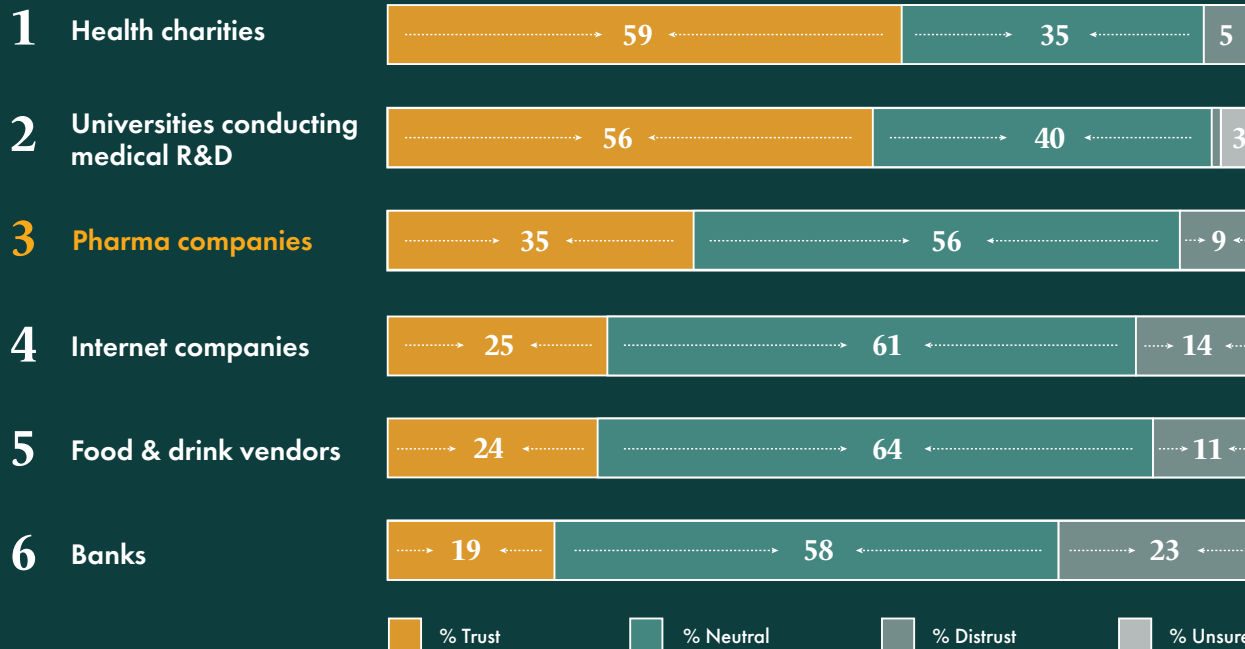


# FOSTERING TRUST BETWEEN PHARMA AND HCPS

A foundation of trust is paramount to any relationship - and is especially important when it comes to health. This infographic explores the state of trust between the healthcare and pharmaceutical industries, assessing where they stand in the rankings, how valuable pharma-HCP interactions can be and more.

## WHERE DOES INDUSTRY RANK FOR HCPS?

In a survey by Ipsos, UK-based healthcare professionals voted from 1-10 on how much they trusted each of the following types of organisations.



Pharma companies operating in the UK ranked **3rd in trust for HCPS**, beaten by health charities and research universities.



However, around **9/10** HCPs agree pharma companies both **save and improve lives** with medicines and vaccines.

### HCPs speak positively about the sector's:



R&D activities



Ethics



Quality and safety standards

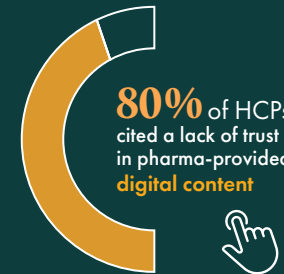
Source: ABPI, 2024

## HOW VALUABLE DO HCPS FIND INTERACTIONS WITH PHARMA?



Source: ABPI, 2024

## HOW CAN PHARMA IMPROVE?

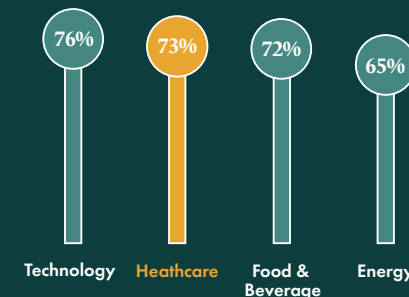


### Recommendations:

- Produce transparent, neutral content
- Make digital platforms easy to use
- Provide MSIs to communicate data
- Present data with all the relevant context

Source: Graphite Digital, 2023

## HOW DO THE TWO INDUSTRIES RANK AS ONE?



The **healthcare sector** overall ranked **2nd** in trust across industries, but just **50%** of the public expressed **trust in gene-based medicines** such as mRNA vaccines, gene splicing and gene therapy.

Source: Edelman, 2024