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## Patient groups give Lundbeck top marks

**Lundbeck took first place in a new global survey, in which 600 patient groups around the world evaluated the ability of 29 pharmaceutical companies to meet patient expectations.**

H. Lundbeck A/S (Lundbeck) ranked at the very top of a new global survey carried out among 600 patient groups from 56 different countries. With an overall first place, Lundbeck moved up from its number three ranking from a similar survey in 2011, placing ahead of Novartis and Gilead Science.

Patient groups were asked to judge pharmaceutical companies on six parameters. In addition to taking the overall first place, Lundbeck also took top honours in two of the six parameters, "best at providing high-quality information to patients" and "best at being transparent with external stakeholders".

"We are happy and proud that patient groups from around the world evaluate us so positively," says Anders Gersel Pedersen, Lundbeck's executive vice president of research and development. "When we say that it is our ambition to be one of the international firms that makes the biggest difference for patients with brain disorders, we really mean it. We put our words into action by collaborating with patient groups, with whom we try to maintain a dialogue that is both trustworthy and nuanced. I believe that is why we placed third last year, and why we were rated as the best pharmaceutical company overall this year.

"Lundbeck has chosen to increase its research activities and focus on brain diseases at a time when many other pharmaceutical companies are choosing to reduce research in this area," notes Pedersen. "That means that many patients and their families depend on Lundbeck for help. We are very conscious of this responsibility."

PatientView, an independent research organization, conducted the survey in November and December 2012. In order to participate in the survey, the 600 patient groups were required to know enough about the pharmaceutical companies and industry to assess them meaningfully.

### Lundbeck's results

A total of 40 patient groups from 26 countries evaluated Lundbeck in the study. The 40 patient groups represent the full spectrum of brain diseases, including neurological diseases, mental disorders and chronic diseases.

The participating patient groups were asked to assess pharmaceutical companies' abilities on six parameters (Lundbeck's position in brackets):



1. Best at having a patient-centred strategy (10)
2. Best at providing high-quality information to patients (1)
3. Best at having a good record on patient safety (2)
4. Best at providing high-quality products (3)
5. Best at being transparent with external stakeholders (1)
6. Best at acting with integrity (4)

The six parameters were determined in consultation with patient groups and the pharmaceutical industry.

### **Background**

The study was conducted and funded by PatientView, an independent global research organization with close ties to patient and health groups worldwide, from mid-November to mid-December 2012. The study results express the views of 600 patient and health groups regarding 29 individual pharmaceutical companies and the pharmaceutical industry as a whole.

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### **For further information**

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### **About Lundbeck**

H. Lundbeck A/S (LUN.CO, LUN DC, HLUKY) is an international pharmaceutical company deeply committed to improving the quality of life for people suffering from brain disorders. To that end, Lundbeck is engaged in the research, development, production, marketing and sale of pharmaceuticals across the world. The company's products are targeted at disorders such as depression and anxiety, psychotic disorders, epilepsy and Huntington's, Alzheimer's and Parkinson's diseases.

Lundbeck was founded in 1915 by Hans Lundbeck in Copenhagen, Denmark. Today Lundbeck employs approximately 6,000 people worldwide. Lundbeck is one of the world's leading pharmaceutical companies working with brain disorders. In 2011, the company's revenue was DKK 16.0 billion (approximately EUR 2.2 billion or USD 3.0 billion). For more information, please visit [www.lundbeck.com](http://www.lundbeck.com).