

# THE STUDY OF THE MAJOR INTERNATIONAL RATING INDICATORS IN THE PHARMACEUTICAL INDUSTRY AND THE IDENTIFICATION OF LEADERS AMONG PHARMACEUTICAL COMPANIES

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**Introduction.** The pharmaceutical sector of health care isn't only one of the most significant, as it develops and manufactures medicines for maintenance and recovery of health, but also one of the most problem in economy, as it isn't able to ensure the availability of pharmaceutical care to all persons in need.

A degree of participation of pharmaceutical companies in the work on increase in the availability of medicines and medical support is reflected by the rating indicator «The Access to Medicine Index» (than the bigger efforts a company applies to increase the availability of drugs and medicines in 106 low- and middle-income countries, the rating is the higher).

A level of corporate social responsibility is reflected by a rating indicator «RepTrak® 100». It is the «gold standard» for measurement of reputation of the international companies, including pharmaceutical.

**Aim.** The study of the major international rating indicators in the pharmaceutical industry and the identification of leaders among the pharmaceutical companies

**Materials and methods.** During carrying out the research the data of Access to Medicine Index [<http://www.accesstomedicineindex.org/ranking>] was used and the data of Reputation Institute [<https://www.reputationinstitute.com/research/Global-RepTrak-100>] was used; content analysis, analytical and statistical methods were applied.

**Results and discussion.** The leaders of the rating indicator «The Access to Medicine Index» in results of the evaluation in 2014 became the following pharmaceutical companies: «GlaxoSmithKline», «Novo Nordisk», «Johnson & Johnson», «Novartis AG» и «Gilead Sciences Inc.» (Table 1).

The pharmaceutical branch in a rating «RepTrak® 100» in 2015 was presented by 10 international pharmaceutical companies, the leaders were «Johnson & Johnson», «Eli Lilly», «Abbott Laboratories», «Novo Nordisk», «Bayer», «Bristol-Myers Squibb», «Roche», «Sanofi», «Merck Sharp & Dohme» и «AstraZeneca» (Table 2). Unfortunately, the companies «GlaxoSmithKline» and «Pfizer» in 2015 were not included into the top 100 of world leaders in the corporate social responsibility.

**Table 1**

Rating of the pharmaceutical companies in accordance with the indicator  
«Access to Medicine Index»

Company	Rank 2014	Rank 2012	Company	Rank 2014	Rank 2012
GlaxoSmithKline	1	1	Eisai	11	15
Novo Nordisk	2	6	Hoffmann-La Roche	12	10
Johnson & Johnson	3	2	Bristol-Myers Squibb	13	12
Novartis	4	7	Boehringer Ingelheim	14	17
Gilead Sciences	5	5	AstraZeneca	15	16
Merck KGaA	6	8	Pfizer	16	11
Merck & Co.	7	4	Eli Lilly and Company	17	14
Sanofi	8	3	Astellas Pharma	18	20
AbbVie	9	-	Daiichi Sankyo	19	19
Bayer	10	9	Takeda Pharm. Company	20	18

**Table 2**

Rating of corporate social responsibility of the companies RepTrak® 100

Company	Company	Rank 2015	Rank 2013
Johnson & Johnson	United States of America	12	15
Eli Lilly	United States of America	67	39
Abbott Laboratories	United States of America	71	48
Novo Nordisk	Danmark	73	-
Bayer	Germany	77	60
Bristol-Myers Squibb	United States of America	81	70
Roche	Switzerland	92	62
Sanofi	France	93	
GlaxoSmithKline	the United Kingdom	-	85
Pfizer	United States of America	-	94
MSD (Merck Sharp & Dohme)	United States of America	98	-
AstraZeneca	the United Kingdom	99	-

**Conclusions.** The leaders among the international pharmaceutical companies were identified by the results of the main international rating indicators «Access to Medicine Index» and «RepTrak® 100» analysis, among them «GlaxoSmithKline», «Novo Nordisk», «Johnson & Johnson», «MSD (Merck Sharp & Dohme)», «Sanofi», «Bayer», «Roche», «AstraZeneca», «Pfizer», «Eli Lilly», which took an active part in increasing the availability of medicines and medical care for the population around the world.