

HCP Attitudes Toward Pharma Improve, Slightly

U.S. physicians remain polarized, seek wider access to and affordability for therapies

Although public trust in the pharmaceutical industry has increased since the start of the pandemic, gains amongst physicians have been solid, albeit less significant, according to a survey of U.S.-based physicians by Apollo Intelligence.

Forty-three percent of physician respondents said their confidence in Pharma improved since the start of the pandemic, according to the survey of 112 generalists and 107 specialists. Meanwhile, 57% of respondents said their views on Pharma have not improved.

Attitudes toward the industry remain sharply divided. “Despite valid criticism, the industry showed that it has significant resources at its disposal and when focused on public good can be quite helpful,” a New York-based specialist commented. An opposing view from a Texas-based specialist: “Just more evidence that sole motivation is profits.”

Respondents listed affordability of therapies, wider access to therapies, and rebuilding care delivery and the patient journey in a post-pandemic world as their most important priorities for pharma moving forward.

The Takeaway: The pharmaceutical industry — and medical marketers — still have a long ways to go in building physician trust.



This is part of a series. Fact sheets are available at www.ammonline.org/knowledge-exchange