

Penta

Sample Deck

Pharmaceutical Industry Policymaker Research

** This sample deck illustrates how Penta helps pharmaceutical companies understand policymaker perceptions, evaluate engagement effectiveness, identify emerging policy priorities, and strengthen their positioning among key decision-makers.*

2026

Penta is trusted by the world's biggest brands



Penta gathers candid, objective feedback directly from more than 1,300+ federal policymakers each year



Capitol Hill

- Chief of Staff
- Legislative Director
- Senior Policy Advisor
- Committee Staff
- Policy Counsel
- Etc.



White House

- Deputy Assistant
- Special Assistant
- Director
- Policy Advisor
- Senior Advisor
- Etc.



Federal Agencies

- Deputy Secretary
- Director / Administrator
- Deputy Director
- Policy Specialist
- Chief Counsel
- Etc.



Policy Experts

- Executive Director
- Chief Policy Officer
- Department Head
- Policy Advisor
- Senior Fellow
- Etc.

Penta delivers insights from the policymakers driving decisions on issues that impact our clients' businesses

Real policymakers

All participants are active in federal or state policymaking ...

With relevant experience

... with experience and policy portfolios relevant to your work ...

Balanced by workplace and ideology

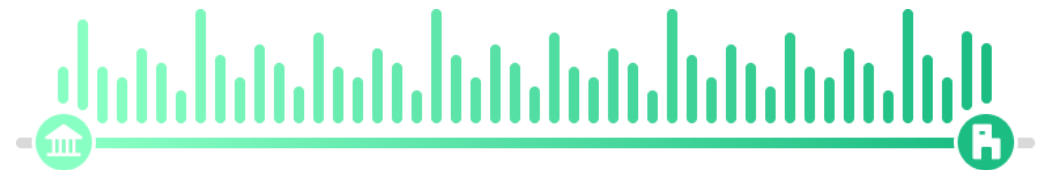
... that reflect a relevant cross-section of political party, regulatory and legislative backgrounds, and purview over key policy issues ...

Who are personally familiar with you

... and are personally familiar with the organization's policy work.



Balanced by party and ideology



Balanced by workplace



Targeted by policy expertise



Penta helps organizations understand how they are perceived by policymakers

An organization's long-term reputation in Washington and "brand" among the policymaking audience is based on four specific measures.

SAMPLE COMPANY's overall reputation (Policy Brand) is derived from:

Respect

How much do you generally **respect** **[SAMPLE COMPANY's]** role in the public debate?

Access

How likely are you to **genuinely consider** **[SAMPLE COMPANY's]** position on issues?

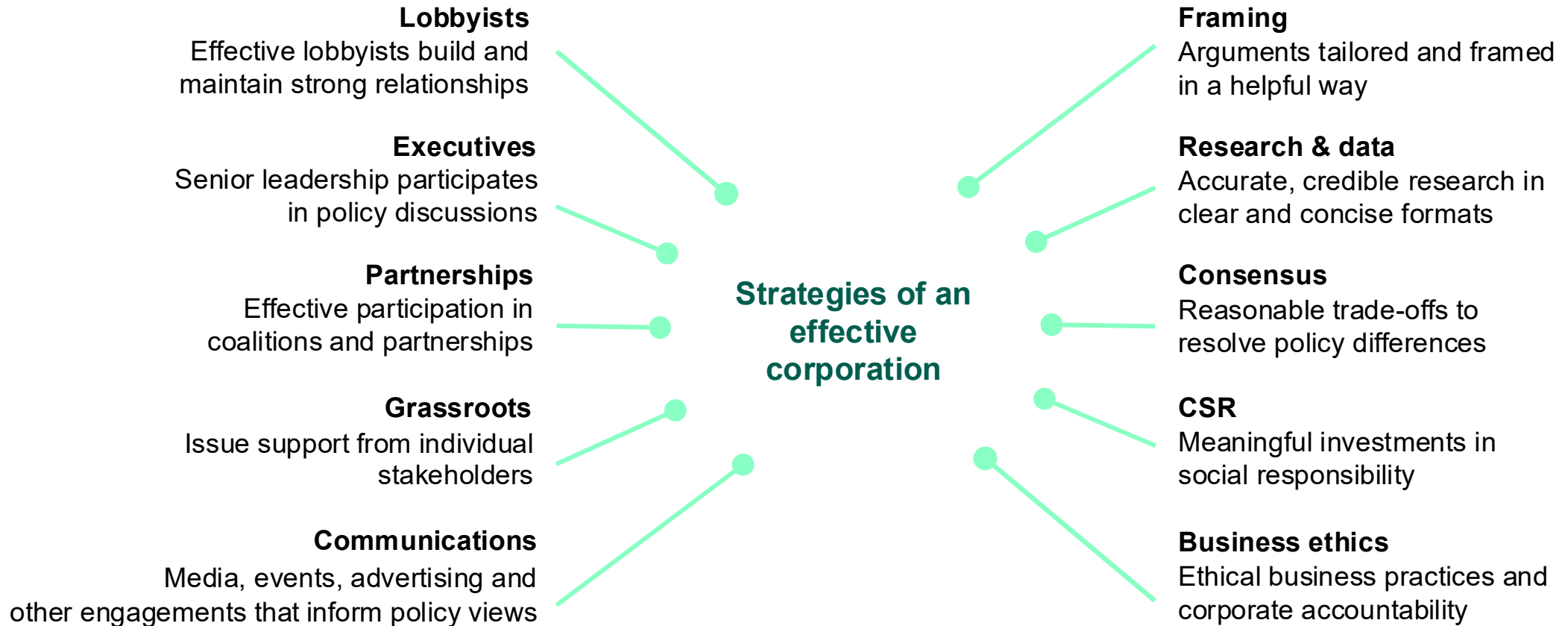
Influence

How likely are your views to be **favorably influenced by** **[SAMPLE COMPANY's]** views?

Authority

How likely are you to **seek out** **[SAMPLE COMPANY's]** opinion on an issue?

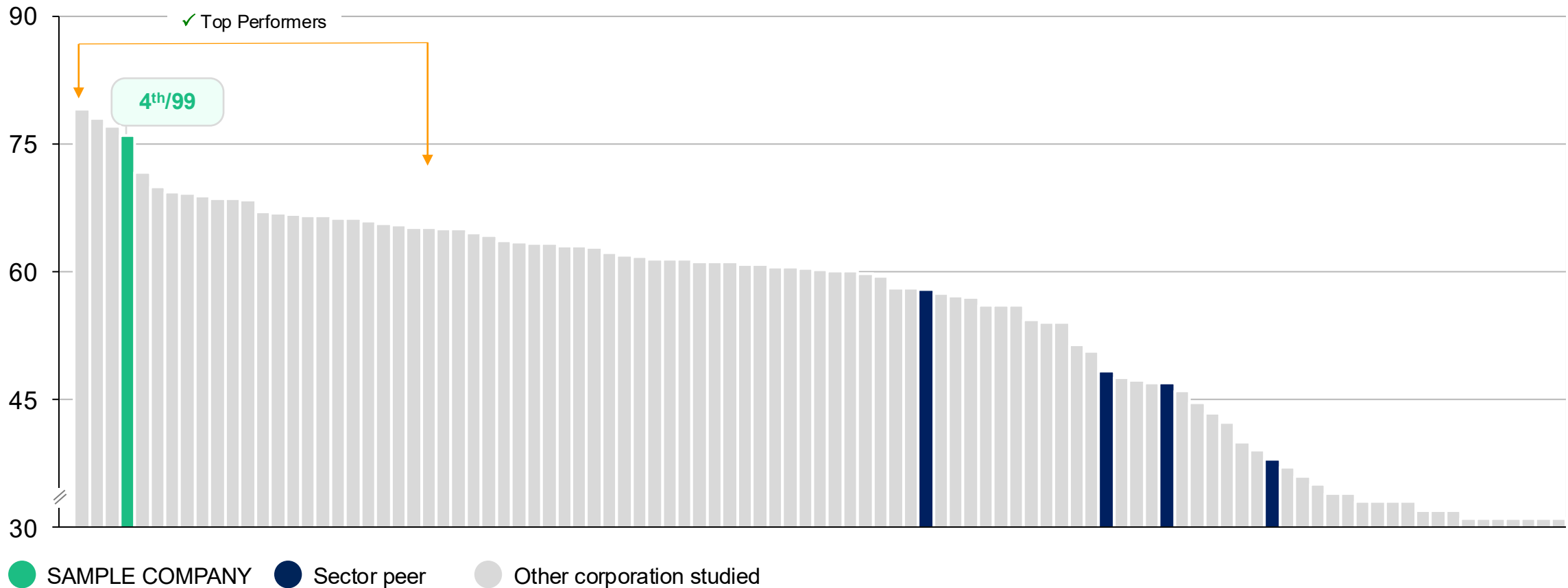
Penta's policymaker research asks about all the elements of advocacy policymakers find most valuable



How is [Company X] and industry perceived by policymakers?

Overall effectiveness in Washington

Across all corporations studied



Where is [Company X's] highest ROI year over year?

Advocacy tactics

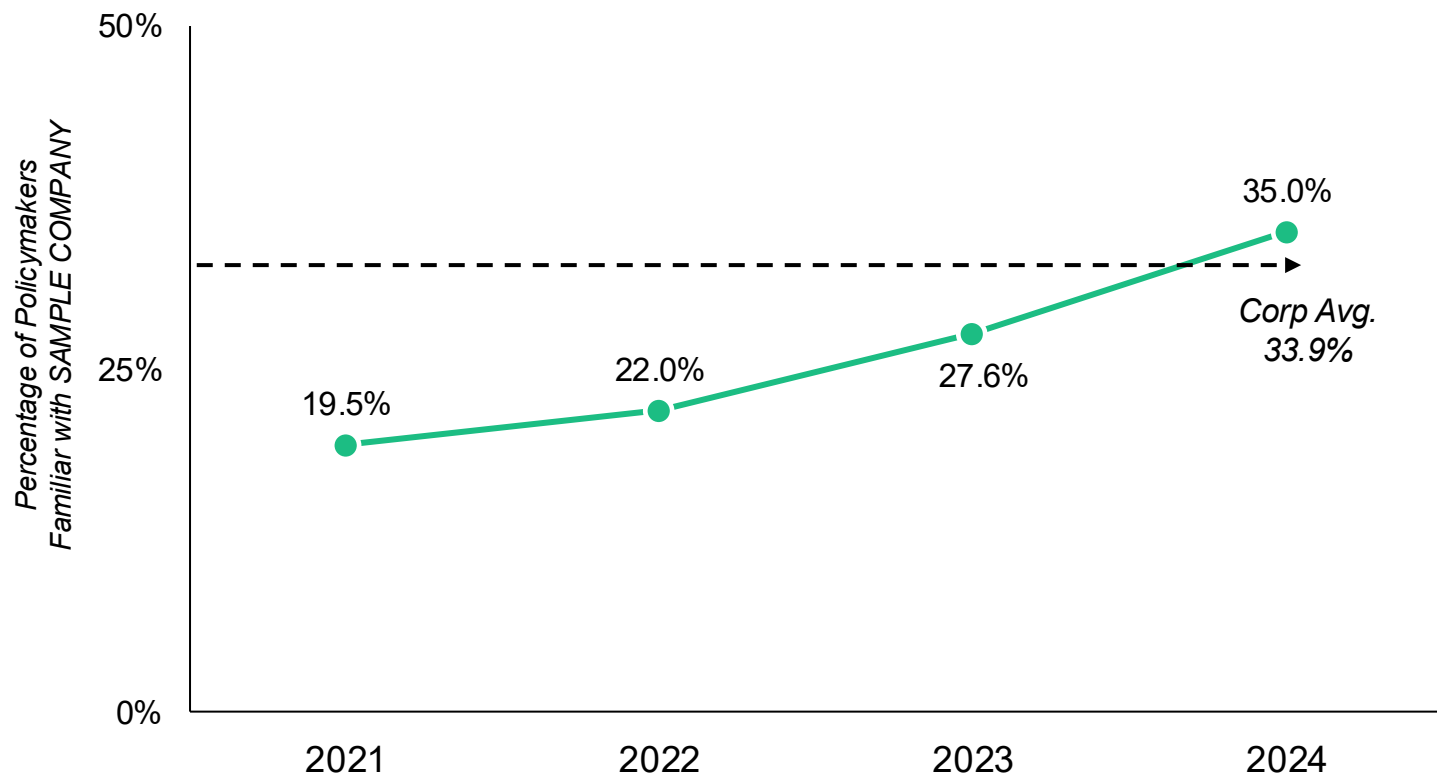
SAMPLE COMPANY in 2023 and 2024



What is [Company X's] market penetration, broadly and among specific audiences? How is that shifting?

Policymakers' familiarity with SAMPLE COMPANY

2021-2024



Tracking the most relevant audience

Policymaker Survey Question #1:

“Are you familiar with SAMPLE COMPANY'S advocacy efforts?”

+84% since first studying SAMPLE COMPANY in 2021

What is driving policymakers' perceptions of [Company X]? What about our engagement is resonating most?

Congress

"[Redacted] **has somebody who's been in the building a long time.** He's trusted, and has a lot of knowledge and experience in the field, and that's what sets him apart. **I trust them** and I know I'll get the right information from them."

— *Senior Committee Staff, Senate (D)*

"[Redacted] is definitely someone my boss pays attention to. [Policy] was an example of how if you have power and influence in DC, you can get things done."

— *Chief of Staff, House (R)*

Executive Branch

"[Redacted] is very, very interested in **genuinely wanting to invest in and encourage more service and volunteerism.**

And it's not an energy agenda, it's more of a service cultural agenda, which is really appreciated.

[Redacted] did that one year ago. But no one else has done it as substantively as [redacted] has."

— *Senior Official, DOE (D)*

White House

"From what I have seen, [Redacted] has actually **created lines of drinks with half the sugar.**

They even offered to work on a fitness center with us.

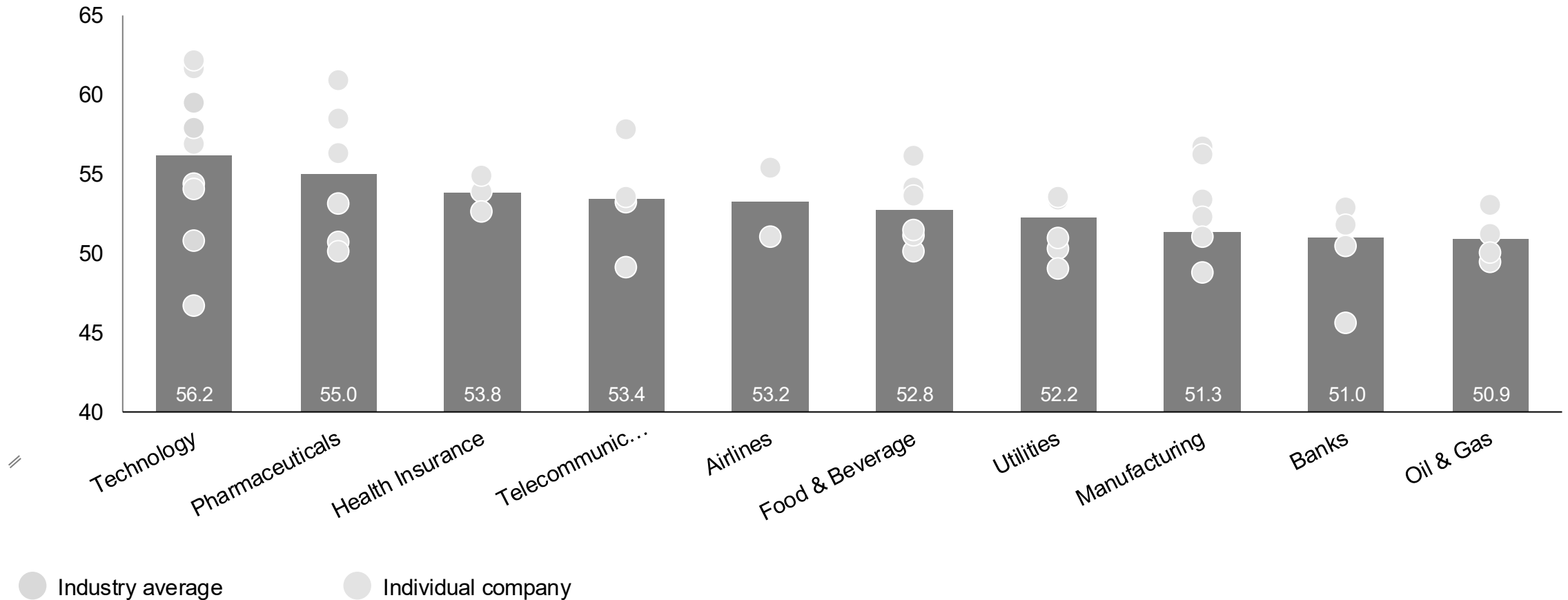
The tax hasn't come up here, but our approach has been to encourage healthier habits."

— *Senior Advisor, White House (D)*

How do policymakers perceive [Company X's] industry relative to other sectors?

Advocacy tactics

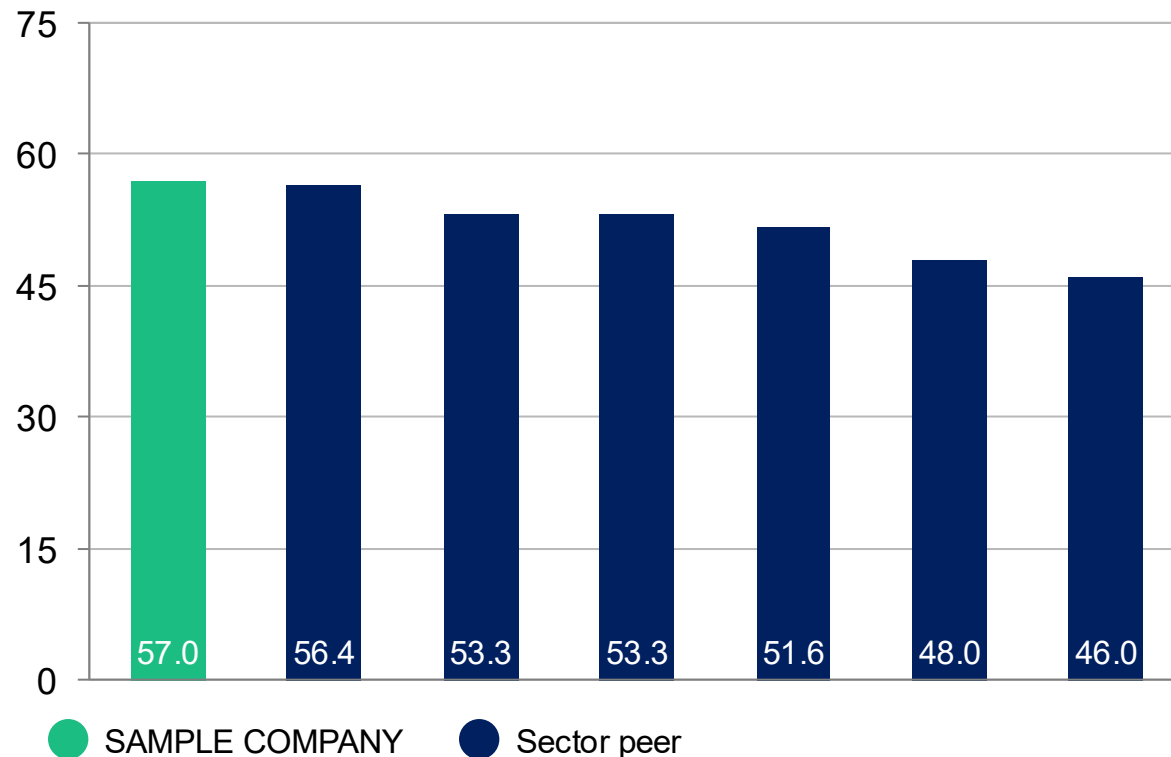
Select industries



What are the strengths of [Company X's] reputation? What do policymakers want to hear from us? What are key opportunity areas?

Research and data: Does the organization contribute accurate, reliable research & data?

SAMPLE COMPANY vs. sector peers



“What makes [Company X] effective is **they are the industry’s experts**; bringing together companies’ leadership, insights, expertise and so on. They are the folks that know the most.”

— *Staff, Senate Committee (D)*

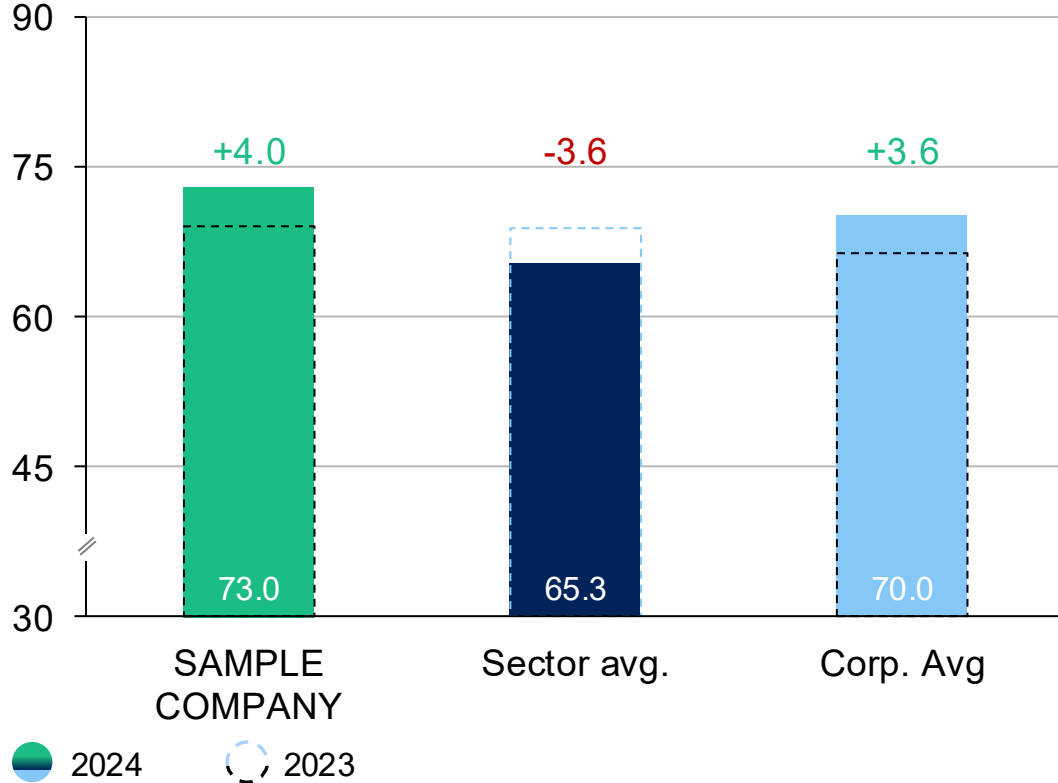
“[Company X]’s senior team is really good at making sure that **any time there is a conversation about [the industry] happening, they have the data. That is why they always have a seat at the table.**”

— *Chief of Staff, Senate (R)*

How do perceptions of [Company X] vary by audience? By workplace? By political affiliation? By generation?

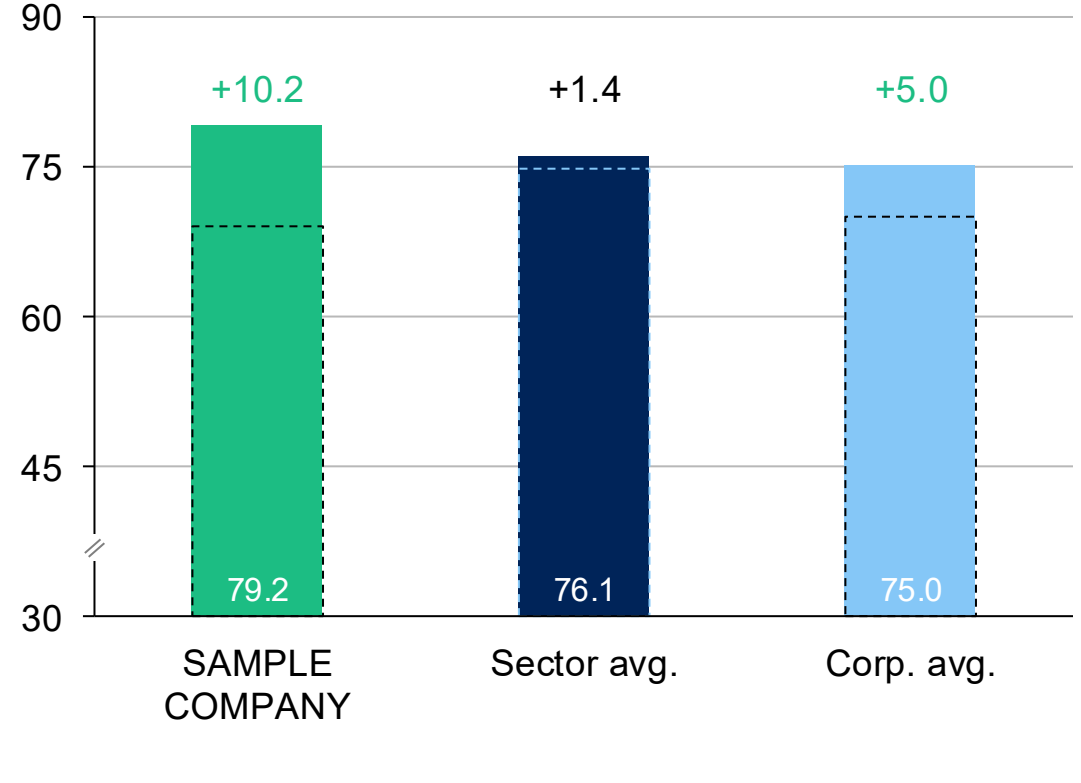
Overall reputation among Democrats

SAMPLE COMPANY vs. sector avg. and corp. avg. in 2023 and 2024



Overall reputation among Republicans

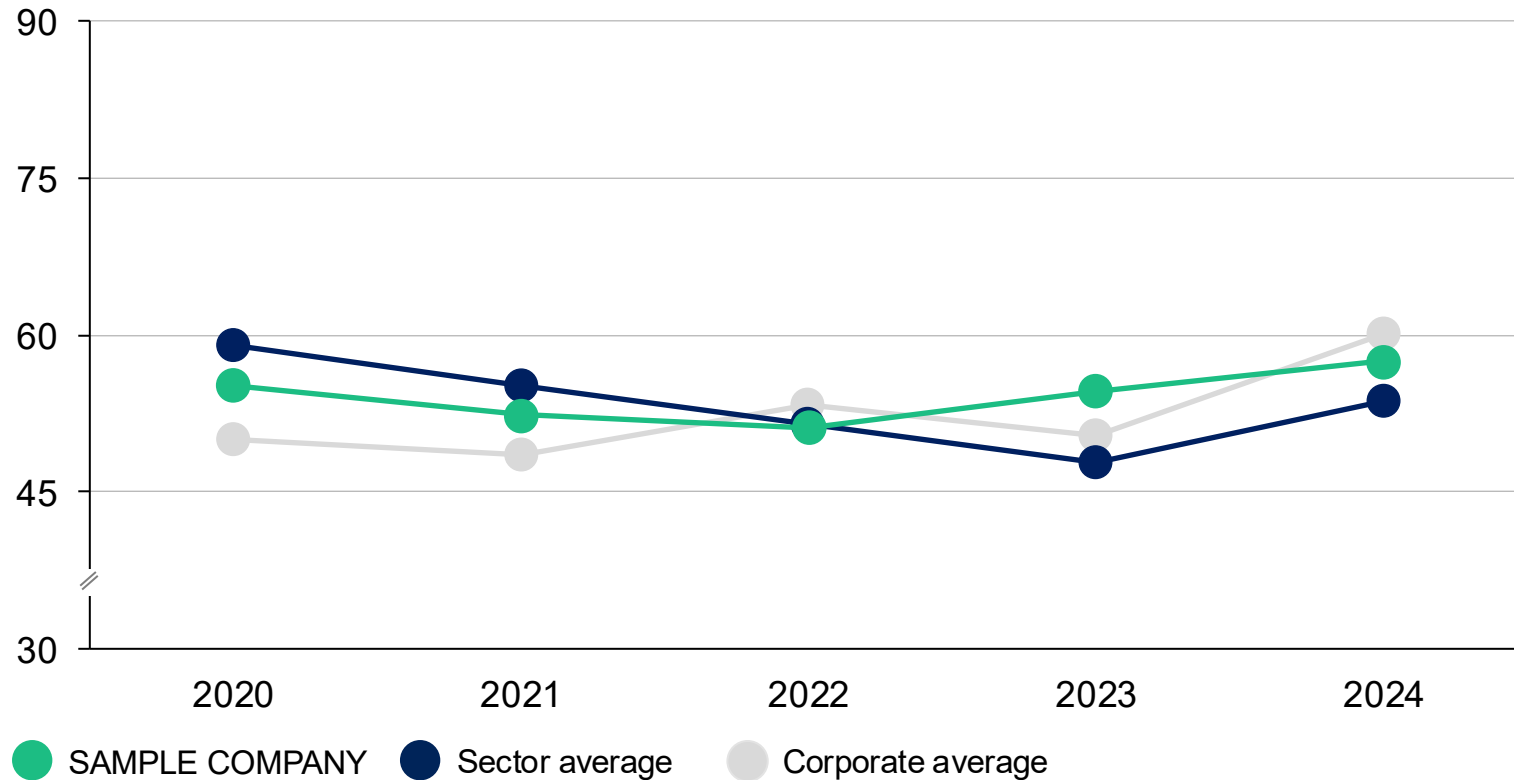
SAMPLE COMPANY vs. sector avg. and corp. avg. in 2023 and 2024



Tracking perceptions of the organization's brand and each unique variable over time

Communications: Does the org. effectively use media, events, and/or other public communications?

SAMPLE COMPANY vs. sector avg. and corp. avg, 2020 to 2024



SAMPLE CO. change

2020 – 21 +3.1
 2021 – 22 +3.1
 2022 – 23 +2.1
 2023 – 24 +0.1

Sector change

2020 – 21 -3.7
 2021 – 22 -3.7
 2022 – 23 -3.7
 2023 – 24 +5.8

Corp. avg. change

2020 – 21 +4.7
 2021 – 22 +4.7
 2022 – 23 -2.9
 2023 – 24 +9.7

Penta has been gathering in-depth data directly from senior policymakers on the pharmaceutical industry for 10+ years

Data on [SAMPLE COMPANY's] specific brand & reputation among the policymakers that matter most

”[Redacted] is definitely really high on the list of most ethical companies in the pharmaceutical space. ”[Redacted] is definitely one, not just in terms of pharmaceutical companies, but across all companies that I would look to and use as an example of a company that operates with integrity and really keeps that at the core of what they do. [...] They’re out there talking about their work in those spaces.”

— [2023] Senior Staffer, Federal Agency (D)

Quantitative data and in-depth conversations about pharmaceutical companies and key industry issues for over 10 years

“That's something that pharma has done well. A lot of people have a negative view of them [...].

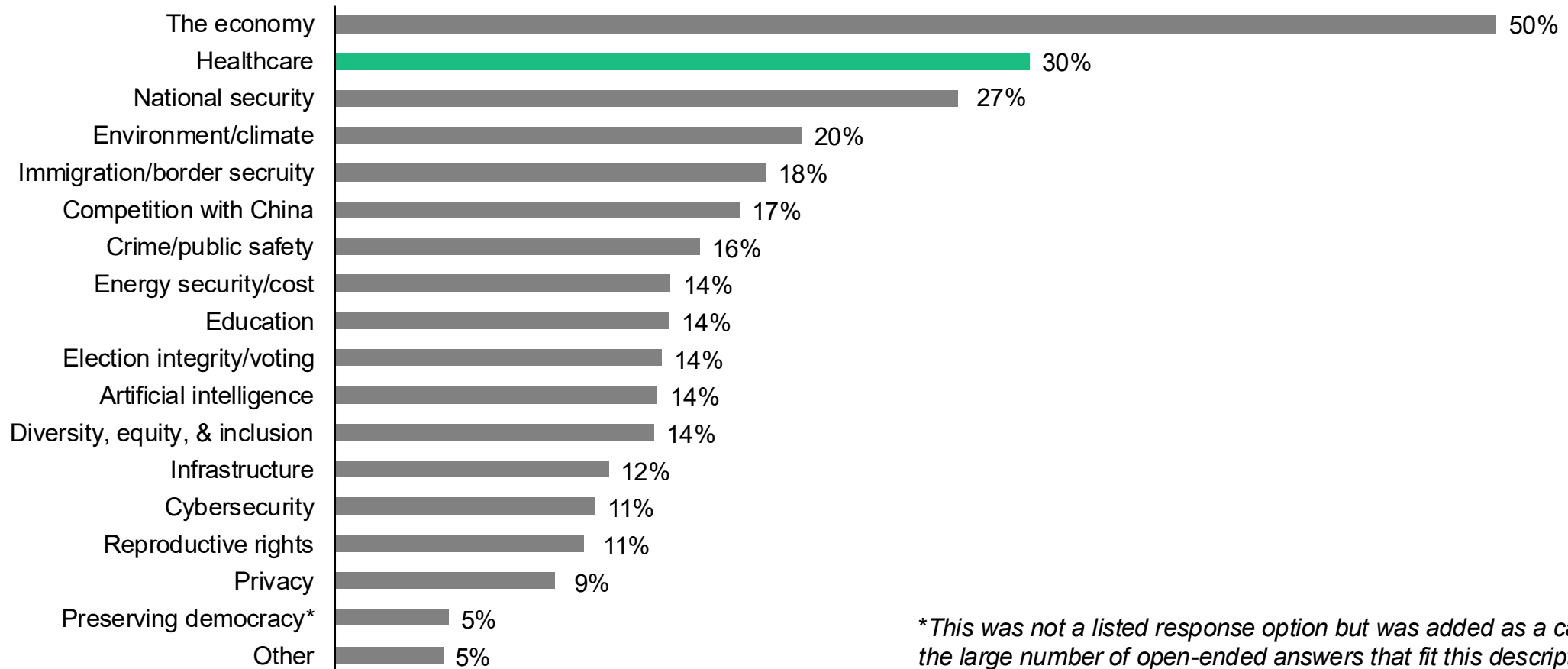
When they come to the table, they come with solutions.”

— Health Policy Director, House (R)

Sneak peek of 2025 data: healthcare re-emerged as a top priority for policymakers this year

Which of the following do you view as the most pressing issues facing the nation?

Percent of respondents who placed the issue in their top three

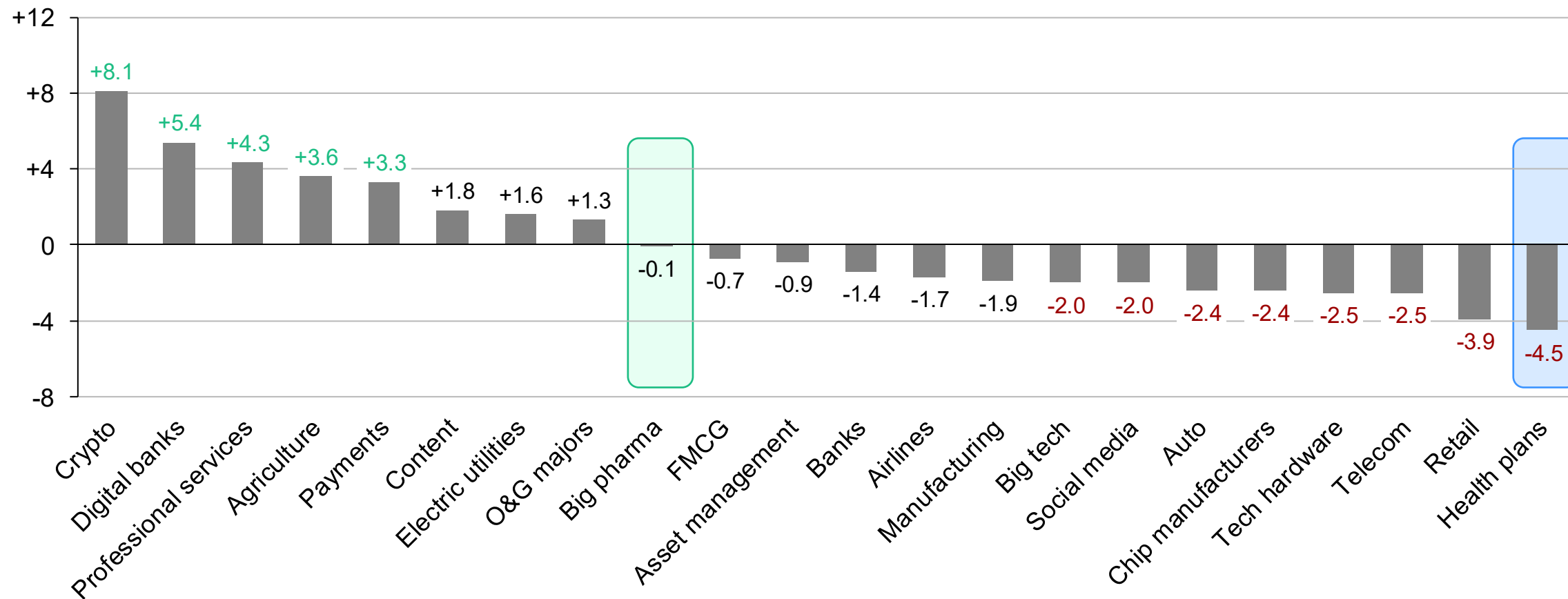


**This was not a listed response option but was added as a category due to the large number of open-ended answers that fit this description.*

Despite the increased spotlight, the industry held its reputation steady while others such as health plans struggled

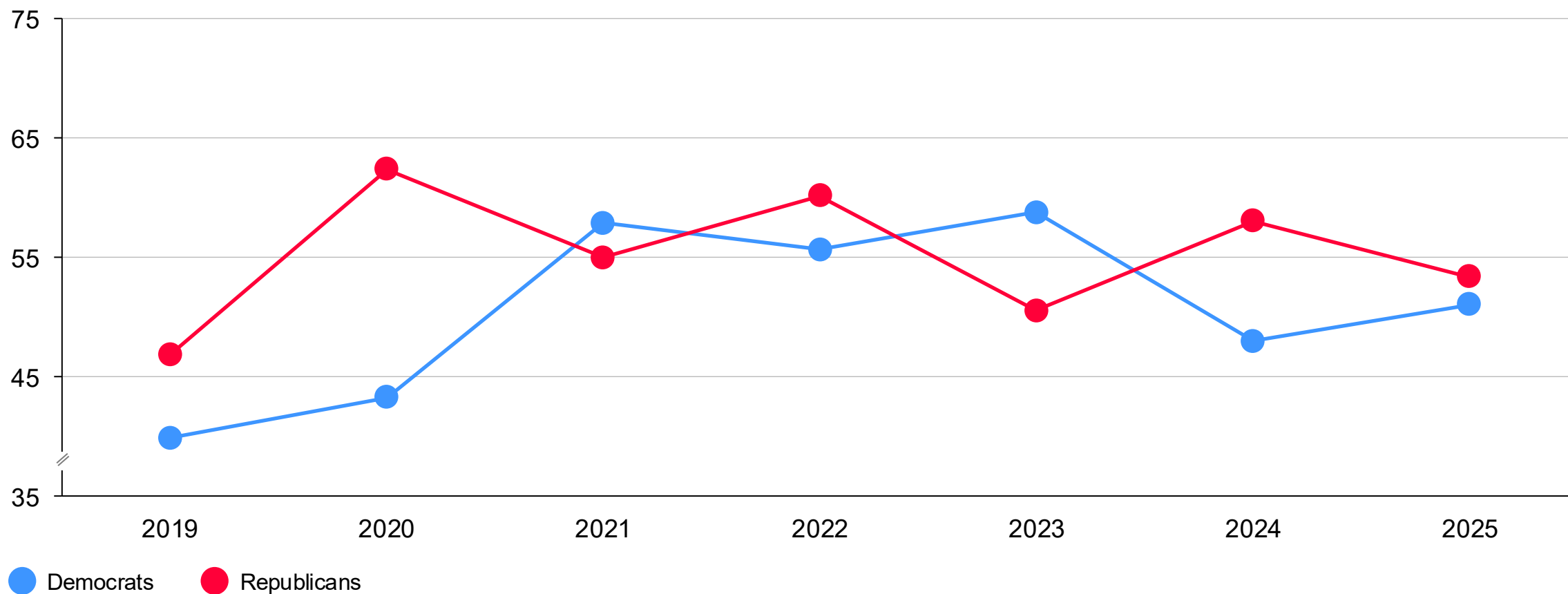
Overall policymaker reputation by industry

Difference from 2024 to 2025



Republican and Democrat perceptions of the industry converged this year amidst highly variable perceptions the past several years

Overall policymaker reputation of big pharma
Industry average by party from 2019 to 2025



We bring color to our data with insights from policymaker conversations



"Pharma companies had their moment during the COVID vaccinations era. All of the companies who made vaccines got this epic spike in this huge life-saving moment, but **now the combo of people being** pretty much **over COVID** and the isolation, **coupled with vaccine deniers** and other things, **have reduced that.**"

— *Senior Advisor to the Secretary,
Agency (D)*



"PhRMA's ads are really anti-PBM. It's a war between pharma and PBMs to shift the blame onto the other group. It seems like they've been most aggressive with that.

Picking the PBMs and making them the bogeyman is really smart. The stuff with the PBMs is working for them."

— *Senior Legislative Assistant, House (R)*

Proposed areas of exploration for 2026 research for [Company X]

Measuring the ROI of Washington Engagement

Evaluate the impact of advocacy, stakeholder engagement, and public affairs investments. Identify areas of competitive advantage, opportunities for improvement, and strategies to strengthen influence moving forward.

Strengthening Leadership Positioning

Understand how policymakers perceive the company relative to industry peers. Identify the messages, engagement strategies, and communication channels that reinforce leadership and differentiation.

Assessing Communications Effectiveness

Determine which communications efforts are driving awareness and shaping perceptions among policymakers. Evaluate the influence of direct engagement, partnerships, thought leadership, media, and paid communications.

Identifying What Resonates on Key Issues

Explore which policy priorities, messages, and issue areas are most relevant to policymakers. Understand where the company is viewed as a leader, where credibility can be strengthened, and what stakeholders want to hear more about.

Penta

Washington, D.C.
New York
San Francisco
Vail
London
Brussels
Dublin
Frankfurt
Paris
Hong Kong
Singapore