

WHICH PHARMA COMPANIES

DO PHYSICIANS VIEW AS LEADERS?



We asked 180 Canadian GPs which pharmaceutical company they have the highest opinion of. Overall, there was no clear winner. However, when asked by disease areas, some leaders emerge.

Company with the Highest Opinion:



Top Companies seen as a Leader in... (% Ranked 1-3)

Neurology



Cardiovascular Disease



Respiratory



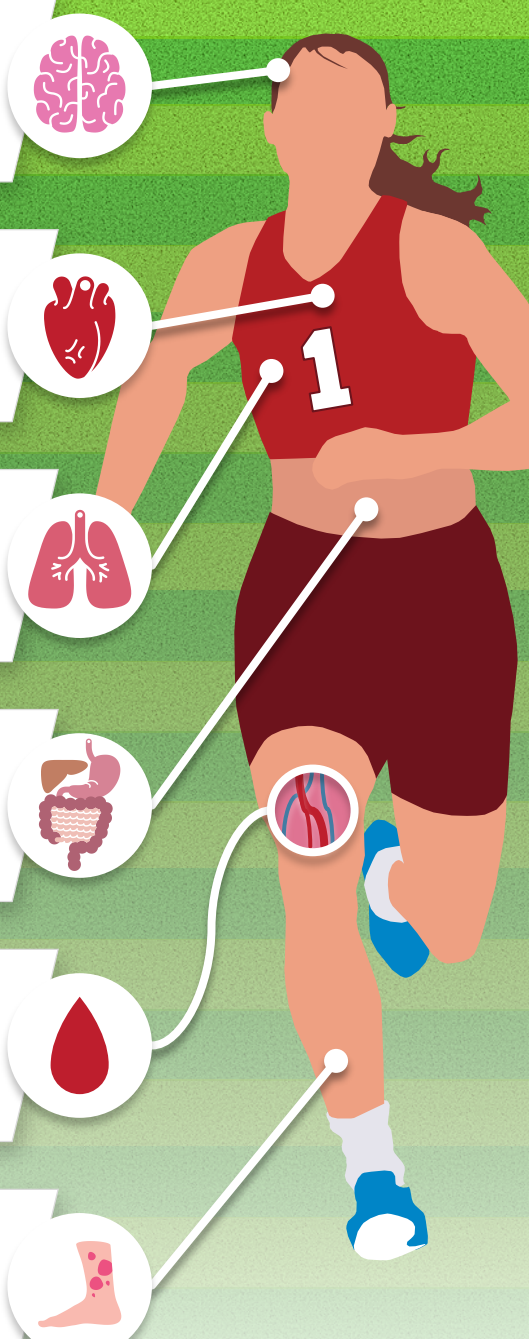
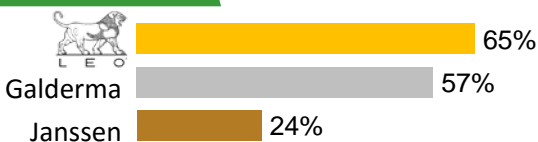
Gastroenterology



Diabetes



Psoriasis



Data based on survey of n=180 Canadian GPs



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