Clinical Trials & the COVID-19 Vaccine

Informa Pharma Intelligence’s Pulse Report
This year, the vaccine development process has been shoved into the spotlight as groups across the globe race to get approval for a COVID-19 vaccine. A new focus on exactly what goes into vaccine development has prompted intense scrutiny from the American public on the clinical trial process. While many were aware of clinical trials before the COVID-19 pandemic, the virus has caused most Americans to pay closer attention over the past few months. Yet, this focus hasn’t resulted in increased confidence as more than half of Americans have said they’re not comfortable taking a COVID-19 vaccine upon approval.

The goal of our Clinical Trials & the COVID-19 Vaccine Pulse Report was to examine why this may be the case, and how industry players could increase confidence. Findings uncovered that education and transparency are essential for gaining trust from Americans – and both pharma companies and the government must act fast to remedy this concern. Since the time of this survey (September 3-4th) we’ve already seen rapidly decreasing confidence levels from Americans when it comes to taking a vaccine, and we simply can’t afford for those levels to dip further.

Simply put, our survey uncovered that Americans want answers – and those industry players leading the vaccine race should feel the burden of providing this information. After all, a vaccine can only work if people are willing to be vaccinated.

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Director, Custom Intelligence & Analytics
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## Setting the Stage for American Trust in the COVID-19 Clinical Trial Process

While Americans were aware of clinical trials, the COVID-19 pandemic rapidly accelerated this interest, with 22% saying they regularly look for updates on clinical trials. With seemingly all eyes on clinical trials, the added focus isn’t easing the minds of Americans.

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<th>Statement</th>
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<td>More than 1 in 3 (35%) Americans don’t trust how quickly the COVID-19 vaccine clinical trials are moving</td>
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<td>More than 1 in 5 (23%) don’t think pharma companies have consumer’s best interests in mind during COVID-19 vaccine clinical trials</td>
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<td>1 in 5 (20%) Americans agree that pharma companies are NOT communicating enough about vaccine clinical trials</td>
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<td>More than 1 in 5 (21%) Americans agree the government is NOT communicating enough about vaccine clinical trials</td>
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Rather, Americans are looking for more information from major vaccine development stakeholders – and right now many feel these parties are dropping the ball.
Finding a Solution Through Education

Added information is clearly the key to growing American confidence in a COVID-19 vaccine. In fact, Americans say they’re more likely to take the COVID-19 vaccine if they:

- **Had more information on clinical trials:** More than 1 in 4 (28%)
- **Knew the demographic breakdowns of clinical trials are diverse:** More than 1 in 6 (15%)
- **Could directly ask questions about clinical trials to vaccine developers:** More than 1 in 10 (12%)
- **Knew someone who had participated in a clinical trial:** More than 1 in 10 (11%)

With 1 in 5 (20%) Americans saying they’re more likely to pay attention to clinical trial news in the future, this investment in education now will likely pay off in building long term trust.
With 57% of Americans having heard of at least one COVID-19 vaccine developer within Phase 3 clinical trials, there is clear recognition across the U.S. But some developers are more recognized than others. Among those with a COVID-19 vaccine in Phase 3 clinical trials:

- 38% have heard of AstraZeneca & University of Oxford
- 25% have heard of Moderna & National Institute of Health
- 20% have heard of BioNTech & Pfizer & Fosun Pharma
- 18% have heard of Wuhan Institute of Biological Products
- 6% have heard of Sinovac Biotech
- 5% have heard of Murdoch Children’s Research Institute
- 4% have heard of Gamaleya Research Institute
- 3% have heard of Sinopharm
- 2% have heard of CanSino Biologics

Those who are at the forefront of the COVID-19 vaccine race should prioritize education and transparency immediately to build public trust – otherwise the hours of research and development will have been for nothing.
METHODOLOGY

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1346 adults. Fieldwork was undertaken between 3rd - 4th September 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).
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Accurate and timely intelligence about the drug development pipeline is vital to understanding the opportunities and risks in today’s biopharmaceutical marketplace—whether you are targeting an unmet medical need, investigating promising new therapies or researching drug development historical trends and treatment patterns. If you are providing contract research or other services in the pharma industry, you need to stand out. A solid understanding of your potential clients’ pipelines and competition will help you leave a lasting impression.

Contact us at pharma@informa.com