

# Pharma Reputations: Managing Perceptions

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## Abstracts

Pharma is no stranger to the idea of nurturing and defending corporate reputations. But in this hyper-connected world, Likes and Tweets are replacing traditional authority sources and creating a completely new communications landscape, in which news, especially bad news, travels faster than ever before.

In this climate, it's essential for organisations to go beyond a corporate social responsibility programme and really understand, and respond to, the expectations and needs of different stakeholders. Companies often need to implement new organisational structures to manage perceptions more effectively.

At most companies, there is a will to invest in reputation management, but the internal know-how and resources may not be there yet. Questions still need to be answered: What is our reputation? Does our reputation really matter? And if it does, what can we do about it?

## Report Overview

This comprehensive report is designed to help anyone with a leadership role in reputation management navigate the rapidly changing communications environment.

With this invaluable resource you'll be able to identify the factors that matter most to Pharma's key stakeholders and to the public at large, and to ensure that capabilities are in place to protect against risks and exploit opportunities as they arise.

The report closely examines the latest research and industry practices to provide an overview of key current issues affecting reputation, data on the real financial impact of reputation management, insights into the expectations of shareholders and customers, and best practices on reputation management in the Pharma industry.

You'll also get an in-depth look at five different approaches to reputation management, with detailed case studies from companies at various points on the way to making reputation thinking fully integrated into every strategic decision.

## **Key Report Features**

Up-to-date overview of fast-changing communications environment

Pharma's standing vis-a-vis other industries

Corporate vs. product branding

Perspectives of key stakeholders

Practical guidance on reputation management

Latest techniques and data on measuring reputation

Five case studies showing how companies are approaching reputation management

Definitions of key terms and concepts

## **Key Benefits**

Understand the new drivers affecting reputation, including social media, and changing attitudes towards authority

Hear how top companies and industry associations are responding to changes

Learn how a good reputation can defy adversity

See how the Pharma industry is perceived vs. other industries

Discover new ways to measure reputation, and to gauge the ROI of reputation management

Get unique insights into the reputation management approaches of five pharmaceutical companies

Acquire practical know-how on the best practices in the industry

**Expert Views include:**

Jon Richter, senior director, Reputation & Policy Communications, Pfizer

Ray Jordan, vice-president, Communication and Corporate Affairs, Johnson & Johnson

Stefan Gijssels, vice-president, Communication and Public Affairs, Janssen

Mike Rulis, global head of communications, Novo Nordisk

Mindi Dooa, communications director, Astellas Pharma Europe

Kathryn Metcalfe, director, Deloitte

Anthony Johndrow, managing partner, Reputation Institute

Chrystine Zacherau, vice-president of healthcare research, APCO Worldwide

Marc Rochat, marketing and sales manager, Covalence

**Key Quotes**

“We have one thing going for us and that is we make products that help people either survive or live better lives. That’s the big plus we have as an industry compared with many others and that is what we must focus on.” Mike Rulis, global head of communications, Novo Nordisk

“Doing something because it’s the right thing to do has run its course. Now it’s reputation, because people are asking hard questions about the companies behind the services they buy. If you can’t answer, they will rate you poorly.” Anthony Johndrow, managing partner, Reputation Institute

“The expectation of consumers has changed so much over the years that, in addition to a relationship with a given brand or product, they want to know the company behind it stands for something meaningful and something good.” Jon Richter, senior director, Reputation & Policy Communications, Pfizer

## **Key Questions Answered**

What constitutes a good reputation?

What is a good reputation worth?

What is expected of a pharmaceutical company, and by whom?

What business practices or messages improve your reputation?

How is corporate reputation different from product branding?

Are good deeds good business?

What are other companies doing to strengthen their reputation?

How does new reputation thinking fit with existing CSR and communications programmes?

What are the main steps towards reputational competence?

## **Who Should Read This Report?**

Communications and marketing personnel:

Communications personnel

Corporate Affairs personnel

Brand managers

Reputation personnel

PR personnel

Marketing managers

Executives in all functions

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Learning from the advanced

Reputation diagnostics

## **ACKNOWLEDGEMENTS**

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