

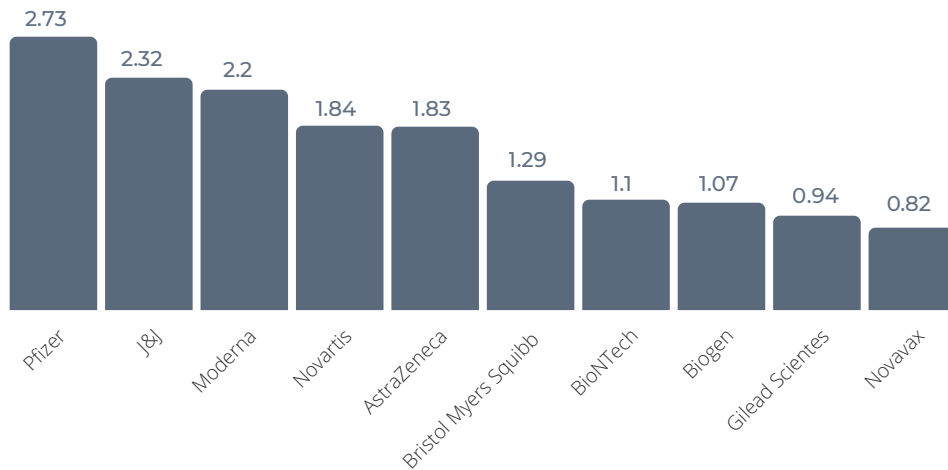
Health Equity: How Can Pharma Put the “S” in ESG?

Media Analysis Summary

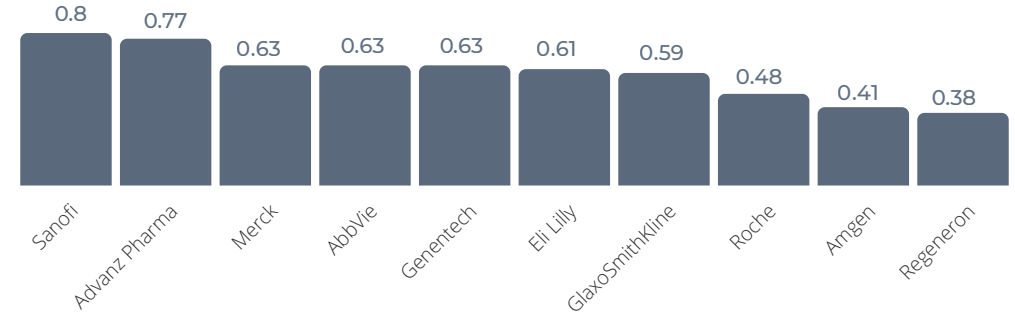


As COVID-19 has unequally affected many racial and ethnic minority groups, the crisis served as a call to action within the public health community, spurring pharma to pursue actionable efforts toward reversing health inequity.

Companies in the health equity debate by influence score



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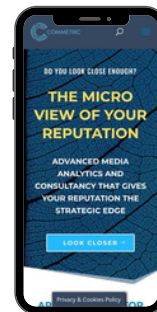


Our media analysis found that the top issues of concern were clinical trial diversity and drug pricing, while Pfizer, Johnson & Johnson, Moderna and Novartis were the most influential companies in the health equity debate.

5 tips on how the industry can further boost its ESG credentials

- Follow the wider diversity and inclusion conversation
- Tell stronger partnership stories
- Establish long-term relationships and invest in educating the community
- Explain why pharma continues to pursue innovation profitably
- Go beyond innovation and medical breakthroughs to justify pricing

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Read the whole analysis here:

<https://commetric.com/2022/01/11/health-equity-how-can-pharma-put-the-s-in-esg/>