

REPUTATION RULES

UNLOCKING PHYSICIAN PRESCRIBING POWER

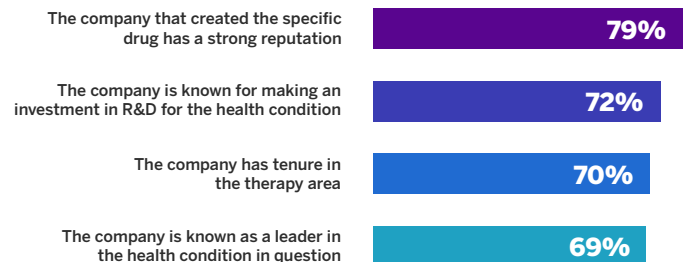
What influences a physician today to prescribe their patient one treatment over another? The answer may seem obvious. Efficacy. Safety. Price. Yes, those are all important factors, but there are more. New research reveals that when it comes to the biopharmaceutical industry, a company's leadership in a specific disease area, as well as its overall corporate reputation, tops the list of factors most likely to shape physicians' prescribing decisions in 2024.

WE Communications' new global research of 540 physicians across six markets validates and builds on our survey findings from last year of a wider group of healthcare practitioners, which first revealed the direct connection between corporate reputation and prescribing decisions. Understanding this connection will empower communicators to unequivocally demonstrate that reputation — whether it be at the corporate or at the disease-specific level — is a bottom-line business driver.

In China, corporate reputation has considerable influence on physicians' prescribing decisions.

I agree that the following is very or extremely influential on which medicine I choose to prescribe*

*In instances where medicines are similar in safety, efficacy, price and other functional factors.

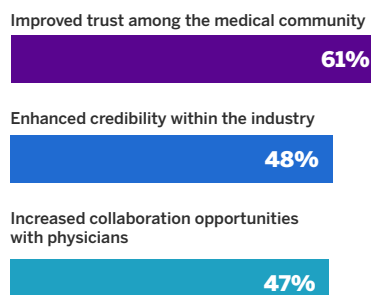


Reputation matters to physicians



88% of Chinese physicians say corporate reputation influences their perception of medicine value at least moderately.

Advantages of a strong corporate reputation beyond prescribing behaviors



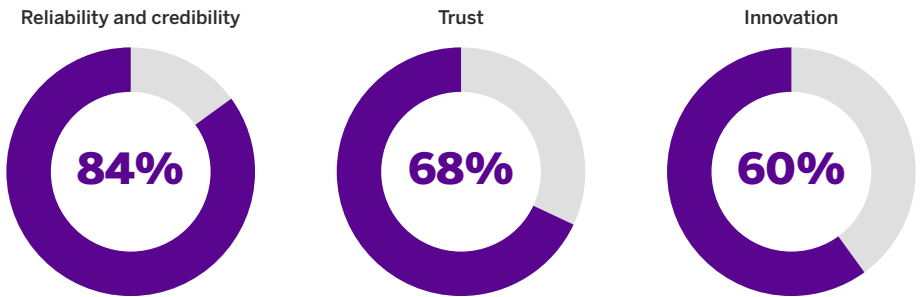
Reputation needs to be built at different tiers

Broadly speaking, biopharma companies should pay attention to three different levels of reputation: corporate, disease and product. Companies that invest in building their above-brand, disease-specific reputation are leveraging an asset that allows them to speak beyond specific medicines and tell physicians a more holistic, highly valued story of the company's commitment to a therapeutic area. A story that could likely influence a physician to prescribe.

What are the drivers of corporate reputation for physicians?

Chinese physicians told us that “reliability and credibility” is the most important factor, followed by “trust” and “innovation”.

What are the most important factors of corporate reputation?



Reliability and credibility

84% of Chinese physicians identified “reliability and credibility” as the top driver of corporate reputation,

with **78%** of them describing it as “confidence in product quality and efficacy.”

Brands should emphasize evidence-based outcomes, quality control and transparency about clinical trials.

Trust

In China, **69%** of physicians say positive clinical trial results and data influence their level of trust in pharmaceutical and biotech companies.

Similarly, more than half **54%** of physicians believe that when companies demonstrate a long-term commitment to patients and well-being, this helps earn physicians’ trust.

Storytelling should emphasize ethical drug development practices, safety record and patient support programs.

Innovation

In China, **89%** of physicians believe that the most important aspect of innovation is a commitment to addressing unmet medical needs through patient-centric solutions;

50% say that being a leader in R&D innovation is one of the top actions that pharma/biotech companies can do to improve their reputation.

Highlighting commitment to advancing healthcare through innovative solutions will resonate with physicians, particularly with the increased adoption of artificial intelligence in drug development, care management and patient access.

Top actions for pharma/biotech companies to improve reputation



Reputation rules for biopharma brands

Corporate reputation is at times mistakenly viewed as a soft asset, yet it holds clear bottom-line consequences. **Following our rules for reputation can make the difference between a physician writing a script for your treatment ... or not.**

1. To improve reputation, lead with innovation

Highlight both the scientific and patient journey from molecule to medicine, embracing opportunities along the way to showcase pioneering approaches to drug discovery, delivery, clinical trials, data collection, patient access and education — especially in areas with underserved medical needs.

In China, **89%** of physicians believe that a commitment to patient-centric innovation focused on unmet medical needs is the most important measure of innovation.

61% of physicians say that investment in R&D is one of the factors that influences their trust in pharma/biotech companies.

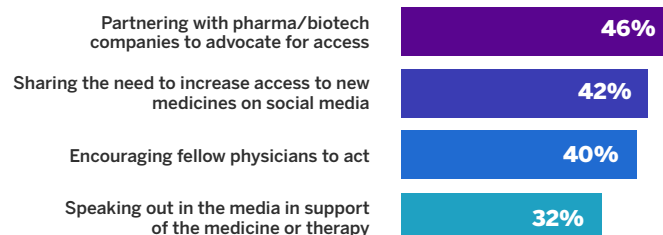
2. Treat physicians as partners — not just customers

Talking about the scientific advancements of a new therapy is great. But companies must also be transparent around their pricing structures and access programs to win physicians over. Communications should lead with patient benefit, while explaining pricing rationale and providing access programs that fully engage with a physician audience, which is eager to help.

91% of physicians globally are prepared to act to increase access to new medicines, including closely partnering with pharma/biotech companies.

This figure climbs to **98%** in China.

Top actions physicians are willing to take to advocate for access

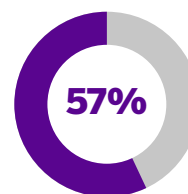


3. Capitalize on digital trends

Social media continues to rise as an important information channel and should be included in the overall marketing and communications mix.

91% of Chinese physicians use social media for professional purposes at least occasionally. Of these, more than half (55%) say they use social media frequently/always.

To keep abreast of healthcare developments, older physicians are more likely to turn to journals and trade magazines, while younger physicians are likely to include social media in their knowledge mix as well.



This trend is especially pronounced in China, where 57% of physicians say they tap into social media channels to stay current on healthcare news.

WE | Brands in *Motion*

Physician prescribing behavior hinges on disease-specific expertise and corporate reputation. WE Red Bridge can assess your company's standing in these areas and provide strategic recommendations on how to get where you want to go. Whether you're a new entrant or an established leader, we advise how integrated communications can elevate your brand's awareness and recognition.

Interested? Reach out to
talktowe@we-worldwide.com



Who WE surveyed

WE Communications, in partnership with Sapio Research, conducted a global survey of 540 physicians (57% specialists, 43% general practitioners) to gain insight into the factors that influence prescribing habits. This data refers to physician respondents across six markets: Australia, China, Germany, India, United Kingdom and the United States. A total of 90 HCPs were surveyed in the Chinese market. At an overall level, the results are accurate to $\pm 4.2\%$ at 95% confidence limits, assuming a result of 50%.