	**		**		**	**	**	**	**	**	**	**
Neither increase or decrease 3	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	1
	20.0%	-	-	20.0%	-	-	-	-	-	33.0%	-	-	25.0%	-	-	-	50.0%	-	-	-	-	33.0%
									**	**	**		**		**	**	**	**	**	**	**	**
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									**	**	**		**		**	**	**	**	**	**	**	**
Significantly decrease 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									**	**	**		**		**	**	**	**	**	**	**	**
I don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									**	**	**		**		**	**	**	**	**	**	**	**
Sigma	5	0	0	5	0	0	0	0	2	3	1	0	4	0	2	2	2	2	1	1	2	3
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	4	0	0	4	0	0	0	0	2	2	1	0	3	0	2	2	1	2	1	1	2	2
	80.0%	-	-	80.0%	-	-	-	-	100.0%	67.0%	100.0%	-	75.0%	-	100.0%	100.0%	50.0%	100.0%	100.0%	100.0%	100.0%	67.0%
									**	**	**		**		**	**	**	**	**	**	**	**
BOTTOM 2 BOX	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									**	**	**		**		**	**	**	**	**	**	**	**
Mean	4.6	-	-	4.6	-	-	-	-	5	4.3	5	-	4.5	-	5	5	4	5	5	5	5	4.3
									**	**	**		**		**	**	**	**	**	**	**	**
Std. Dev.	0.9	-	-	0.9	-	-	-	-	-	1.2	-	-	1	-	-	-	1.4	-	-	-	-	1.2
									-	-	-	-	0.5	-	-	-	1	-	-	-	-	0.7
Std. Err.	0.4	-	-	0.4	-	-	-	-	-	0.7	-	-	0.5	-	-	-	1	-	-	-	-	0.7

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q23. Patients' trust affected if they were to secretly observe a typical day in that department. 1-5 scale - Other (please specify) - Patients' trust affected if they were to secretly observe a typical day in that department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies based on Q22 - Other (please specify)	48	0	0	48	0	0	0	0	16	32	14	4	30	18	15	12	4	1	2	1	24	24
Significantly increase 5	25	0	0	25	0	0	0	0	10	15	8	1	16	12	5	6	2	1	1	1	13	12
	52.0%	-	-	52.0%	-	-	-	-	62.0%	47.0%	57.0%	25.0%	53.0%	67.0%	33.0%	50.0%	50.0%	100.0%	50.0%	100.0%	54.0%	50.0%
											*	**				*	**	**	**	**		
Slightly increase 4	8	0	0	8	0	0	0	0	4	4	1	2	5	3	3	1	1	0	0	0	3	5
	17.0%	-	-	17.0%	-	-	-	-	25.0%	12.0%	7.0%	50.0%	17.0%	17.0%	20.0%	8.0%	25.0%	-	-	-	12.0%	21.0%
											*	**				*	**	**	**	**		
Neither increase or decrease 3	11	0	0	11	0	0	0	0	1	10	3	0	8	3	4	3	1	0	1	0	6	5
	23.0%	-	-	23.0%	-	-	-	-	6.0%	31.0%	21.0%	-	27.0%	17.0%	27.0%	25.0%	25.0%	-	50.0%	-	25.0%	21.0%
											*	**				*	**	**	**	**		
Slightly decrease 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											*	**				*	**	**	**	**		
Significantly decrease 1	2	0	0	2	0	0	0	0	0	2	1	0	1	0	1	1	0	0	0	0	1	1
	4.0%	-	-	4.0%	-	-	-	-	-	6.0%	7.0%	-	3.0%	-	7.0%	8.0%	-	-	-	-	4.0%	4.0%
											*	**				*	**	**	**	**		
I don't know	2	0	0	2	0	0	0	0	1	1	1	1	0	0	2	1	0	0	0	0	1	1
	4.0%	-	-	4.0%	-	-	-	-	6.0%	3.0%	7.0%	25.0%	-	-	13.0%	8.0%	-	-	-	-	4.0%	4.0%
											*	**				*	**	**	**	**		
Sigma	48	0	0	48	0	0	0	0	16	32	14	4	30	18	15	12	4	1	2	1	24	24
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	33	0	0	33	0	0	0	0	14	19	9	3	21	15	8	7	3	1	1	1	16	17
	69.0%	-	-	69.0%	-	-	-	-	88.0%	59.0%	64.0%	75.0%	70.0%	83.0%	53.0%	58.0%	75.0%	100.0%	50.0%	100.0%	67.0%	71.0%
											*	**				*	**	**	**	**		
BOTTOM 2 BOX	2	0	0	2	0	0	0	0	0	2	1	0	1	0	1	1	0	0	0	0	1	1
	4.0%	-	-	4.0%	-	-	-	-	-	6.0%	7.0%	-	3.0%	-	7.0%	8.0%	-	-	-	-	4.0%	4.0%
											*	**				*	**	**	**	**		
Mean	4.2	-	-	4.2	-	-	-	-	4.6	4	4.2	4.3	4.2	4.5	3.8	4	4.2	5	4	5	4.2	4.2
											*	**			*	*	**	**	**	**		
Std. Dev.	1.1	-	-	1.1	-	-	-	-	0.6	1.2	1.3	0.6	1.1	0.8	1.2	1.3	1	-	1.4	-	1.1	1.1
Std. Err.	0.2	-	-	0.2	-	-	-	-	0.2	0.2	0.4	0.3	0.2	0.2	0.3	0.4	0.5	-	1	-	0.2	0.2

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q26. Training people to behave in patient-focused ways in your department

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
We know exactly what and how to teach this to our people.	146	0	0	146	0	0	0	0	66	80	48	15	83	41	30	37	26	10	7	10	66	80
	22.0%	-	-	22.0%	-	-	-	-	25.0%	19.0%	27.0%	19.0%	20.0%	19.0%	19.0%	23.0%	27.0%	26.0%	13.0%	31.0%	21.0%	22.0%
																	R			R		
We are actively looking for what and how to teach this to our people.	355	0	0	355	0	0	0	0	160	195	86	48	221	119	82	77	50	18	31	15	172	183
	53.0%	-	-	53.0%	-	-	-	-	61.0%	47.0%	48.0%	61.0%	53.0%	56.0%	51.0%	48.0%	53.0%	47.0%	57.0%	47.0%	54.0%	51.0%
									I													
We don't know what or how to teach this to our people.	108	0	0	108	0	0	0	0	23	85	27	11	70	29	32	29	15	7	9	6	54	54
	16.0%	-	-	16.0%	-	-	-	-	9.0%	21.0%	15.0%	14.0%	17.0%	14.0%	20.0%	18.0%	16.0%	18.0%	17.0%	19.0%	17.0%	15.0%
										H												
This is not on our radar.	66	0	0	66	0	0	0	0	12	54	19	5	42	25	16	16	4	3	7	1	27	39
	10.0%	-	-	10.0%	-	-	-	-	5.0%	13.0%	11.0%	6.0%	10.0%	12.0%	10.0%	10.0%	4.0%	8.0%	13.0%	3.0%	8.0%	11.0%
										H												
														P								
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q35. Change as a result from organization's patient-focused efforts (trust) - Employee engagement

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Significantly increased 5	160	0	0	160	0	0	0	0	84	76	53	17	90	47	35	43	20	9	18	11	77	83
	24.0%	-	-	24.0%	-	-	-	-	32.0%	18.0%	29.0%	22.0%	22.0%	22.0%	27.0%	21.0%	24.0%	33.0%	34.0%	24.0%	23.0%	
Slightly increased 4	267	0	0	267	0	0	0	0	104	163	57	35	175	86	66	51	47	19	22	12	136	131
	40.0%	-	-	40.0%	-	-	-	-	40.0%	39.0%	32.0%	44.0%	42.0%	40.0%	41.0%	32.0%	49.0%	50.0%	41.0%	38.0%	43.0%	37.0%
Neither increased or decreased 3	142	0	0	142	0	0	0	0	45	97	42	19	81	41	37	39	15	4	8	4	62	80
	21.0%	-	-	21.0%	-	-	-	-	17.0%	23.0%	23.0%	24.0%	19.0%	19.0%	23.0%	25.0%	16.0%	11.0%	15.0%	12.0%	19.0%	22.0%
Slightly decreased 2	28	0	0	28	0	0	0	0	7	21	6	2	20	10	5	8	3	4	3	3	17	11
	4.0%	-	-	4.0%	-	-	-	-	3.0%	5.0%	3.0%	3.0%	5.0%	5.0%	3.0%	5.0%	3.0%	11.0%	6.0%	9.0%	5.0%	3.0%
Significantly decreased 1	14	0	0	14	0	0	0	0	3	11	5	1	8	6	1	5	2	1	1	0	6	8
	2.0%	-	-	2.0%	-	-	-	-	1.0%	3.0%	3.0%	1.0%	2.0%	3.0%	1.0%	3.0%	2.0%	3.0%	2.0%	-	2.0%	2.0%
I don't know	64	0	0	64	0	0	0	0	18	46	17	5	42	24	16	13	8	1	2	2	21	43
	9.0%	-	-	9.0%	-	-	-	-	7.0%	11.0%	9.0%	6.0%	10.0%	11.0%	10.0%	8.0%	8.0%	3.0%	4.0%	6.0%	7.0%	12.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	427	0	0	427	0	0	0	0	188	239	110	52	265	133	101	94	67	28	40	23	213	214
	63.0%	-	-	63.0%	-	-	-	-	72.0%	58.0%	61.0%	66.0%	64.0%	62.0%	63.0%	59.0%	71.0%	74.0%	74.0%	72.0%	67.0%	60.0%
BOTTOM 2 BOX	42	0	0	42	0	0	0	0	10	32	11	3	28	16	6	13	5	5	4	3	23	19
	6.0%	-	-	6.0%	-	-	-	-	4.0%	8.0%	6.0%	4.0%	7.0%	7.0%	4.0%	8.0%	5.0%	13.0%	7.0%	9.0%	7.0%	5.0%
Mean	3.9	-	-	3.9	-	-	-	-	4.1	3.7	3.9	3.9	3.9	3.8	3.9	3.8	3.9	3.8	4	4	3.9	3.9
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.9	0.9	1	0.8	0.9	1	0.8	1	0.9	1	1	1	0.9	0.9
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q35. Change as a result from organization's patient-focused efforts (trust) - Patient outcomes

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Significantly increased 5	137	0	0	137	0	0	0	0	74	63	46	18	73	35	29	35	19	9	17	9	59	78
	20.0%	-	-	20.0%	-	-	-	-	28.0%	15.0%	26.0%	23.0%	18.0%	16.0%	18.0%	22.0%	20.0%	24.0%	31.0%	28.0%	18.0%	22.0%
Slightly increased 4	239	0	0	239	0	0	0	0	101	138	44	26	169	78	60	56	34	10	16	9	116	123
	35.0%	-	-	35.0%	-	-	-	-	39.0%	33.0%	24.0%	33.0%	41.0%	36.0%	38.0%	35.0%	36.0%	26.0%	30.0%	28.0%	36.0%	35.0%
Neither increased or decreased 3	137	0	0	137	0	0	0	0	41	96	42	20	75	41	32	32	17	9	14	7	73	64
	20.0%	-	-	20.0%	-	-	-	-	16.0%	23.0%	23.0%	25.0%	18.0%	19.0%	20.0%	20.0%	18.0%	24.0%	26.0%	22.0%	23.0%	18.0%
Slightly decreased 2	14	0	0	14	0	0	0	0	4	10	3	2	9	4	4	4	1	2	2	1	9	5
	2.0%	-	-	2.0%	-	-	-	-	2.0%	2.0%	2.0%	3.0%	2.0%	2.0%	2.0%	3.0%	1.0%	5.0%	4.0%	3.0%	3.0%	1.0%
Significantly decreased 1	5	0	0	5	0	0	0	0	1	4	5	0	0	1	2	1	0	2	0	0	3	2
	1.0%	-	-	1.0%	-	-	-	-	*	1.0%	3.0%	-	-	*	1.0%	1.0%	-	5.0%	-	-	1.0%	1.0%
I don't know	143	0	0	143	0	0	0	0	40	103	40	13	90	55	33	31	24	6	5	6	59	84
	21.0%	-	-	21.0%	-	-	-	-	15.0%	25.0%	22.0%	16.0%	22.0%	26.0%	21.0%	19.0%	25.0%	16.0%	9.0%	19.0%	18.0%	24.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	376	0	0	376	0	0	0	0	175	201	90	44	242	113	89	91	53	19	33	18	175	201
	56.0%	-	-	56.0%	-	-	-	-	67.0%	49.0%	50.0%	56.0%	58.0%	53.0%	56.0%	57.0%	56.0%	50.0%	61.0%	56.0%	55.0%	56.0%
BOTTOM 2 BOX	19	0	0	19	0	0	0	0	5	14	8	2	9	5	6	5	1	4	2	1	12	7
	3.0%	-	-	3.0%	-	-	-	-	2.0%	3.0%	4.0%	3.0%	2.0%	2.0%	4.0%	3.0%	1.0%	11.0%	4.0%	3.0%	4.0%	2.0%
Mean	3.9	-	-	3.9	-	-	-	-	4.1	3.8	3.9	3.9	3.9	3.9	3.9	3.9	4	3.7	4	4	3.8	4
Std. Dev.	0.8	-	-	0.8	-	-	-	-	0.8	0.8	1	0.8	0.7	0.8	0.9	0.8	0.8	1.1	0.9	0.9	0.9	0.8
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q35. Change as a result from organization's patient-focused efforts (trust) - Health care professionals trust in us

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Significantly increased 5	169	0	0	169	0	0	0	0	88	81	59	29	81	39	42	44	27	11	19	13	82	87
	25.0%	-	-	25.0%	-	-	-	-	34.0%	20.0%	33.0%	37.0%	19.0%	18.0%	26.0%	28.0%	28.0%	29.0%	35.0%	41.0%	26.0%	24.0%
									I		L	L				M	M		M	M		
Slightly increased 4	229	0	0	229	0	0	0	0	87	142	52	25	152	73	59	46	33	12	16	5	109	120
	34.0%	-	-	34.0%	-	-	-	-	33.0%	34.0%	29.0%	32.0%	37.0%	34.0%	37.0%	29.0%	35.0%	32.0%	30.0%	16.0%	34.0%	34.0%
									S	S												
Neither increased or decreased 3	148	0	0	148	0	0	0	0	47	101	36	15	97	49	36	41	19	6	11	8	76	72
	22.0%	-	-	22.0%	-	-	-	-	18.0%	24.0%	20.0%	19.0%	23.0%	23.0%	22.0%	26.0%	20.0%	16.0%	20.0%	25.0%	24.0%	20.0%
Slightly decreased 2	22	0	0	22	0	0	0	0	8	14	7	2	13	6	4	5	3	4	2	3	10	12
	3.0%	-	-	3.0%	-	-	-	-	3.0%	3.0%	4.0%	3.0%	3.0%	3.0%	2.0%	3.0%	3.0%	11.0%	4.0%	9.0%	3.0%	3.0%
Significantly decreased 1	8	0	0	8	0	0	0	0	1	7	2	2	4	2	2	3	2	1	1	0	5	3
	1.0%	-	-	1.0%	-	-	-	-	*	2.0%	1.0%	3.0%	1.0%	1.0%	1.0%	2.0%	2.0%	3.0%	2.0%	-	2.0%	1.0%
I don't know	99	0	0	99	0	0	0	0	30	69	24	6	69	45	17	20	11	4	5	3	37	62
	15.0%	-	-	15.0%	-	-	-	-	11.0%	17.0%	13.0%	8.0%	17.0%	21.0%	11.0%	13.0%	12.0%	11.0%	9.0%	9.0%	12.0%	17.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	398	0	0	398	0	0	0	0	175	223	111	54	233	112	101	90	60	23	35	18	191	207
	59.0%	-	-	59.0%	-	-	-	-	67.0%	54.0%	62.0%	68.0%	56.0%	52.0%	63.0%	57.0%	63.0%	61.0%	65.0%	56.0%	60.0%	58.0%
									I		L	L				M						
BOTTOM 2 BOX	30	0	0	30	0	0	0	0	9	21	9	4	17	8	6	8	5	5	3	3	15	15
	4.0%	-	-	4.0%	-	-	-	-	3.0%	5.0%	5.0%	5.0%	4.0%	4.0%	4.0%	5.0%	5.0%	13.0%	6.0%	9.0%	5.0%	4.0%
Mean	3.9	-	-	3.9	-	-	-	-	4.1	3.8	4	4.1	3.8	3.8	3.9	3.9	4	3.8	4	4	3.9	3.9
									I		L											
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.9	0.9	1	1	0.9	0.9	0.9	1	1	1.1	1	1.1	0.9	0.9
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q35. Change as a result from organization's patient-focused efforts (trust) - Patients and patient advocacy groups trust in us

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Significantly increased 5	149	0	0	149	0	0	0	0	73	76	51	18	80	46	34	39	21	6	15	6	79	70
	22.0%	-	-	22.0%	-	-	-	-	28.0%	18.0%	28.0%	23.0%	19.0%	21.0%	21.0%	25.0%	22.0%	16.0%	28.0%	19.0%	25.0%	20.0%
Slightly increased 4	243	0	0	243	0	0	0	0	99	144	54	32	157	81	60	55	34	13	17	6	106	137
	36.0%	-	-	36.0%	-	-	-	-	38.0%	35.0%	30.0%	41.0%	38.0%	38.0%	35.0%	36.0%	34.0%	31.0%	19.0%	33.0%	38.0%	
Neither increased or decreased 3	142	0	0	142	0	0	0	0	45	97	39	16	87	38	34	36	21	9	12	10	74	68
	21.0%	-	-	21.0%	-	-	-	-	17.0%	23.0%	22.0%	20.0%	21.0%	18.0%	21.0%	23.0%	22.0%	24.0%	22.0%	31.0%	23.0%	19.0%
Slightly decreased 2	18	0	0	18	0	0	0	0	6	12	6	1	11	4	4	6	2	1	4	2	12	6
	3.0%	-	-	3.0%	-	-	-	-	2.0%	3.0%	3.0%	1.0%	3.0%	2.0%	2.0%	4.0%	2.0%	3.0%	7.0%	6.0%	4.0%	2.0%
Significantly decreased 1	11	0	0	11	0	0	0	0	3	8	5	1	5	3	3	3	2	3	0	0	7	4
	2.0%	-	-	2.0%	-	-	-	-	1.0%	2.0%	3.0%	1.0%	1.0%	1.0%	2.0%	2.0%	2.0%	8.0%	-	-	2.0%	1.0%
I don't know	112	0	0	112	0	0	0	0	35	77	25	11	76	42	25	20	15	6	6	8	41	71
	17.0%	-	-	17.0%	-	-	-	-	13.0%	19.0%	14.0%	14.0%	18.0%	20.0%	16.0%	13.0%	16.0%	16.0%	11.0%	25.0%	13.0%	20.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	392	0	0	392	0	0	0	0	172	220	105	50	237	127	94	94	55	19	32	12	185	207
	58.0%	-	-	58.0%	-	-	-	-	66.0%	53.0%	58.0%	63.0%	57.0%	59.0%	59.0%	59.0%	58.0%	50.0%	59.0%	38.0%	58.0%	58.0%
BOTTOM 2 BOX	29	0	0	29	0	0	0	0	9	20	11	2	16	7	7	9	4	4	4	2	19	10
	4.0%	-	-	4.0%	-	-	-	-	3.0%	5.0%	6.0%	3.0%	4.0%	3.0%	4.0%	6.0%	4.0%	11.0%	7.0%	6.0%	6.0%	3.0%
Mean	3.9	-	-	3.9	-	-	-	-	4	3.8	3.9	4	3.9	3.9	3.9	3.9	3.9	3.6	3.9	3.7	3.9	3.9
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.9	0.9	1	0.8	0.9	0.9	0.9	0.9	0.9	1.1	1	1	1	0.8
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q35. Change as a result from organization's patient-focused efforts (trust) - Payers, health system bureaucrats and government bodies trust in us

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Significantly increased 5	81	0	0	81	0	0	0	0	43	38	24	10	47	21	16	25	14	7	9	4	37	44
	12.0%	-	-	12.0%	-	-	-	-	16.0%	9.0%	13.0%	13.0%	11.0%	10.0%	10.0%	16.0%	15.0%	18.0%	17.0%	12.0%	12.0%	12.0%
Slightly increased 4	186	0	0	186	0	0	0	0	85	101	52	20	114	47	62	33	26	9	13	7	88	98
	28.0%	-	-	28.0%	-	-	-	-	33.0%	24.0%	29.0%	25.0%	27.0%	22.0%	39.0%	21.0%	27.0%	24.0%	24.0%	22.0%	28.0%	28.0%
Neither increased or decreased 3	214	0	0	214	0	0	0	0	76	138	52	30	132	62	48	61	31	13	21	12	107	107
	32.0%	-	-	32.0%	-	-	-	-	29.0%	33.0%	29.0%	38.0%	32.0%	29.0%	30.0%	38.0%	33.0%	34.0%	39.0%	38.0%	34.0%	30.0%
Slightly decreased 2	24	0	0	24	0	0	0	0	7	17	8	4	12	7	4	8	2	2	2	1	17	7
	4.0%	-	-	4.0%	-	-	-	-	3.0%	4.0%	4.0%	5.0%	3.0%	3.0%	2.0%	5.0%	2.0%	5.0%	4.0%	3.0%	5.0%	2.0%
Significantly decreased 1	9	0	0	9	0	0	0	0	2	7	5	2	2	2	3	2	1	3	0	1	4	5
	1.0%	-	-	1.0%	-	-	-	-	1.0%	2.0%	3.0%	3.0%	*	1.0%	2.0%	1.0%	1.0%	8.0%	-	3.0%	1.0%	1.0%
I don't know	161	0	0	161	0	0	0	0	48	113	39	13	109	75	27	30	21	4	9	7	66	95
	24.0%	-	-	24.0%	-	-	-	-	18.0%	27.0%	22.0%	16.0%	26.0%	35.0%	17.0%	19.0%	22.0%	11.0%	17.0%	22.0%	21.0%	27.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	267	0	0	267	0	0	0	0	128	139	76	30	161	68	78	58	40	16	22	11	125	142
	40.0%	-	-	40.0%	-	-	-	-	49.0%	34.0%	42.0%	38.0%	39.0%	32.0%	49.0%	36.0%	42.0%	42.0%	41.0%	34.0%	39.0%	40.0%
BOTTOM 2 BOX	33	0	0	33	0	0	0	0	9	24	13	6	14	9	7	10	3	5	2	2	21	12
	5.0%	-	-	5.0%	-	-	-	-	3.0%	6.0%	7.0%	8.0%	3.0%	4.0%	4.0%	6.0%	3.0%	13.0%	4.0%	6.0%	7.0%	3.0%
Mean	3.6	-	-	3.6	-	-	-	-	3.8	3.5	3.6	3.5	3.6	3.6	3.6	3.6	3.7	3.4	3.6	3.5	3.5	3.6
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.8	0.9	1	0.9	0.8	0.9	0.8	0.9	0.9	1.2	0.9	1	0.9	0.9
Std. Err.	*	-	-	*	-	-	-	-	0.1	0.1	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q35. Change as a result from organization's patient-focused efforts (trust) - Willingness of stakeholders to engage with us

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Significantly increased 5	133	0	0	133	0	0	0	0	65	68	45	14	74	39	26	38	22	9	12	6	70	63
	20.0%	-	-	20.0%	-	-	-	-	25.0%	16.0%	25.0%	18.0%	18.0%	18.0%	16.0%	24.0%	23.0%	24.0%	22.0%	19.0%	22.0%	18.0%
Slightly increased 4	253	0	0	253	0	0	0	0	110	143	56	34	163	77	64	56	33	10	21	10	132	121
	37.0%	-	-	37.0%	-	-	-	-	42.0%	35.0%	31.0%	43.0%	39.0%	36.0%	40.0%	35.0%	35.0%	26.0%	39.0%	31.0%	41.0%	34.0%
Neither increased or decreased 3	156	0	0	156	0	0	0	0	52	104	46	15	95	46	38	41	24	11	15	7	73	83
	23.0%	-	-	23.0%	-	-	-	-	20.0%	25.0%	26.0%	19.0%	23.0%	21.0%	24.0%	26.0%	25.0%	29.0%	28.0%	22.0%	23.0%	23.0%
Slightly decreased 2	21	0	0	21	0	0	0	0	4	17	5	5	11	6	4	4	2	2	2	4	9	12
	3.0%	-	-	3.0%	-	-	-	-	2.0%	4.0%	3.0%	6.0%	3.0%	3.0%	2.0%	3.0%	2.0%	5.0%	4.0%	12.0%	3.0%	3.0%
Significantly decreased 1	3	0	0	3	0	0	0	0	1	2	3	0	0	0	2	1	0	1	0	0	2	1
	*	-	-	*	-	-	-	-	*	*	2.0%	-	-	-	1.0%	1.0%	-	3.0%	-	-	1.0%	*
I don't know	109	0	0	109	0	0	0	0	29	80	25	11	73	46	26	19	14	5	4	5	33	76
	16.0%	-	-	16.0%	-	-	-	-	11.0%	19.0%	14.0%	14.0%	18.0%	21.0%	16.0%	12.0%	15.0%	13.0%	7.0%	16.0%	10.0%	21.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	386	0	0	386	0	0	0	0	175	211	101	48	237	116	90	94	55	19	33	16	202	184
	57.0%	-	-	57.0%	-	-	-	-	67.0%	51.0%	56.0%	61.0%	57.0%	54.0%	56.0%	59.0%	58.0%	50.0%	61.0%	50.0%	63.0%	52.0%
BOTTOM 2 BOX	24	0	0	24	0	0	0	0	5	19	8	5	11	6	6	5	2	3	2	4	11	13
	4.0%	-	-	4.0%	-	-	-	-	2.0%	5.0%	4.0%	6.0%	3.0%	3.0%	4.0%	3.0%	2.0%	8.0%	4.0%	12.0%	3.0%	4.0%
Mean	3.9	-	-	3.9	-	-	-	-	4	3.8	3.9	3.8	3.9	3.9	3.8	3.9	3.9	3.7	3.9	3.7	3.9	3.8
Std. Dev.	0.8	-	-	0.8	-	-	-	-	0.8	0.9	0.9	0.8	0.8	0.8	0.8	0.9	0.8	1	0.8	1	0.8	0.8
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	*	*

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q35. Change as a result from organization's patient-focused efforts (trust) - Company revenues

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
Significantly increased 5	96	0	0	96	0	0	0	0	55	41	31	18	47	15	20	34	17	5	10	5	42	54
	14.0%	-	-	14.0%	-	-	-	-	21.0%	10.0%	17.0%	23.0%	11.0%	7.0%	12.0%	21.0%	18.0%	13.0%	19.0%	16.0%	13.0%	15.0%
Slightly increased 4	181	0	0	181	0	0	0	0	80	101	46	21	114	59	44	36	28	14	19	6	96	85
	27.0%	-	-	27.0%	-	-	-	-	31.0%	24.0%	26.0%	27.0%	27.0%	28.0%	28.0%	23.0%	29.0%	37.0%	35.0%	19.0%	30.0%	24.0%
Neither increased or decreased 3	213	0	0	213	0	0	0	0	67	146	56	27	130	69	52	48	31	10	18	13	106	107
	32.0%	-	-	32.0%	-	-	-	-	26.0%	35.0%	31.0%	34.0%	31.0%	32.0%	32.0%	30.0%	33.0%	26.0%	33.0%	41.0%	33.0%	30.0%
Slightly decreased 2	28	0	0	28	0	0	0	0	8	20	7	4	17	6	9	8	4	1	2	1	13	15
	4.0%	-	-	4.0%	-	-	-	-	3.0%	5.0%	4.0%	5.0%	4.0%	3.0%	6.0%	5.0%	4.0%	3.0%	4.0%	3.0%	4.0%	4.0%
Significantly decreased 1	5	0	0	5	0	0	0	0	2	3	4	0	1	1	2	2	0	1	1	0	4	1
	1.0%	-	-	1.0%	-	-	-	-	1.0%	1.0%	2.0%	-	*	*	1.0%	1.0%	-	3.0%	2.0%	-	1.0%	*
I don't know	152	0	0	152	0	0	0	0	49	103	36	9	107	64	33	31	15	7	4	7	58	94
	23.0%	-	-	23.0%	-	-	-	-	19.0%	25.0%	20.0%	11.0%	26.0%	30.0%	21.0%	19.0%	16.0%	18.0%	7.0%	22.0%	18.0%	26.0%
Sigma	675	0	0	675	0	0	0	0	261	414	180	79	416	214	160	159	95	38	54	32	319	356
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																						
TOP 2 BOX	277	0	0	277	0	0	0	0	135	142	77	39	161	74	64	70	45	19	29	11	138	139
	41.0%	-	-	41.0%	-	-	-	-	52.0%	34.0%	43.0%	49.0%	39.0%	35.0%	40.0%	44.0%	47.0%	50.0%	54.0%	34.0%	43.0%	39.0%
BOTTOM 2 BOX	33	0	0	33	0	0	0	0	10	23	11	4	18	7	11	10	4	2	3	1	17	16
	5.0%	-	-	5.0%	-	-	-	-	4.0%	6.0%	6.0%	5.0%	4.0%	3.0%	7.0%	6.0%	4.0%	5.0%	6.0%	3.0%	5.0%	4.0%
Mean	3.6	-	-	3.6	-	-	-	-	3.8	3.5	3.6	3.8	3.6	3.5	3.6	3.7	3.7	3.7	3.7	3.6	3.6	3.7
Std. Dev.	0.9	-	-	0.9	-	-	-	-	0.9	0.8	1	0.9	0.8	0.8	0.9	1	0.9	0.9	0.9	0.9	0.9	0.9
Std. Err.	*	-	-	*	-	-	-	-	0.1	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Table: 74

Q35. Change as a result from organization's patient-focused efforts (trust) - GRID SUMMARY

	Employee engagement	Employee attraction/retention	Patient outcomes	Health care professionals trust in us	Patients and patient advocacy groups trust in us	Payors, health system bureaucrats and government bodies trust in us	Willingness of stakeholders to engage with us	Company revenues
	A	B	C	D	E	F	G	H
Base: Pharma Companies	675	675	675	675	675	675	675	675
Significantly increased 5	160	111	137	169	149	81	133	96
	24.0%	16.0%	20.0%	25.0%	22.0%	12.0%	20.0%	14.0%
	BFGH	F	BFH	BCFGH	BFH		BFH	
Slightly increased 4	267	201	239	229	243	186	253	181
	40.0%	30.0%	35.0%	34.0%	36.0%	28.0%	37.0%	27.0%
	BDFH		BFH	FH	BFH		BFH	
Neither increased or decreased 3	142	204	137	148	142	214	156	213
	21.0%	30.0%	20.0%	22.0%	21.0%	32.0%	23.0%	32.0%
		ACDEG				ACDEG		ACDEG
Slightly decreased 2	28	37	14	22	18	24	21	28
	4.0%	5.0%	2.0%	3.0%	3.0%	4.0%	3.0%	4.0%
	C	CDEG				C		C
Significantly decreased 1	14	18	5	8	11	9	3	5
	2.0%	3.0%	1.0%	1.0%	2.0%	1.0%	*	1.0%
	CGH	CDFGH			CG	G		
I don't know	64	104	143	99	112	161	109	152
	9.0%	15.0%	21.0%	15.0%	17.0%	24.0%	16.0%	23.0%
		A	ABDEG	A	A	ABDEG	A	ABDEG
Sigma	675	675	675	675	675	675	675	675
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary								
TOP 2 BOX	427	312	376	398	392	267	386	277
	63.0%	46.0%	56.0%	59.0%	58.0%	40.0%	57.0%	41.0%
	BCDEFGH	FH	BFH	BFH	BFH		BFH	

BOTTOM 2 BOX	42	55	19	30	29	33	24	33
	6.0%	8.0%	3.0%	4.0%	4.0%	5.0%	4.0%	5.0%
	CDEG	ACDEFGH		C		C		C
Mean	3.9	3.6	3.9	3.9	3.9	3.6	3.9	3.6
	BFH		BFH	BFH	BFH		BFH	
Std. Dev.	0.9	1	0.8	0.9	0.9	0.9	0.8	0.9
Std. Err.	*	*	*	*	*	*	*	*

Statistics:

Overlap formulae used

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H

Minimum Base: 5 (**), Small Base: 15 (*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H

Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q35. Change as a result from organization's patient-focused efforts (trust) - Top 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location							Job title/level	
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
Employee engagement	427	0	0	427	0	0	0	0	188	239	110	52	265	133	101	94	67	28	40	23	213	214
	63.0%	-	-	63.0%	-	-	-	-	72.0%	58.0%	61.0%	66.0%	64.0%	62.0%	63.0%	59.0%	71.0%	74.0%	74.0%	72.0%	67.0%	60.0%
Employee attraction/retention	312	0	0	312	0	0	0	0	146	166	93	31	188	89	76	68	54	21	29	19	169	143
	46.0%	-	-	46.0%	-	-	-	-	56.0%	40.0%	52.0%	39.0%	45.0%	42.0%	48.0%	43.0%	57.0%	55.0%	54.0%	59.0%	53.0%	40.0%
Patient outcomes	376	0	0	376	0	0	0	0	175	201	90	44	242	113	89	91	53	19	33	18	175	201
	56.0%	-	-	56.0%	-	-	-	-	67.0%	49.0%	50.0%	56.0%	58.0%	53.0%	56.0%	57.0%	56.0%	50.0%	61.0%	56.0%	55.0%	56.0%
Health care professionals trust in us	398	0	0	398	0	0	0	0	175	223	111	54	233	112	101	90	60	23	35	18	191	207
	59.0%	-	-	59.0%	-	-	-	-	67.0%	54.0%	62.0%	68.0%	56.0%	52.0%	63.0%	57.0%	63.0%	61.0%	65.0%	56.0%	60.0%	58.0%
Patients and patient advocacy groups trust in us	392	0	0	392	0	0	0	0	172	220	105	50	237	127	94	94	55	19	32	12	185	207
	58.0%	-	-	58.0%	-	-	-	-	66.0%	53.0%	58.0%	63.0%	57.0%	59.0%	59.0%	59.0%	58.0%	50.0%	59.0%	38.0%	58.0%	58.0%
Payors, health system bureaucrats and government bodies trust in us	267	0	0	267	0	0	0	0	128	139	76	30	161	68	78	58	40	16	22	11	125	142
	40.0%	-	-	40.0%	-	-	-	-	49.0%	34.0%	42.0%	38.0%	39.0%	32.0%	49.0%	36.0%	42.0%	42.0%	41.0%	34.0%	39.0%	40.0%
Willingness of stakeholders to engage with us	386	0	0	386	0	0	0	0	175	211	101	48	237	116	90	94	55	19	33	16	202	184
	57.0%	-	-	57.0%	-	-	-	-	67.0%	51.0%	56.0%	61.0%	57.0%	54.0%	56.0%	59.0%	58.0%	50.0%	61.0%	50.0%	63.0%	52.0%
Company revenues	277	0	0	277	0	0	0	0	135	142	77	39	161	74	64	70	45	19	29	11	138	139
	41.0%	-	-	41.0%	-	-	-	-	52.0%	34.0%	43.0%	49.0%	39.0%	35.0%	40.0%	44.0%	47.0%	50.0%	54.0%	34.0%	43.0%	39.0%

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q35. Change as a result from organization's patient-focused efforts (trust) - Bottom 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
Employee engagement	42	0	0	42	0	0	0	0	10	32	11	3	28	16	6	13	5	5	4	3	23	19
	6.0%	-	-	6.0%	-	-	-	-	4.0%	8.0%	6.0%	4.0%	7.0%	7.0%	4.0%	8.0%	5.0%	13.0%	7.0%	9.0%	7.0%	5.0%
									H								N					
Employee attraction/retention	55	0	0	55	0	0	0	0	13	42	15	7	33	14	10	23	6	2	5	2	24	31
	8.0%	-	-	8.0%	-	-	-	-	5.0%	10.0%	8.0%	9.0%	8.0%	7.0%	6.0%	14.0%	6.0%	5.0%	9.0%	6.0%	8.0%	9.0%
									H							MNP						
Patient outcomes	19	0	0	19	0	0	0	0	5	14	8	2	9	5	6	5	1	4	2	1	12	7
	3.0%	-	-	3.0%	-	-	-	-	2.0%	3.0%	4.0%	3.0%	2.0%	2.0%	4.0%	3.0%	1.0%	11.0%	4.0%	3.0%	4.0%	2.0%
																		MOP				
Health care professionals trust in us	30	0	0	30	0	0	0	0	9	21	9	4	17	8	6	8	5	5	3	3	15	15
	4.0%	-	-	4.0%	-	-	-	-	3.0%	5.0%	5.0%	5.0%	4.0%	4.0%	4.0%	5.0%	5.0%	13.0%	6.0%	9.0%	5.0%	4.0%
																		MN				
Patients and patient advocacy groups trust in us	29	0	0	29	0	0	0	0	9	20	11	2	16	7	7	9	4	4	4	2	19	10
	4.0%	-	-	4.0%	-	-	-	-	3.0%	5.0%	6.0%	3.0%	4.0%	3.0%	4.0%	6.0%	4.0%	11.0%	7.0%	6.0%	6.0%	3.0%
																		M				
Payors, health system bureaucrats and government bodies trust in us	33	0	0	33	0	0	0	0	9	24	13	6	14	9	7	10	3	5	2	2	21	12
	5.0%	-	-	5.0%	-	-	-	-	3.0%	6.0%	7.0%	8.0%	3.0%	4.0%	4.0%	6.0%	3.0%	13.0%	4.0%	6.0%	7.0%	3.0%
											L							MNP				
Willingness of stakeholders to engage with us	24	0	0	24	0	0	0	0	5	19	8	5	11	6	6	5	2	3	2	4	11	13
	4.0%	-	-	4.0%	-	-	-	-	2.0%	5.0%	4.0%	6.0%	3.0%	3.0%	4.0%	3.0%	2.0%	8.0%	4.0%	12.0%	3.0%	4.0%
																				MNOP		
Company revenues	33	0	0	33	0	0	0	0	10	23	11	4	18	7	11	10	4	2	3	1	17	16
	5.0%	-	-	5.0%	-	-	-	-	4.0%	6.0%	6.0%	5.0%	4.0%	3.0%	7.0%	6.0%	4.0%	5.0%	6.0%	3.0%	5.0%	4.0%

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q35. Change as a result from organization's patient-focused efforts (trust) - Mean Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Pharma Companies	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
Employee engagement	3.9	-	-	3.9	-	-	-	-	4.1	3.7	3.9	3.9	3.9	3.8	3.9	3.8	3.9	3.8	4	4	3.9	3.9
Employee attraction/retention	3.6	-	-	3.6	-	-	-	-	3.8	3.5	3.7	3.5	3.6	3.6	3.6	3.5	3.8	3.7	3.7	3.8	3.7	3.6
Patient outcomes	3.9	-	-	3.9	-	-	-	-	4.1	3.8	3.9	3.9	3.9	3.9	3.9	3.9	4	3.7	4	4	3.8	4
Health care professionals trust in us	3.9	-	-	3.9	-	-	-	-	4.1	3.8	4	4.1	3.8	3.8	3.9	3.9	4	3.8	4	4	3.9	3.9
Patients and patient advocacy groups trust in us	3.9	-	-	3.9	-	-	-	-	4	3.8	3.9	4	3.9	3.9	3.9	3.9	3.9	3.6	3.9	3.7	3.9	3.9
Payers, health system bureaucrats and government bodies trust in us	3.6	-	-	3.6	-	-	-	-	3.8	3.5	3.6	3.5	3.6	3.6	3.6	3.6	3.7	3.4	3.6	3.5	3.5	3.6
Willingness of stakeholders to engage with us	3.9	-	-	3.9	-	-	-	-	4	3.8	3.9	3.8	3.9	3.9	3.8	3.9	3.9	3.7	3.9	3.7	3.9	3.8
Company revenues	3.6	-	-	3.6	-	-	-	-	3.8	3.5	3.6	3.8	3.6	3.5	3.6	3.7	3.7	3.7	3.7	3.6	3.6	3.7

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q64. Overall trust in pharmaceutical industry

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
A lot of trust 5	8	5	0	0	0	3	7	8	3	5	0	0	0	0	0	0	0	0	0	0	0	0
	6.0%	7.0%	-	-	-	4.0%	6.0%	6.0%	12.0%	4.0%	-	-	-	-	-	-	-	-	-	-	-	-
Quite a bit of trust 4	40	18	0	0	0	22	33	40	13	27	0	0	0	0	0	0	0	0	0	0	0	
	28.0%	25.0%	-	-	-	31.0%	27.0%	28.0%	50.0%	23.0%	-	-	-	-	-	-	-	-	-	-	-	-
Neither trust nor distrust 3	41	25	0	0	0	16	36	41	6	35	0	0	0	0	0	0	0	0	0	0	0	
	29.0%	34.0%	-	-	-	23.0%	29.0%	29.0%	23.0%	30.0%	-	-	-	-	-	-	-	-	-	-	-	-
Little trust 2	39	21	0	0	0	18	34	39	4	35	0	0	0	0	0	0	0	0	0	0	0	
	27.0%	29.0%	-	-	-	26.0%	28.0%	27.0%	15.0%	30.0%	-	-	-	-	-	-	-	-	-	-	-	-
No trust at all 1	10	2	0	0	0	8	9	10	0	10	0	0	0	0	0	0	0	0	0	0	0	
	7.0%	3.0%	-	-	-	11.0%	7.0%	7.0%	-	9.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5	2	0	0	0	3	4	5	0	5	0	0	0	0	0	0	0	0	0	0	0	
	3.0%	3.0%	-	-	-	4.0%	3.0%	3.0%	-	4.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	48	23	0	0	0	25	40	48	16	32	0	0	0	0	0	0	0	0	0	0	0	
	34.0%	32.0%	-	-	-	36.0%	33.0%	34.0%	62.0%	27.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	49	23	0	0	0	26	43	49	4	45	0	0	0	0	0	0	0	0	0	0	0	
	34.0%	32.0%	-	-	-	37.0%	35.0%	34.0%	15.0%	38.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3	3	-	-	-	2.9	3	3	3.6	2.8	-	-	-	-	-	-	-	-	-	-	-	
Std. Dev.	1	1	-	-	-	1.1	1.1	1	0.9	1	-	-	-	-	-	-	-	-	-	-	-	
Std. Err.	0.1	0.1	-	-	-	0.1	0.1	0.1	0.2	0.1	-	-	-	-	-	-	-	-	-	-	-	

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q67. Trust in relevant pharmaceutical industry

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	130	67	0	0	0	63	110	130	24	106	0	0	0	0	0	0	0	0	0	0	0	0
A lot of trust 5	14	8	0	0	0	6	12	14	4	10	0	0	0	0	0	0	0	0	0	0	0	0
	11.0%	12.0%	-	-	-	10.0%	11.0%	11.0%	17.0%	9.0%	-	-	-	-	-	-	-	-	-	-	-	-
Quite a bit of trust 4	42	21	0	0	0	21	34	42	12	30	0	0	0	0	0	0	0	0	0	0	0	
	32.0%	31.0%	-	-	-	33.0%	31.0%	32.0%	50.0%	28.0%	-	-	-	-	-	-	-	-	-	-	-	-
Neither trust nor distrust 3	39	21	0	0	0	18	33	39	6	33	0	0	0	0	0	0	0	0	0	0	0	
	30.0%	31.0%	-	-	-	29.0%	30.0%	30.0%	25.0%	31.0%	-	-	-	-	-	-	-	-	-	-	-	-
Little trust 2	28	14	0	0	0	14	25	28	2	26	0	0	0	0	0	0	0	0	0	0	0	
	22.0%	21.0%	-	-	-	22.0%	23.0%	22.0%	8.0%	25.0%	-	-	-	-	-	-	-	-	-	-	-	-
No trust at all 1	5	1	0	0	0	4	5	5	0	5	0	0	0	0	0	0	0	0	0	0	0	
	4.0%	1.0%	-	-	-	6.0%	5.0%	4.0%	-	5.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	0	0	0	0	1	2	0	2	0	0	0	0	0	0	0	0	0	0	0	
	2.0%	3.0%	-	-	-	-	1.0%	2.0%	-	2.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	130	67	0	0	0	63	110	130	24	106	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	56	29	0	0	0	27	46	56	16	40	0	0	0	0	0	0	0	0	0	0	0	
	43.0%	43.0%	-	-	-	43.0%	42.0%	43.0%	67.0%	38.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	33	15	0	0	0	18	30	33	2	31	0	0	0	0	0	0	0	0	0	0	0	
	25.0%	22.0%	-	-	-	29.0%	27.0%	25.0%	8.0%	29.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.2	3.3	-	-	-	3.2	3.2	3.2	3.8	3.1	-	-	-	-	-	-	-	-	-	-	-	-
Std. Dev.	1	1	-	-	-	1.1	1.1	1	0.8	1.1	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.1	-	-	-	0.1	0.1	0.1	0.2	0.1	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company helps make sure that the people who need medicines have access to them

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	10	4	0	0	0	6	7	10	2	8	0	0	0	0	0	0	0	0	0	0	0	0
	11.0%	8.0%	-	-	-	16.0%	10.0%	11.0%	13.0%	11.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	18	7	0	0	0	11	17	18	4	14	0	0	0	0	0	0	0	0	0	0	0	0
	20.0%	14.0%	-	-	-	30.0%	24.0%	20.0%	27.0%	19.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	20	12	0	0	0	8	16	20	1	19	0	0	0	0	0	0	0	0	0	0	0	0
	23.0%	24.0%	-	-	-	22.0%	23.0%	23.0%	7.0%	26.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	18	11	0	0	0	7	15	18	4	14	0	0	0	0	0	0	0	0	0	0	0	0
	20.0%	22.0%	-	-	-	19.0%	21.0%	20.0%	27.0%	19.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	15	13	0	0	0	2	11	15	2	13	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	25.0%	-	-	-	5.0%	15.0%	17.0%	13.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	7	4	0	0	0	3	5	7	2	5	0	0	0	0	0	0	0	0	0	0	0	0
	8.0%	8.0%	-	-	-	8.0%	7.0%	8.0%	13.0%	7.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	28	11	0	0	0	17	24	28	6	22	0	0	0	0	0	0	0	0	0	0	0	0
	32.0%	22.0%	-	-	-	46.0%	34.0%	32.0%	40.0%	30.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	33	24	0	0	0	9	26	33	6	27	0	0	0	0	0	0	0	0	0	0	0	0
	38.0%	47.0%	-	-	-	24.0%	37.0%	38.0%	40.0%	37.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.9	2.5	-	-	-	3.4	2.9	2.9	3	2.9	-	-	-	-	-	-	-	-	-	-	-	-
Std. Dev.	1.3	1.3	-	-	-	1.2	1.3	1.3	1.4	1.3	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.2	-	-	-	0.2	0.2	0.1	0.4	0.2	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company communicates with care and compassion, transparent and unbiased information on diseases, treatment options, and available resources

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	7	1	0	0	0	6	6	7	2	5	0	0	0	0	0	0	0	0	0	0	0	0
	8.0%	2.0%	-	-	-	16.0%	8.0%	8.0%	13.0%	7.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AFG		A														
4	21	11	0	0	0	10	18	21	6	15	0	0	0	0	0	0	0	0	0	0	0	
	24.0%	22.0%	-	-	-	27.0%	25.0%	24.0%	40.0%	21.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	21	9	0	0	0	12	19	21	1	20	0	0	0	0	0	0	0	0	0	0	0	
	24.0%	18.0%	-	-	-	32.0%	27.0%	24.0%	7.0%	27.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	21	17	0	0	0	4	14	21	3	18	0	0	0	0	0	0	0	0	0	0	0	
	24.0%	33.0%	-	-	-	11.0%	20.0%	24.0%	20.0%	25.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1		EFG				E		E														
	15	12	0	0	0	3	12	15	3	12	0	0	0	0	0	0	0	0	0	0	0	
	17.0%	24.0%	-	-	-	8.0%	17.0%	17.0%	20.0%	16.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA		E				E		E														
	3	1	0	0	0	2	2	3	0	3	0	0	0	0	0	0	0	0	0	0	0	
	3.0%	2.0%	-	-	-	5.0%	3.0%	3.0%	-	4.0%	-	-	-	-	-	-	-	-	-	-	-	
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	28	12	0	0	0	16	24	28	8	20	0	0	0	0	0	0	0	0	0	0	0	
	32.0%	24.0%	-	-	-	43.0%	34.0%	32.0%	53.0%	27.0%	-	-	-	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX		A						A														
	36	29	0	0	0	7	26	36	6	30	0	0	0	0	0	0	0	0	0	0	0	
	41.0%	57.0%	-	-	-	19.0%	37.0%	41.0%	40.0%	41.0%	-	-	-	-	-	-	-	-	-	-	-	
Mean		EFG				E		E														
	2.8	2.4	-	-	-	3.3	2.9	2.8	3.1	2.8	-	-	-	-	-	-	-	-	-	-	-	
Std. Dev.		AFG				A		A														
	1.2	1.1	-	-	-	1.2	1.2	1.2	1.4	1.2	-	-	-	-	-	-	-	-	-	-	-	
Std. Err.																						
	0.1	0.2	-	-	-	0.2	0.1	0.1	0.4	0.1	-	-	-	-	-	-	-	-	-	-	-	

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company provides easy-to-understand and convenient information in plain language because they understand that "words matter"

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	15	6	0	0	0	9	13	15	5	10	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	12.0%	-	-	-	24.0%	18.0%	17.0%	33.0%	14.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	20	11	0	0	0	9	17	20	4	16	0	0	0	0	0	0	0	0	0	0	0	0
	23.0%	22.0%	-	-	-	24.0%	24.0%	23.0%	27.0%	22.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	22	14	0	0	0	8	18	22	4	18	0	0	0	0	0	0	0	0	0	0	0	0
	25.0%	27.0%	-	-	-	22.0%	25.0%	25.0%	27.0%	25.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	14	9	0	0	0	5	11	14	0	14	0	0	0	0	0	0	0	0	0	0	0	0
	16.0%	18.0%	-	-	-	14.0%	15.0%	16.0%	-	19.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	12	9	0	0	0	3	8	12	1	11	0	0	0	0	0	0	0	0	0	0	0	0
	14.0%	18.0%	-	-	-	8.0%	11.0%	14.0%	7.0%	15.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	5	2	0	0	0	3	4	5	1	4	0	0	0	0	0	0	0	0	0	0	0	0
	6.0%	4.0%	-	-	-	8.0%	6.0%	6.0%	7.0%	5.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	35	17	0	0	0	18	30	35	9	26	0	0	0	0	0	0	0	0	0	0	0	0
	40.0%	33.0%	-	-	-	49.0%	42.0%	40.0%	60.0%	36.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	26	18	0	0	0	8	19	26	1	25	0	0	0	0	0	0	0	0	0	0	0	0
	30.0%	35.0%	-	-	-	22.0%	27.0%	30.0%	7.0%	34.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.1	2.9	-	-	-	3.5	3.2	3.1	3.9	3	-	-	-	-	-	-	-	-	-	-	-	-
							A		I*													
Std. Dev.	1.3	1.3	-	-	-	1.3	1.3	1.3	1.2	1.3	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.2	-	-	-	0.2	0.2	0.1	0.3	0.2	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company helps you gain affordable access to their medications

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	13	6	0	0	0	7	9	13	3	10	0	0	0	0	0	0	0	0	0	0	0	0
	15.0%	12.0%	-	-	-	19.0%	13.0%	15.0%	20.0%	14.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	18	8	0	0	0	10	16	18	2	16	0	0	0	0	0	0	0	0	0	0	0	0
	20.0%	16.0%	-	-	-	27.0%	23.0%	20.0%	13.0%	22.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	15	10	0	0	0	5	13	15	3	12	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	20.0%	-	-	-	14.0%	18.0%	17.0%	20.0%	16.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	15	10	0	0	0	5	11	15	2	13	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	20.0%	-	-	-	14.0%	15.0%	17.0%	13.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	22	16	0	0	0	6	17	22	2	20	0	0	0	0	0	0	0	0	0	0	0	0
	25.0%	31.0%	-	-	-	16.0%	24.0%	25.0%	13.0%	27.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	5	1	0	0	0	4	5	5	3	2	0	0	0	0	0	0	0	0	0	0	0	0
	6.0%	2.0%	-	-	-	11.0%	7.0%	6.0%	20.0%	3.0%	-	-	-	-	-	-	-	-	-	-	-	-
								A	I													
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	31	14	0	0	0	17	25	31	5	26	0	0	0	0	0	0	0	0	0	0	0	0
	35.0%	27.0%	-	-	-	46.0%	35.0%	35.0%	33.0%	36.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	37	26	0	0	0	11	28	37	4	33	0	0	0	0	0	0	0	0	0	0	0	0
	42.0%	51.0%	-	-	-	30.0%	39.0%	42.0%	27.0%	45.0%	-	-	-	-	-	-	-	-	-	-	-	-
								E														
Mean	2.8	2.6	-	-	-	3.2	2.8	2.8	3.2	2.8	-	-	-	-	-	-	-	-	-	-	-	-
						AFG		A	*													
Std. Dev.	1.4	1.4	-	-	-	1.4	1.4	1.4	1.5	1.4	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.2	0.2	-	-	-	0.2	0.2	0.2	0.4	0.2	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company equips you to make informed choices about healthcare and treatment options

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	12	3	0	0	0	9	11	12	5	7	0	0	0	0	0	0	0	0	0	0	0	0
	14.0%	6.0%	-	-	-	24.0%	15.0%	14.0%	33.0%	10.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AG	A	A	I													
4	14	8	0	0	0	6	12	14	2	12	0	0	0	0	0	0	0	0	0	0	0	
	16.0%	16.0%	-	-	-	16.0%	17.0%	16.0%	13.0%	16.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	23	13	0	0	0	10	18	23	3	20	0	0	0	0	0	0	0	0	0	0	0	
	26.0%	25.0%	-	-	-	27.0%	25.0%	26.0%	20.0%	27.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	20	16	0	0	0	4	16	20	1	19	0	0	0	0	0	0	0	0	0	0	0	
	23.0%	31.0%	-	-	-	11.0%	23.0%	23.0%	7.0%	26.0%	-	-	-	-	-	-	-	-	-	-	-	-
						E	E	E														
Strongly disagree 1	14	10	0	0	0	4	10	14	2	12	0	0	0	0	0	0	0	0	0	0	0	
	16.0%	20.0%	-	-	-	11.0%	14.0%	16.0%	13.0%	16.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	5	1	0	0	0	4	4	5	2	3	0	0	0	0	0	0	0	0	0	0	0	
	6.0%	2.0%	-	-	-	11.0%	6.0%	6.0%	13.0%	4.0%	-	-	-	-	-	-	-	-	-	-	-	-
						A	A	A														
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	26	11	0	0	0	15	23	26	7	19	0	0	0	0	0	0	0	0	0	0	0	
	30.0%	22.0%	-	-	-	41.0%	32.0%	30.0%	47.0%	26.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	34	26	0	0	0	8	26	34	3	31	0	0	0	0	0	0	0	0	0	0	0	
	39.0%	51.0%	-	-	-	22.0%	37.0%	39.0%	20.0%	42.0%	-	-	-	-	-	-	-	-	-	-	-	-
						E	E	E														
Mean	2.9	2.6	-	-	-	3.4	3	2.9	3.5	2.8	-	-	-	-	-	-	-	-	-	-	-	
						AFG	A	A	I*													
Std. Dev.	1.3	1.2	-	-	-	1.3	1.3	1.3	1.5	1.2	-	-	-	-	-	-	-	-	-	-	-	
Std. Err.	0.1	0.2	-	-	-	0.2	0.2	0.1	0.4	0.1	-	-	-	-	-	-	-	-	-	-	-	

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company listens and responds to your feedback with respect and humility

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	14	6	0	0	0	8	12	14	3	11	0	0	0	0	0	0	0	0	0	0	0	0
	16.0%	12.0%	-	-	-	22.0%	17.0%	16.0%	20.0%	15.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	13	7	0	0	0	6	10	13	3	10	0	0	0	0	0	0	0	0	0	0	0	0
	15.0%	14.0%	-	-	-	16.0%	14.0%	15.0%	20.0%	14.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	24	14	0	0	0	10	19	24	3	21	0	0	0	0	0	0	0	0	0	0	0	0
	27.0%	27.0%	-	-	-	27.0%	27.0%	27.0%	20.0%	29.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	15	13	0	0	0	2	11	15	2	13	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	25.0%	-	-	-	5.0%	15.0%	17.0%	13.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	EFG					E	E	E														
	15	11	0	0	0	4	12	15	2	13	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	22.0%	-	-	-	11.0%	17.0%	17.0%	13.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	7	0	0	0	0	7	7	7	2	5	0	0	0	0	0	0	0	0	0	0	0	0
	8.0%	-	-	-	-	19.0%	10.0%	8.0%	13.0%	7.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AFG	A	A														
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	27	13	0	0	0	14	22	27	6	21	0	0	0	0	0	0	0	0	0	0	0	0
	31.0%	25.0%	-	-	-	38.0%	31.0%	31.0%	40.0%	29.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	30	24	0	0	0	6	23	30	4	26	0	0	0	0	0	0	0	0	0	0	0	0
	34.0%	47.0%	-	-	-	16.0%	32.0%	34.0%	27.0%	36.0%	-	-	-	-	-	-	-	-	-	-	-	-
		EFG				E	E	E														
Mean	3	2.7	-	-	-	3.4	3	3	3.2	2.9	-	-	-	-	-	-	-	-	-	-	-	-
						AFG	A	A	*													
Std. Dev.	1.3	1.3	-	-	-	1.3	1.4	1.3	1.4	1.3	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.2	-	-	-	0.2	0.2	0.1	0.4	0.2	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company partners with you to innovate and measure impact and outcomes that are important to you

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	15	8	0	0	0	7	10	15	4	11	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	16.0%	-	-	-	19.0%	14.0%	17.0%	27.0%	15.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	16	9	0	0	0	7	10	16	3	13	0	0	0	0	0	0	0	0	0	0	0	
	18.0%	18.0%	-	-	-	19.0%	14.0%	18.0%	20.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
								F														
3	17	10	0	0	0	7	15	17	2	15	0	0	0	0	0	0	0	0	0	0	0	
	19.0%	20.0%	-	-	-	19.0%	21.0%	19.0%	13.0%	21.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	22	16	0	0	0	6	20	22	3	19	0	0	0	0	0	0	0	0	0	0	0	
	25.0%	31.0%	-	-	-	16.0%	28.0%	25.0%	20.0%	26.0%	-	-	-	-	-	-	-	-	-	-	-	-
								E														
Strongly disagree 1	13	8	0	0	0	5	11	13	2	11	0	0	0	0	0	0	0	0	0	0	0	
	15.0%	16.0%	-	-	-	14.0%	15.0%	15.0%	13.0%	15.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	5	0	0	0	0	5	5	5	1	4	0	0	0	0	0	0	0	0	0	0	0	
	6.0%	-	-	-	-	14.0%	7.0%	6.0%	7.0%	5.0%	-	-	-	-	-	-	-	-	-	-	-	
						AG																
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	31	17	0	0	0	14	20	31	7	24	0	0	0	0	0	0	0	0	0	0	0	
	35.0%	33.0%	-	-	-	38.0%	28.0%	35.0%	47.0%	33.0%	-	-	-	-	-	-	-	-	-	-	-	
								F														
BOTTOM 2 BOX	35	24	0	0	0	11	31	35	5	30	0	0	0	0	0	0	0	0	0	0	0	
	40.0%	47.0%	-	-	-	30.0%	44.0%	40.0%	33.0%	41.0%	-	-	-	-	-	-	-	-	-	-	-	
								E														
Mean	3	2.9	-	-	-	3.2	2.8	3	3.3	2.9	-	-	-	-	-	-	-	-	-	-	-	
								F	*													
Std. Dev.	1.4	1.3	-	-	-	1.4	1.3	1.4	1.5	1.3	-	-	-	-	-	-	-	-	-	-	-	
Std. Err.	0.1	0.2	-	-	-	0.2	0.2	0.1	0.4	0.2	-	-	-	-	-	-	-	-	-	-	-	

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company provides access to support programmes and resources to help you improve quality of life

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	10	2	0	0	0	8	8	10	4	6	0	0	0	0	0	0	0	0	0	0	0	0
	11.0%	4.0%	-	-	-	22.0%	11.0%	11.0%	27.0%	8.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AFG		A	I													
4	21	14	0	0	0	7	16	21	3	18	0	0	0	0	0	0	0	0	0	0	0	
	24.0%	27.0%	-	-	-	19.0%	23.0%	24.0%	20.0%	25.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	18	10	0	0	0	8	14	18	3	15	0	0	0	0	0	0	0	0	0	0	0	
	20.0%	20.0%	-	-	-	22.0%	20.0%	20.0%	20.0%	21.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	16	12	0	0	0	4	14	16	2	14	0	0	0	0	0	0	0	0	0	0	0	
	18.0%	24.0%	-	-	-	11.0%	20.0%	18.0%	13.0%	19.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1						E																
	17	12	0	0	0	5	13	17	1	16	0	0	0	0	0	0	0	0	0	0	0	
	19.0%	24.0%	-	-	-	14.0%	18.0%	19.0%	7.0%	22.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	6	1	0	0	0	5	6	6	2	4	0	0	0	0	0	0	0	0	0	0	0	
	7.0%	2.0%	-	-	-	14.0%	8.0%	7.0%	13.0%	5.0%	-	-	-	-	-	-	-	-	-	-	-	-
						A	A	A														
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	31	16	0	0	0	15	24	31	7	24	0	0	0	0	0	0	0	0	0	0	0	
	35.0%	31.0%	-	-	-	41.0%	34.0%	35.0%	47.0%	33.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	33	24	0	0	0	9	27	33	3	30	0	0	0	0	0	0	0	0	0	0	0	
	38.0%	47.0%	-	-	-	24.0%	38.0%	38.0%	20.0%	41.0%	-	-	-	-	-	-	-	-	-	-	-	-
						E	E	E														
Mean	2.9	2.6	-	-	-	3.3	2.9	2.9	3.5	2.8	-	-	-	-	-	-	-	-	-	-	-	
						AFG	A	A	*													
Std. Dev.	1.3	1.2	-	-	-	1.4	1.3	1.3	1.3	1.3	-	-	-	-	-	-	-	-	-	-	-	
Std. Err.	0.1	0.2	-	-	-	0.2	0.2	0.1	0.4	0.2	-	-	-	-	-	-	-	-	-	-	-	

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - Everything the company does begin with an understanding of your needs and experiences

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	11	3	0	0	0	8	10	11	3	8	0	0	0	0	0	0	0	0	0	0	0	0
	12.0%	6.0%	-	-	-	22.0%	14.0%	12.0%	20.0%	11.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AG	A	A														
4	13	5	0	0	0	8	11	13	3	10	0	0	0	0	0	0	0	0	0	0	0	0
	15.0%	10.0%	-	-	-	22.0%	15.0%	15.0%	20.0%	14.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	18	10	0	0	0	8	13	18	5	13	0	0	0	0	0	0	0	0	0	0	0	0
	20.0%	20.0%	-	-	-	22.0%	18.0%	20.0%	33.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	20	17	0	0	0	3	17	20	3	17	0	0	0	0	0	0	0	0	0	0	0	0
	23.0%	33.0%	-	-	-	8.0%	24.0%	23.0%	20.0%	23.0%	-	-	-	-	-	-	-	-	-	-	-	-
						E	E	E														
Strongly disagree 1	24	16	0	0	0	8	18	24	0	24	0	0	0	0	0	0	0	0	0	0	0	0
	27.0%	31.0%	-	-	-	22.0%	25.0%	27.0%	-	33.0%	-	-	-	-	-	-	-	-	-	-	-	-
						H	H	H														
Don't know or NA	2	0	0	0	0	2	2	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0
	2.0%	-	-	-	-	5.0%	3.0%	2.0%	7.0%	1.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	24	8	0	0	0	16	21	24	6	18	0	0	0	0	0	0	0	0	0	0	0	0
	27.0%	16.0%	-	-	-	43.0%	30.0%	27.0%	40.0%	25.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AFG	A	A														
BOTTOM 2 BOX	44	33	0	0	0	11	35	44	3	41	0	0	0	0	0	0	0	0	0	0	0	0
	50.0%	65.0%	-	-	-	30.0%	49.0%	50.0%	20.0%	56.0%	-	-	-	-	-	-	-	-	-	-	-	-
						E	E	E														
Mean	2.6	2.3	-	-	-	3.1	2.7	2.6	3.4	2.5	-	-	-	-	-	-	-	-	-	-	-	-
						AFG	A	A	I*													
Std. Dev.	1.4	1.2	-	-	-	1.5	1.4	1.4	1.1	1.4	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.2	-	-	-	0.2	0.2	0.1	0.3	0.2	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - The company helps empower you to help other patients and their families

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	13	5	0	0	0	8	12	13	5	8	0	0	0	0	0	0	0	0	0	0	0	0
	15.0%	10.0%	-	-	-	22.0%	17.0%	15.0%	33.0%	11.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	16	11	0	0	0	5	8	16	2	14	0	0	0	0	0	0	0	0	0	0	0	
	18.0%	22.0%	-	-	-	14.0%	11.0%	18.0%	13.0%	19.0%	-	-	-	-	-	-	-	-	-	-	-	-
		F						F														
3	18	11	0	0	0	7	16	18	3	15	0	0	0	0	0	0	0	0	0	0	0	
	20.0%	22.0%	-	-	-	19.0%	23.0%	20.0%	20.0%	21.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	20	14	0	0	0	6	19	20	2	18	0	0	0	0	0	0	0	0	0	0	0	
	23.0%	27.0%	-	-	-	16.0%	27.0%	23.0%	13.0%	25.0%	-	-	-	-	-	-	-	-	-	-	-	-
						E																
Strongly disagree 1	14	10	0	0	0	4	9	14	1	13	0	0	0	0	0	0	0	0	0	0	0	
	16.0%	20.0%	-	-	-	11.0%	13.0%	16.0%	7.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	7	0	0	0	0	7	7	7	2	5	0	0	0	0	0	0	0	0	0	0	0	
	8.0%	-	-	-	-	19.0%	10.0%	8.0%	13.0%	7.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AFG	A	A														
Sigma	88	51	0	0	0	37	71	88	15	73	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	29	16	0	0	0	13	20	29	7	22	0	0	0	0	0	0	0	0	0	0	0	
	33.0%	31.0%	-	-	-	35.0%	28.0%	33.0%	47.0%	30.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	34	24	0	0	0	10	28	34	3	31	0	0	0	0	0	0	0	0	0	0	0	
	39.0%	47.0%	-	-	-	27.0%	39.0%	39.0%	20.0%	42.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.9	2.7	-	-	-	3.2	2.9	2.9	3.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-
									I*													
Std. Dev.	1.3	1.3	-	-	-	1.4	1.3	1.3	1.4	1.3	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.2	-	-	-	0.3	0.2	0.1	0.4	0.2	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary										
TOP 2 BOX	28	28	35	31	26	27	31	31	24	29
	32.0%	32.0%	40.0%	35.0%	30.0%	31.0%	35.0%	35.0%	27.0%	33.0%
			EI							
BOTTOM 2 BOX	33	36	26	37	34	30	35	33	44	34
	38.0%	41.0%	30.0%	42.0%	39.0%	34.0%	40.0%	38.0%	50.0%	39.0%
				C					ACEFHJ	
Mean	2.9	2.8	3.1	2.8	2.9	3	3	2.9	2.6	2.9
			BEI		I	I	I			I
Std. Dev.	1.3	1.2	1.3	1.4	1.3	1.3	1.4	1.3	1.4	1.3
Std. Err.	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1

Statistics:

Overlap formulae used

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 5 (**), Small Base: 15 (*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - Top 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
The company helps make sure that the people who need medicines have access to them	28	11	0	0	0	17	24	28	6	22	0	0	0	0	0	0	0	0	0	0	0	0
	32.0%	22.0%	-	-	-	46.0%	34.0%	32.0%	40.0%	30.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AFG	A	A														
The company communicates with care and compassion, transparent and unbiased information on diseases, treatment options	28	12	0	0	0	16	24	28	8	20	0	0	0	0	0	0	0	0	0	0	0	0
	32.0%	24.0%	-	-	-	43.0%	34.0%	32.0%	53.0%	27.0%	-	-	-	-	-	-	-	-	-	-	-	-
								A														
The company provides easy-to-understand and convenient information in plain language because they understand that 'words matter'	35	17	0	0	0	18	30	35	9	26	0	0	0	0	0	0	0	0	0	0	0	0
	40.0%	33.0%	-	-	-	49.0%	42.0%	40.0%	60.0%	36.0%	-	-	-	-	-	-	-	-	-	-	-	-
The company helps you gain affordable access to their medications	31	14	0	0	0	17	25	31	5	26	0	0	0	0	0	0	0	0	0	0	0	0
	35.0%	27.0%	-	-	-	46.0%	35.0%	35.0%	33.0%	36.0%	-	-	-	-	-	-	-	-	-	-	-	-
The company equips you to make informed choices about healthcare and treatment options	26	11	0	0	0	15	23	26	7	19	0	0	0	0	0	0	0	0	0	0	0	0
	30.0%	22.0%	-	-	-	41.0%	32.0%	30.0%	47.0%	26.0%	-	-	-	-	-	-	-	-	-	-	-	-
The company listens and responds to your feedback with respect and humility	27	13	0	0	0	14	22	27	6	21	0	0	0	0	0	0	0	0	0	0	0	0
	31.0%	25.0%	-	-	-	38.0%	31.0%	31.0%	40.0%	29.0%	-	-	-	-	-	-	-	-	-	-	-	-
The company partners with you to innovate and measure impact and outcomes that are important to you	31	17	0	0	0	14	20	31	7	24	0	0	0	0	0	0	0	0	0	0	0	0
	35.0%	33.0%	-	-	-	38.0%	28.0%	35.0%	47.0%	33.0%	-	-	-	-	-	-	-	-	-	-	-	-
								F														
The company provides access to support programmes and resources to help you improve quality of life	31	16	0	0	0	15	24	31	7	24	0	0	0	0	0	0	0	0	0	0	0	0
	35.0%	31.0%	-	-	-	41.0%	34.0%	35.0%	47.0%	33.0%	-	-	-	-	-	-	-	-	-	-	-	-
Everything the company does begin with an understanding of your needs and experiences	24	8	0	0	0	16	21	24	6	18	0	0	0	0	0	0	0	0	0	0	0	0
	27.0%	16.0%	-	-	-	43.0%	30.0%	27.0%	40.0%	25.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AFG	A	A														
The company helps empower you to help other patients and their families	29	16	0	0	0	13	20	29	7	22	0	0	0	0	0	0	0	0	0	0	0	0
	33.0%	31.0%	-	-	-	35.0%	28.0%	33.0%	47.0%	30.0%	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - Bottom 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
The company helps make sure that the people who need medicines have access to them	33	24	0	0	0	9	26	33	6	27	0	0	0	0	0	0	0	0	0	0	0	0
	38.0%	47.0%	-	-	-	24.0%	37.0%	38.0%	40.0%	37.0%	-	-	-	-	-	-	-	-	-	-	-	-
		EG					E	E														
The company communicates with care and compassion, transparent and unbiased information on diseases, treatment options	36	29	0	0	0	7	26	36	6	30	0	0	0	0	0	0	0	0	0	0	0	0
	41.0%	57.0%	-	-	-	19.0%	37.0%	41.0%	40.0%	41.0%	-	-	-	-	-	-	-	-	-	-	-	-
		EFG					E	E														
The company provides easy-to-understand and convenient information in plain language because they understand that 'words matter'	26	18	0	0	0	8	19	26	1	25	0	0	0	0	0	0	0	0	0	0	0	0
	30.0%	35.0%	-	-	-	22.0%	27.0%	30.0%	7.0%	34.0%	-	-	-	-	-	-	-	-	-	-	-	-
									H													
The company helps you gain affordable access to their medications	37	26	0	0	0	11	28	37	4	33	0	0	0	0	0	0	0	0	0	0	0	0
	42.0%	51.0%	-	-	-	30.0%	39.0%	42.0%	27.0%	45.0%	-	-	-	-	-	-	-	-	-	-	-	-
									E													
The company equips you to make informed choices about healthcare and treatment options	34	26	0	0	0	8	26	34	3	31	0	0	0	0	0	0	0	0	0	0	0	0
	39.0%	51.0%	-	-	-	22.0%	37.0%	39.0%	20.0%	42.0%	-	-	-	-	-	-	-	-	-	-	-	-
		EFG					E	E														
The company listens and responds to your feedback with respect and humility	30	24	0	0	0	6	23	30	4	26	0	0	0	0	0	0	0	0	0	0	0	0
	34.0%	47.0%	-	-	-	16.0%	32.0%	34.0%	27.0%	36.0%	-	-	-	-	-	-	-	-	-	-	-	-
		EFG					E	E														
The company partners with you to innovate and measure impact and outcomes that are important to you	35	24	0	0	0	11	31	35	5	30	0	0	0	0	0	0	0	0	0	0	0	0
	40.0%	47.0%	-	-	-	30.0%	44.0%	40.0%	33.0%	41.0%	-	-	-	-	-	-	-	-	-	-	-	-
									E													
The company provides access to support programmes and resources to help you improve quality of life	33	24	0	0	0	9	27	33	3	30	0	0	0	0	0	0	0	0	0	0	0	0
	38.0%	47.0%	-	-	-	24.0%	38.0%	38.0%	20.0%	41.0%	-	-	-	-	-	-	-	-	-	-	-	-
		EG					E	E														
Everything the company does begin with an understanding of your needs and experiences	44	33	0	0	0	11	35	44	3	41	0	0	0	0	0	0	0	0	0	0	0	0
	50.0%	65.0%	-	-	-	30.0%	49.0%	50.0%	20.0%	56.0%	-	-	-	-	-	-	-	-	-	-	-	-
		EFG					E	E		H												
The company helps empower you to help other patients and their families	34	24	0	0	0	10	28	34	3	31	0	0	0	0	0	0	0	0	0	0	0	0
	39.0%	47.0%	-	-	-	27.0%	39.0%	39.0%	20.0%	42.0%	-	-	-	-	-	-	-	-	-	-	-	-
							E															

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q71. Company related statements agreement 1-5 scale - Patient centricity within relevant pharma industry - Mean Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient charity groups Patient/Carers	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
The company helps make sure that the people who need medicines have access to them	2.9	2.5	-	-	-	3.4	2.9	2.9	3	2.9	-	-	-	-	-	-	-	-	-	-	-	-
The company communicates with care and compassion, transparent and unbiased	2.8	2.4	-	-	-	3.3	2.9	2.8	3.1	2.8	-	-	-	-	-	-	-	-	-	-	-	-
The company provides easy-to-understand and convenient information in plain language	3.1	2.9	-	-	-	3.5	3.2	3.1	3.9	3	-	-	-	-	-	-	-	-	-	-	-	-
The company helps you gain affordable access to their medications	2.8	2.6	-	-	-	3.2	2.8	2.8	3.2	2.8	-	-	-	-	-	-	-	-	-	-	-	-
The company equips you to make informed choices about healthcare and treatment	2.9	2.6	-	-	-	3.4	3	2.9	3.5	2.8	-	-	-	-	-	-	-	-	-	-	-	-
The company listens and responds to your feedback with respect and humility	3	2.7	-	-	-	3.4	3	3	3.2	2.9	-	-	-	-	-	-	-	-	-	-	-	-
The company partners with you to innovate and measure impact and outcomes that are	3	2.9	-	-	-	3.2	2.8	3	3.3	2.9	-	-	-	-	-	-	-	-	-	-	-	-
The company provides access to support programmes and resources to help you	2.9	2.6	-	-	-	3.3	2.9	2.9	3.5	2.8	-	-	-	-	-	-	-	-	-	-	-	-
Everything the company does begin with an understanding of your needs and experiences	2.6	2.3	-	-	-	3.1	2.7	2.6	3.4	2.5	-	-	-	-	-	-	-	-	-	-	-	-
The company helps empower you to help other patients and their families	2.9	2.7	-	-	-	3.2	2.9	2.9	3.6	2.8	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

Q80. Delivering patient centricity status statements agreement 1-5 scale - When companies focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals and our companies

	Total	Patient or Health Charity	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	96	51	0	0	0	45	83	96	17	79	0	0	0	0	0	0	0	0	0	0	0
	67.0%	70.0%	-	-	-	64.0%	67.0%	67.0%	65.0%	68.0%	-	-	-	-	-	-	-	-	-	-	-
4	20	12	0	0	0	8	16	20	3	17	0	0	0	0	0	0	0	0	0	0	0
	14.0%	16.0%	-	-	-	11.0%	13.0%	14.0%	12.0%	15.0%	-	-	-	-	-	-	-	-	-	-	-
3	10	5	0	0	0	5	9	10	0	10	0	0	0	0	0	0	0	0	0	0	0
	7.0%	7.0%	-	-	-	7.0%	7.0%	7.0%	-	9.0%	-	-	-	-	-	-	-	-	-	-	-
2	1	0	0	0	0	1	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0
	1.0%	-	-	-	-	1.0%	1.0%	1.0%	-	1.0%	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	4	1	0	0	0	3	3	4	1	3	0	0	0	0	0	0	0	0	0	0	0
	3.0%	1.0%	-	-	-	4.0%	2.0%	3.0%	4.0%	3.0%	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	12	4	0	0	0	8	11	12	5	7	0	0	0	0	0	0	0	0	0	0	0
	8.0%	5.0%	-	-	-	11.0%	9.0%	8.0%	19.0%	6.0%	-	-	-	-	-	-	-	-	-	-	-
Sigma	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																					
TOP 2 BOX	116	63	0	0	0	53	99	116	20	96	0	0	0	0	0	0	0	0	0	0	0
	81.0%	86.0%	-	-	-	76.0%	80.0%	81.0%	77.0%	82.0%	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	5	1	0	0	0	4	4	5	1	4	0	0	0	0	0	0	0	0	0	0	0
	3.0%	1.0%	-	-	-	6.0%	3.0%	3.0%	4.0%	3.0%	-	-	-	-	-	-	-	-	-	-	-
Mean	4.5	4.6	-	-	-	4.5	4.6	4.5	4.7	4.5	-	-	-	-	-	-	-	-	-	-	-
Std. Dev.	0.9	0.7	-	-	-	1.1	0.9	0.9	0.9	0.9	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.1	-	-	-	0.1	0.1	0.1	0.2	0.1	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the crucial skill in the pharma, biotech and medical device industry

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	83	38	0	0	0	45	72	83	16	67	0	0	0	0	0	0	0	0	0	0	0	0
	58.0%	52.0%	-	-	-	64.0%	59.0%	58.0%	62.0%	57.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	27	15	0	0	0	12	24	27	6	21	0	0	0	0	0	0	0	0	0	0	0	
	19.0%	21.0%	-	-	-	17.0%	20.0%	19.0%	23.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	14	8	0	0	0	6	13	14	1	13	0	0	0	0	0	0	0	0	0	0	0	
	10.0%	11.0%	-	-	-	9.0%	11.0%	10.0%	4.0%	11.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	5	4	0	0	0	1	3	5	1	4	0	0	0	0	0	0	0	0	0	0	0	
	3.0%	5.0%	-	-	-	1.0%	2.0%	3.0%	4.0%	3.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	5	2	0	0	0	3	5	5	0	5	0	0	0	0	0	0	0	0	0	0	0	
	3.0%	3.0%	-	-	-	4.0%	4.0%	3.0%	-	4.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	9	6	0	0	0	3	6	9	2	7	0	0	0	0	0	0	0	0	0	0	0	
	6.0%	8.0%	-	-	-	4.0%	5.0%	6.0%	8.0%	6.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	110	53	0	0	0	57	96	110	22	88	0	0	0	0	0	0	0	0	0	0	0	
	77.0%	73.0%	-	-	-	81.0%	78.0%	77.0%	85.0%	75.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	10	6	0	0	0	4	8	10	1	9	0	0	0	0	0	0	0	0	0	0	0	
	7.0%	8.0%	-	-	-	6.0%	7.0%	7.0%	4.0%	8.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	4.3	4.2	-	-	-	4.4	4.3	4.3	4.5	4.3	-	-	-	-	-	-	-	-	-	-	-	-
Std. Dev.	1.1	1.1	-	-	-	1	1.1	1.1	0.8	1.1	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.1	-	-	-	0.1	0.1	0.1	0.2	0.1	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - Focusing on patients' needs leads to better business outcomes

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	96	52	0	0	0	44	85	96	18	78	0	0	0	0	0	0	0	0	0	0	0	0
	67.0%	71.0%	-	-	-	63.0%	69.0%	67.0%	69.0%	67.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	16	9	0	0	0	7	14	16	1	15	0	0	0	0	0	0	0	0	0	0	0	0
	11.0%	12.0%	-	-	-	10.0%	11.0%	11.0%	4.0%	13.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	9	3	0	0	0	6	7	9	2	7	0	0	0	0	0	0	0	0	0	0	0	0
	6.0%	4.0%	-	-	-	9.0%	6.0%	6.0%	8.0%	6.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	1	1	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	1.0%	1.0%	-	-	-	-	1.0%	1.0%	-	1.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	7	4	0	0	0	3	4	7	1	6	0	0	0	0	0	0	0	0	0	0	0	0
	5.0%	5.0%	-	-	-	4.0%	3.0%	5.0%	4.0%	5.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	14	4	0	0	0	10	12	14	4	10	0	0	0	0	0	0	0	0	0	0	0	0
	10.0%	5.0%	-	-	-	14.0%	10.0%	10.0%	15.0%	9.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	112	61	0	0	0	51	99	112	19	93	0	0	0	0	0	0	0	0	0	0	0	0
	78.0%	84.0%	-	-	-	73.0%	80.0%	78.0%	73.0%	79.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	8	5	0	0	0	3	5	8	1	7	0	0	0	0	0	0	0	0	0	0	0	0
	6.0%	7.0%	-	-	-	4.0%	4.0%	6.0%	4.0%	6.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	4.5	4.5	-	-	-	4.5	4.6	4.5	4.6	4.5	-	-	-	-	-	-	-	-	-	-	-	-
Std. Dev.	1	1.1	-	-	-	1	0.9	1	1	1.1	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.1	-	-	-	0.1	0.1	0.1	0.2	0.1	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - A long-term focus is key to success with patient-centric efforts

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	86	42	0	0	0	44	78	86	17	69	0	0	0	0	0	0	0	0	0	0	0	0
	60.0%	58.0%	-	-	-	63.0%	63.0%	60.0%	65.0%	59.0%	-	-	-	-	-	-	-	-	-	-	-	-
							G															
4	38	19	0	0	0	19	31	38	7	31	0	0	0	0	0	0	0	0	0	0	0	
	27.0%	26.0%	-	-	-	27.0%	25.0%	27.0%	27.0%	26.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	6	4	0	0	0	2	6	6	0	6	0	0	0	0	0	0	0	0	0	0	0	
	4.0%	5.0%	-	-	-	3.0%	5.0%	4.0%	-	5.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	3	2	0	0	0	1	2	3	0	3	0	0	0	0	0	0	0	0	0	0	0	
	2.0%	3.0%	-	-	-	1.0%	2.0%	2.0%	-	3.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	2	1	0	0	0	1	1	2	0	2	0	0	0	0	0	0	0	0	0	0	0	
	1.0%	1.0%	-	-	-	1.0%	1.0%	1.0%	-	2.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	8	5	0	0	0	3	5	8	2	6	0	0	0	0	0	0	0	0	0	0	0	
	6.0%	7.0%	-	-	-	4.0%	4.0%	6.0%	8.0%	5.0%	-	-	-	-	-	-	-	-	-	-	-	-
								F														
Sigma	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	124	61	0	0	0	63	109	124	24	100	0	0	0	0	0	0	0	0	0	0	0	
	87.0%	84.0%	-	-	-	90.0%	89.0%	87.0%	92.0%	85.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	5	3	0	0	0	2	3	5	0	5	0	0	0	0	0	0	0	0	0	0	0	
	3.0%	4.0%	-	-	-	3.0%	2.0%	3.0%	-	4.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	4.5	4.5	-	-	-	4.6	4.6	4.5	4.7	4.5	-	-	-	-	-	-	-	-	-	-	-	-
Std. Dev.	0.8	0.9	-	-	-	0.8	0.7	0.8	0.5	0.9	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.1	-	-	-	0.1	0.1	0.1	0.1	0.1	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - Pharma companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	12	7	0	0	0	5	8	12	3	9	0	0	0	0	0	0	0	0	0	0	0	0
	8.0%	10.0%	-	-	-	7.0%	7.0%	8.0%	12.0%	8.0%	-	-	-	-	-	-	-	-	-	-	-	-
						F																
4	13	5	0	0	0	8	12	13	2	11	0	0	0	0	0	0	0	0	0	0	0	0
	9.0%	7.0%	-	-	-	11.0%	10.0%	9.0%	8.0%	9.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	21	9	0	0	0	12	17	21	5	16	0	0	0	0	0	0	0	0	0	0	0	0
	15.0%	12.0%	-	-	-	17.0%	14.0%	15.0%	19.0%	14.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	24	15	0	0	0	9	21	24	7	17	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	21.0%	-	-	-	13.0%	17.0%	17.0%	27.0%	15.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	62	35	0	0	0	27	55	62	7	55	0	0	0	0	0	0	0	0	0	0	0	0
	43.0%	48.0%	-	-	-	39.0%	45.0%	43.0%	27.0%	47.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	11	2	0	0	0	9	10	11	2	9	0	0	0	0	0	0	0	0	0	0	0	0
	8.0%	3.0%	-	-	-	13.0%	8.0%	8.0%	8.0%	8.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AFG	A	A														
Sigma	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	25	12	0	0	0	13	20	25	5	20	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	16.0%	-	-	-	19.0%	16.0%	17.0%	19.0%	17.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	86	50	0	0	0	36	76	86	14	72	0	0	0	0	0	0	0	0	0	0	0	0
	60.0%	68.0%	-	-	-	51.0%	62.0%	60.0%	54.0%	62.0%	-	-	-	-	-	-	-	-	-	-	-	-
						E	E	E														
Mean	2.2	2.1	-	-	-	2.3	2.1	2.2	2.5	2.1	-	-	-	-	-	-	-	-	-	-	-	-
Std. Dev.	1.4	1.3	-	-	-	1.4	1.3	1.4	1.4	1.4	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.2	-	-	-	0.2	0.1	0.1	0.3	0.1	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - Pharma companies must serve shareholders first

	Total	Patient or Health Charity	Suppliers	Type					Confidence		Pharma: Company size			Geographical location						Job title/level		
				Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	21	12	0	0	0	9	17	21	4	17	0	0	0	0	0	0	0	0	0	0	0	0
	15.0%	16.0%	-	-	-	13.0%	14.0%	15.0%	15.0%	15.0%	-	-	-	-	-	-	-	-	-	-	-	-
4	13	8	0	0	0	5	10	13	3	10	0	0	0	0	0	0	0	0	0	0	0	0
	9.0%	11.0%	-	-	-	7.0%	8.0%	9.0%	12.0%	9.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	24	16	0	0	0	8	19	24	4	20	0	0	0	0	0	0	0	0	0	0	0	0
	17.0%	22.0%	-	-	-	11.0%	15.0%	17.0%	15.0%	17.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	19	8	0	0	0	11	17	19	4	15	0	0	0	0	0	0	0	0	0	0	0	0
	13.0%	11.0%	-	-	-	16.0%	14.0%	13.0%	15.0%	13.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	62	27	0	0	0	35	57	62	11	51	0	0	0	0	0	0	0	0	0	0	0	0
	43.0%	37.0%	-	-	-	50.0%	46.0%	43.0%	42.0%	44.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	4	2	0	0	0	2	3	4	0	4	0	0	0	0	0	0	0	0	0	0	0	0
	3.0%	3.0%	-	-	-	3.0%	2.0%	3.0%	-	3.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	34	20	0	0	0	14	27	34	7	27	0	0	0	0	0	0	0	0	0	0	0	0
	24.0%	27.0%	-	-	-	20.0%	22.0%	24.0%	27.0%	23.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	81	35	0	0	0	46	74	81	15	66	0	0	0	0	0	0	0	0	0	0	0	0
	57.0%	48.0%	-	-	-	66.0%	60.0%	57.0%	58.0%	56.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.4	2.6	-	-	-	2.1	2.3	2.4	2.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-
		F																				
Std. Dev.	1.5	1.5	-	-	-	1.5	1.5	1.5	1.5	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.2	-	-	-	0.2	0.1	0.1	0.3	0.1	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - Pharma's goals are misaligned with serving patients optimally

	Total	Patient or Health Charity	Type						Confidence		Pharma: Company size			Geographical location						Job title/level		
			Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
Strongly agree 5	53	30	0	0	0	23	45	53	5	48	0	0	0	0	0	0	0	0	0	0	0	0
	37.0%	41.0%	-	-	-	33.0%	37.0%	37.0%	19.0%	41.0%	-	-	-	-	-	-	-	-	-	-	-	-
									H													
4	32	13	0	0	0	19	27	32	8	24	0	0	0	0	0	0	0	0	0	0	0	0
	22.0%	18.0%	-	-	-	27.0%	22.0%	22.0%	31.0%	21.0%	-	-	-	-	-	-	-	-	-	-	-	-
3	29	18	0	0	0	11	24	29	8	21	0	0	0	0	0	0	0	0	0	0	0	0
	20.0%	25.0%	-	-	-	16.0%	20.0%	20.0%	31.0%	18.0%	-	-	-	-	-	-	-	-	-	-	-	-
2	11	5	0	0	0	6	11	11	3	8	0	0	0	0	0	0	0	0	0	0	0	0
	8.0%	7.0%	-	-	-	9.0%	9.0%	8.0%	12.0%	7.0%	-	-	-	-	-	-	-	-	-	-	-	-
Strongly disagree 1	8	5	0	0	0	3	8	8	0	8	0	0	0	0	0	0	0	0	0	0	0	0
	6.0%	7.0%	-	-	-	4.0%	7.0%	6.0%	-	7.0%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know or NA	10	2	0	0	0	8	8	10	2	8	0	0	0	0	0	0	0	0	0	0	0	0
	7.0%	3.0%	-	-	-	11.0%	7.0%	7.0%	8.0%	7.0%	-	-	-	-	-	-	-	-	-	-	-	-
						AF		A														
Sigma	143	73	0	0	0	70	123	143	26	117	0	0	0	0	0	0	0	0	0	0	0	0
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Summary																						
TOP 2 BOX	85	43	0	0	0	42	72	85	13	72	0	0	0	0	0	0	0	0	0	0	0	0
	59.0%	59.0%	-	-	-	60.0%	59.0%	59.0%	50.0%	62.0%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX	19	10	0	0	0	9	19	19	3	16	0	0	0	0	0	0	0	0	0	0	0	0
	13.0%	14.0%	-	-	-	13.0%	15.0%	13.0%	12.0%	14.0%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	3.8	3.8	-	-	-	3.9	3.8	3.8	3.6	3.9	-	-	-	-	-	-	-	-	-	-	-	-
Std. Dev.	1.2	1.3	-	-	-	1.2	1.3	1.2	1	1.3	-	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	0.1	0.1	-	-	-	0.1	0.1	0.1	0.2	0.1	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Table: 101

Q80. Delivering patient centricity status statements agreement 1-5 scale - GRID SUMMARY

	When companies focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals and our companies	Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the crucial skill in the pharma, biotech and medical device industry	Focusing on patients' needs leads to better business outcomes	A long-term focus is key to success with patient-centric efforts	Pharma companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so	Pharma companies must serve shareholders first	Pharma's goals are misaligned with serving patients optimally
	A	B	C	D	E	F	G
Base: Patient groups	143	143	143	143	143	143	143
Strongly agree 5	96 67.0%	83 58.0%	96 67.0%	86 60.0%	12 8.0%	21 15.0%	53 37.0%
4	20 14.0%	27 19.0%	16 11.0%	38 27.0%	13 9.0%	13 9.0%	32 22.0%
3	10 7.0%	14 10.0%	9 6.0%	6 4.0%	21 15.0%	24 17.0%	29 20.0%
2	1 1.0%	5 3.0%	1 1.0%	3 2.0%	24 17.0%	19 13.0%	11 8.0%
Strongly disagree 1	4 3.0%	5 3.0%	7 5.0%	2 1.0%	62 43.0%	62 43.0%	8 6.0%

			D		ABCDG	ABCDG	
Don't know or NA	12	9	14	8	11	4	10
	8.0%	6.0%	10.0%	6.0%	8.0%	3.0%	7.0%
	F		F				
Sigma	143	143	143	143	143	143	143
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary							
TOP 2 BOX	116	110	112	124	25	34	85
	81.0%	77.0%	78.0%	87.0%	17.0%	24.0%	59.0%
	EFG	EFG	EFG	BCEFG			EF
BOTTOM 2 BOX	5	10	8	5	86	81	19
	3.0%	7.0%	6.0%	3.0%	60.0%	57.0%	13.0%
					ABCDG	ABCDG	ACD
Mean	4.5	4.3	4.5	4.5	2.2	2.4	3.8
	EFG	EFG	EFG	EFG			EF
Std. Dev.	0.9	1.1	1	0.8	1.4	1.5	1.2
Std. Err.	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Statistics:

Overlap formulae used

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 5 (**), Small Base: 15 (*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - Top 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
When companies focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the	116	63	0	0	0	53	99	116	20	96	0	0	0	0	0	0	0	0	0	0	0	0
Focusing on patients' needs leads to better business outcomes	81.0%	86.0%	-	-	-	76.0%	80.0%	81.0%	77.0%	82.0%	-	-	-	-	-	-	-	-	-	-	-	-
A long-term focus is key to success with patient-centric efforts	110	53	0	0	0	57	96	110	22	88	0	0	0	0	0	0	0	0	0	0	0	
Pharma companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so	77.0%	73.0%	-	-	-	81.0%	78.0%	77.0%	85.0%	75.0%	-	-	-	-	-	-	-	-	-	-	-	-
Pharma companies must serve shareholders first	112	61	0	0	0	51	99	112	19	93	0	0	0	0	0	0	0	0	0	0	0	
Pharma's goals are misaligned with serving patients optimally	78.0%	84.0%	-	-	-	73.0%	80.0%	78.0%	73.0%	79.0%	-	-	-	-	-	-	-	-	-	-	-	-
	124	61	0	0	0	63	109	124	24	100	0	0	0	0	0	0	0	0	0	0	0	
	87.0%	84.0%	-	-	-	90.0%	89.0%	87.0%	92.0%	85.0%	-	-	-	-	-	-	-	-	-	-	-	-
	25	12	0	0	0	13	20	25	5	20	0	0	0	0	0	0	0	0	0	0	0	
	17.0%	16.0%	-	-	-	19.0%	16.0%	17.0%	19.0%	17.0%	-	-	-	-	-	-	-	-	-	-	-	-
	34	20	0	0	0	14	27	34	7	27	0	0	0	0	0	0	0	0	0	0	0	
	24.0%	27.0%	-	-	-	20.0%	22.0%	24.0%	27.0%	23.0%	-	-	-	-	-	-	-	-	-	-	-	-
	85	43	0	0	0	42	72	85	13	72	0	0	0	0	0	0	0	0	0	0	0	
	59.0%	59.0%	-	-	-	60.0%	59.0%	59.0%	50.0%	62.0%	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - Bottom 2 Box Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
When companies focus on delivering the best patient outcomes, we will create the best results for patients, healthcare professionals	5	1	0	0	0	4	4	5	1	4	0	0	0	0	0	0	0	0	0	0	0	0
Finding the intersection where optimal outcomes for patients, healthcare professionals and pharma companies all coincide is the	10	6	0	0	0	4	8	10	1	9	0	0	0	0	0	0	0	0	0	0	0	0
Focusing on patients' needs leads to better business outcomes	8	5	0	0	0	3	5	8	1	7	0	0	0	0	0	0	0	0	0	0	0	0
A long-term focus is key to success with patient-centric efforts	5	3	0	0	0	2	3	5	0	5	0	0	0	0	0	0	0	0	0	0	0	0
Pharma companies can act in the best interest of patients but I don't believe we can achieve long-term business success by doing so	86	50	0	0	0	36	76	86	14	72	0	0	0	0	0	0	0	0	0	0	0	0
Pharma companies must serve shareholders first	81	35	0	0	0	46	74	81	15	66	0	0	0	0	0	0	0	0	0	0	0	0
Pharma's goals are misaligned with serving patients optimally	19	10	0	0	0	9	19	19	3	16	0	0	0	0	0	0	0	0	0	0	0	0

Statistics:
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)

Q80. Delivering patient centricity status statements agreement 1-5 scale - Mean Summary

	Total	Type							Confidence		Pharma: Company size			Geographical location						Job title/level		
		Patient or Health Charity	Suppliers	Pharma	HCP	Pure patient (not part of any other group)	Patients only	Patient Health Charity and Patients	Very confident	Less confident	Small	Medium	Large	Global	Europe	North and Central America	Asia	Africa	South America	Australasia	Department Head or higher	Senior managers or lower
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Patient groups	1282	73	358	675	106	70	123	143	387	895	180	79	416	214	160	159	95	38	54	32	319	356
When companies focus on delivering the best patient outcomes, we will create the best	4.5	4.6	-	-	-	4.5	4.6	4.5	4.7	4.5	-	-	-	-	-	-	-	-	-	-	-	-
Finding the intersection where optimal outcomes for patients, healthcare professionals	4.3	4.2	-	-	-	4.4	4.3	4.3	4.5	4.3	-	-	-	-	-	-	-	-	-	-	-	-
Focusing on patients' needs leads to better business outcomes	4.5	4.5	-	-	-	4.5	4.6	4.5	4.6	4.5	-	-	-	-	-	-	-	-	-	-	-	-
A long-term focus is key to success with patient-centric efforts	4.5	4.5	-	-	-	4.6	4.6	4.5	4.7	4.5	-	-	-	-	-	-	-	-	-	-	-	-
Pharma companies can act in the best interest of patients but I don't believe we can achieve	2.2	2.1	-	-	-	2.3	2.1	2.2	2.5	2.1	-	-	-	-	-	-	-	-	-	-	-	-
Pharma companies must serve shareholders first	2.4	2.6	-	-	-	2.1	2.3	2.4	2.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-
Pharma's goals are misaligned with serving patients optimally	3.8	3.8	-	-	-	3.9	3.8	3.8	3.6	3.9	-	-	-	-	-	-	-	-	-	-	-	-

Statistics:
 Overlap formulae used
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G, H/I, J/K/L, M/N/O/P/Q/R/S, T/U
 Minimum Base: 5 (**), Small Base: 15 (*)

[Table of Contents](#)