

JP Morgan Healthcare Conference 2023: What Are The PR Takeaways from Pharma's Most Influential Event?

Media Analysis Summary



The annual healthcare takeover of San Francisco as a forum for **pharma** and **biotech dealmaking**.

Despite a slowdown, pharma companies which partner with biotechs in order to strengthen their innovation potential are still getting a considerable PR edge. The media attention is even bigger when companies go beyond merely acquiring specific drugs.

Topics in the JP Morgan Healthcare Conference 2023 debate by share of voice



28%

M&A



25%

Pipelines updates



19%

Drug pricing



15%

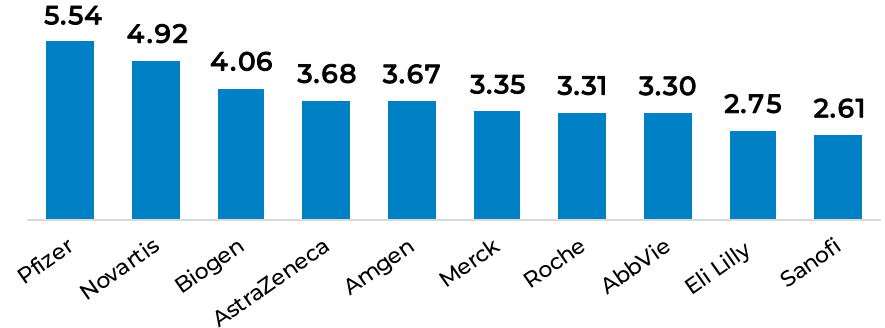
Inflation



13%

Clinical trials

Top 10 organisations in the J.P. Morgan Healthcare Conference 2023 debate by impact score



Covid-related news made **Pfizer** the most influential company in terms of media impact.

Pfizer made headlines when it announced it's working with Chinese authorities to send its COVID-19 pill, Paxlovid, to the country that is dealing with a surge in COVID-19 cases.

5 PR Takeaways from JP Morgan Healthcare Conference 2023:

- Despite a slowdown, biotech deals still give pharma brands a PR edge
- Some Covid narratives will stick around
- Drug pricing becomes a bigger issue with a new law
- Gene therapy was framed as a 'nuanced puzzle' everyone is trying to figure out
- mRNA and AI are the hottest talk in personalised medicine

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