WHAT ASPECTS OF BIOGEN’S SUSTAINABILITY EFFORTS DOES IT CUSTOMERS DERIVE VALUE FROM?

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Problem Statement

Biogen invests significant capital and effort to ensure it conducts its business in the most sustainable way possible, yet it is unsure of whether its customers are aware of its initiatives. Biogen seeks a deeper understanding of the awareness and importance of its sustainability efforts to its customers (patients, doctors, hospitals, insurance companies, contract manufacture clients), with an eye towards how it can better align its sustainability programs towards current customer needs and future requirements.

Questions to Answer

1. Do Biogen’s customers know about its sustainability practices?
2. Do Biogen’s customers care about sustainability?
3. What are the most important sustainability issues to Biogen’s customers (patients)?

About Biogen

As one of the leading biopharmaceutical companies in the world, Biogen develops, tests, and manufactures a variety of therapies for individuals with neurological, autoimmune and rare diseases. Biogen currently has cutting edge therapies for Multiple Sclerosis and has a variety of drugs in clinical trials for Alzheimer’s, Lups, and non-Hodgkin’s lymphoma.

Customer Stakeholder Awareness & Perceptions of Sustainability

Customers & Stakeholders

- Patient Oriented
- Medical System
- Direct Purchasing
- Industry Organizations

Methodology

Interviews (n=150) Patient Survey

Other Stakeholder Findings

- Advocacy organizations seek a streamlining of research and medical data sharing to decrease a potential drug’s research and development timeline and cost
- Doctors are singularly focused on efficacy but there are indications that corporate social responsibility may sway doctors.
- Impacts of sustainability on hospital purchasing behavior are mixed – the majority of procurement practices that involve sustainability focuses on medical devices and general supplies, but not drugs, this may be changing.
  - Kaiser Permanente and Partners Healthcare emphasize social and environmental sustainability across the board and may lead with respect to incorporating drug company sustainability into sustainability purchasing requirements.
- Insurance coverage is not directly impacted by sustainability - cost, performance and safety drive coverage decisions – but there is room for price transparency.
- Environmental sustainability matters more for contract manufacturing – there is clear demand among potential contract manufacturing clients for Biogen’s environmental initiatives such as energy, resource use and waste reduction.

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Questions in the Patient Survey

1. Patient Status – Are you a patient or caregiver?
2. What are your biggest concerns about your prescription medications? [Choose Top 3]
3. Do you know which drug companies that make the medicines you are prescribed? [Choose One]
4. How satisfied are you with the sustainability efforts of the companies that make your medicines or the pharmaceutical industry in general? [Choose One]
5. If you were to name some sustainability programs that you are aware of, what are they?
6. Are there any sustainability initiatives that are or will become particularly important to you?
7. Do you have any final thoughts on sustainability in the pharmaceutical industry you would like to anonymously share?

References