

The Impact of COVID on Big Pharma



“Big Pharma's pure, unmitigated selfishness & greed will only delay the end of the COVID pandemic.” [Twitter](#)

“Covid represents the single greatest wealth and power transfer to Big Pharma in all of history”

Overview

The COVID-19 pandemic has increased the general public’s dependence on and disdain for Big Pharma—an industry already plagued by distrust. Entrenched public sentiment—the result of contempt for record profits, malpractice lawsuits, and historic payouts to Big Pharma executives have been replaced by secrecy associated with vaccine trials, poor distribution efforts, and the vaccine’s overall effectiveness. Moreover, deaths and blood clots associated with Johnson & Johnson’s vaccine have fueled negative public opinion and reinforced existing beliefs despite the initial success of the COVID-19 vaccine.

Key Findings

- There is no direct communication channel between Big Pharma and the general population
 - Shaped by mainstream media, social media, and proxies
 - No coordinated communications strategy to alleviate public concern
- Negative sentiment toward Big Pharma is entrenched within the public
- Concern with the vaccine and problems with its rollout negatively impact all companies associated with Big Pharma

Data Analytics

ENODO's analysts collected over 956,200 data points between January 1, 2021 and April 13, 2021 that included 412,902 Tweets, 210,829 Facebook posts, 182,930 News sites, 197,029 LinkedIn posts, 92,210 RSS feeds, 72,134 blogs, and 71,928 Instagram posts to produce this Social Media Analysis.



“Big pharma, big tech, big media have been hand in hand to force covid fear down our throats the entire past year, you really trust them to tell you what’s best for yourself?”

Sentiment Analysis

Measured overall sentiment toward Big Pharma over a three-month period:

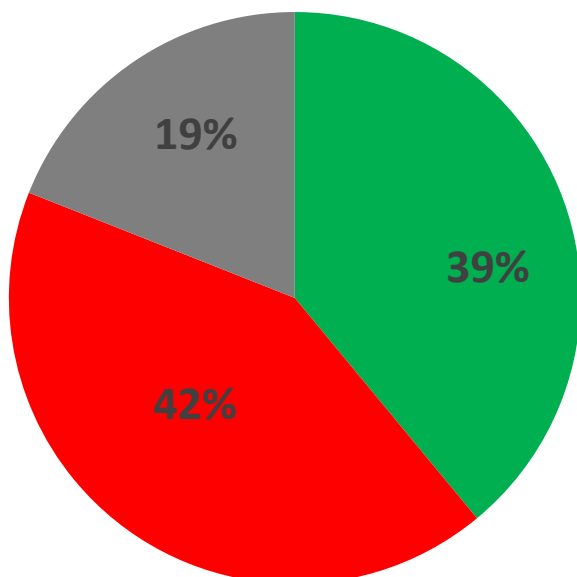
January 2021

- Positive sentiment (39%) linked to approval of vaccines for initial distribution among high-risk population
- Negative sentiment (42%) associated with concerns on side effects and vaccine efficacy rates

April 2021:

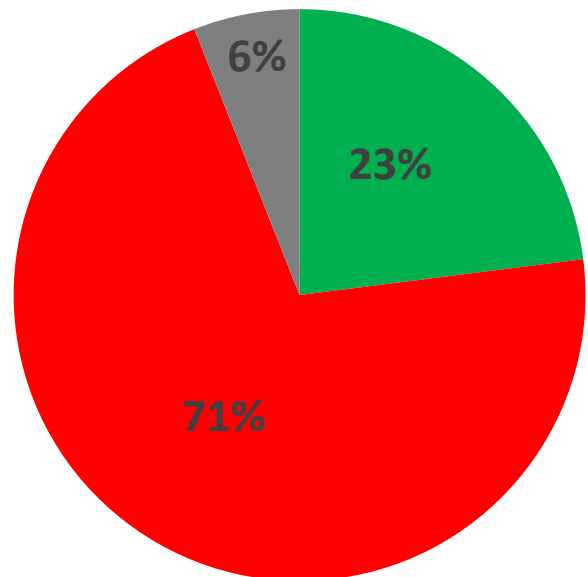
- Positive sentiment (23%) linked to increasing percentage of vaccinations
- Negative sentiment (71%) due to concerns on side effects (e.g., blood clots related to Johnson & Johnson vaccines)

January 2021



■ Positive ■ Negative
■ Neutral

April 2021



■ Positive ■ Negative
■ Neutral

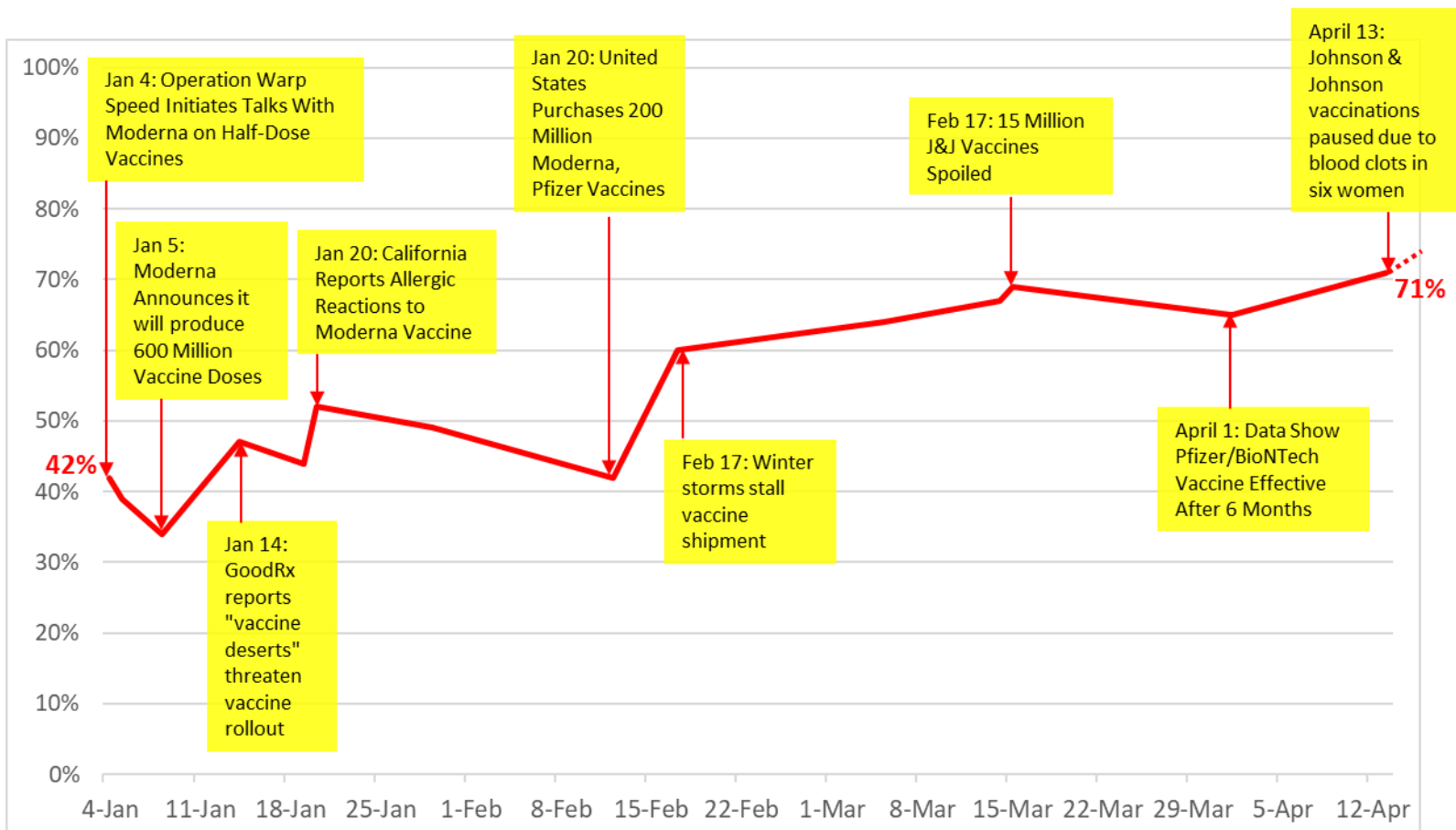
“COVID 19 has allowed gov. technocrats, billionaire oligarchs, Big Pharma, Big Tech/Data, Big Media, high-finance robber barons & military industrial intelligence apparatus to increase power & wealth by weaponizing fear.”

Sentiment Analysis:

Measured public sentiment associated with Big Pharma from January 1, 2021 to April 13, 2021:

- 29% increase in negative sentiment since January
 - ☐ Influenced by specific events associated with the vaccine and its rollout
 - Reinforced public perceptions of Big Pharma
- Negative news on any individual company affects all Big Pharma companies
 - ☐ Johnson & Johnson (J&J) controversy negatively impacted Moderna and Pfizer

Negative Sentiment Trend



“Amid a global disaster, every major drug company is fighting tooth and nail to avoid opening up its patents”

Topic Modeling

Identified three (3) trending topics from online discussions associated with Big Pharma:

Side Effects:

- 46% discussed side effects following vaccine dose, particularly after the Johnson and Johnson controversy

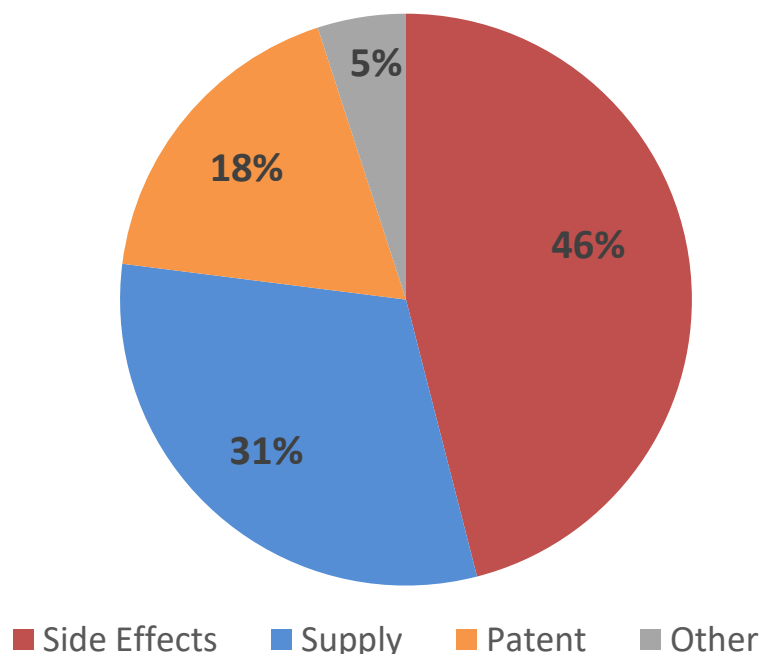
Supply:

- 31% commented on the shortage of doses, especially in rural areas

Patents:

- 18% discussed the secrecy behind the vaccine patent, which prevents widespread manufacturing

Trending Topics



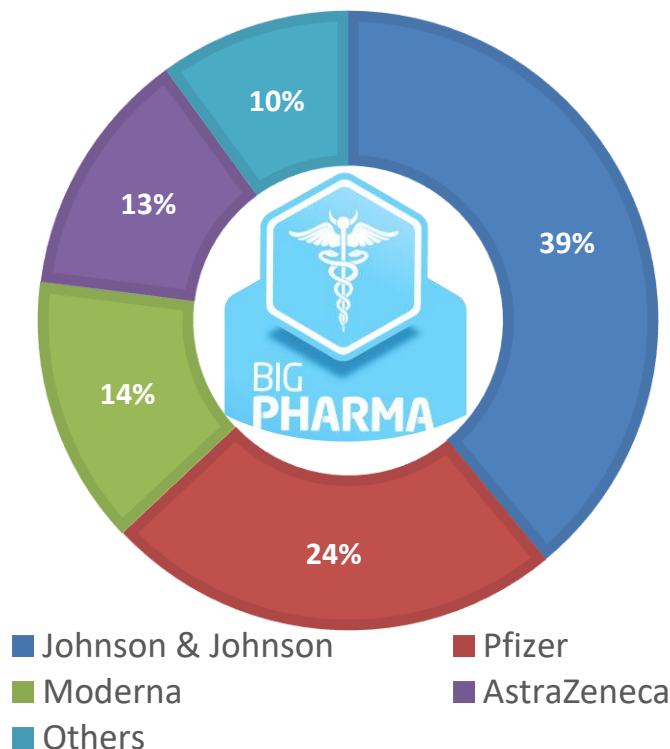
“After seeing the damage big pharma, big food and the CDC have done to the collective health of the American population, why would I trust their actions and motives today?”

Share of the Voice

Mapped the online distribution of conversations associated with Big Pharma companies:

- 39% involved Johnson & Johnson
 - 71% were linked to the recent blot clot [controversy](#)
- 24% were relate to Pfizer
 - 63% were linked to new purchase [orders](#) for Pfizer-BioNTech vaccine
- 14% linked to Moderna
 - 57% were linked to Moderna's [announcement](#) second dose rollout during the fall
- 13% AstraZeneca
 - 58% were related to the high [efficacy](#) rate of the AstraZeneca vaccine

Online Distribution





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