

**FOR IMMEDIATE RELEASE**

## **AMERICAN CONSUMERS GIVE TOP MARKS TO HEALTHCARE COMPANIES SHIRE, SANOFI AND BAYER**

*Healthcare industry achieved an overall strong reputation in Reputation Institute's survey as pharmaceutical companies dominate the list*

**BOSTON AND COPENHAGEN (June 18, 2015)** – Reputation Institute today released the list of America's top 25 most reputable companies in the healthcare industry. Seven of the top ten companies in the list are pharmaceutical companies and three are medical device companies.

"Sweeping changes in the U.S. healthcare industry have not dented the reputation of the companies in this space," said Brad Hecht, chief research officer at Reputation Institute. "The overall reputation of the healthcare industry in the United States is stronger than ever, moving from an average reputation to a strong reputation this year."

"The most reputable healthcare companies recognize that even though products and services are important and constitute 15 percent of their reputations, nearly half of their reputation is attributable to their corporate social responsibility efforts."

Twenty-one of the top 25 companies in the healthcare industry achieved a "strong" reputation, though none achieved an "excellent" reputation. The top three companies – Shire, Sanofi, and Bayer – were virtually on par at 77.55, 76.16, and 75.83, respectively.

America's 10 most reputable companies in the healthcare industry in 2015 are:

- |                         |                                       |
|-------------------------|---------------------------------------|
| 1. Shire Ltd.           | 6. BD (Becton, Dickinson and Company) |
| 2. Sanofi               | 7. Perrigo                            |
| 3. Bayer                | 8. AbbVie                             |
| 4. Boehringer Ingelheim | 9. Roche                              |
| 5. MEDITECH             | 10. Boston Scientific                 |

The list of America's top 25 most reputable healthcare companies is derived from the data collected for the 2015 US RepTrak® 100 study. The full list of America's top 25 most reputable healthcare companies can be found online at <http://www.reputationinstitute.com/us-healthcare-reptrak>.

Reputation Institute conducted more than 50,000 interviews with the US general public in 1Q 2015. The RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies.

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Reputation Institute will hold a webinar to discuss America's top 25 most reputable healthcare companies today, June 18, 2015, at 11am EDT. Brad Hecht, chief research officer at Reputation Institute, will highlight the top companies and explain the return on reputation. Register for the webinar on our website at <http://www.reputationinstitute.com/Events>.

### **About Reputation Institute**

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com/>

### **Further information**

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