2023 Veeva MedTech Clinical Benchmark Report

Medtech companies are increasing clinical initiatives to address growing clinical evidence and regulatory requirements to ensure products get to market.

The study surveyed more that 135 clinical medtech professionals worldwide, here is what we found:

Key Findings

90% Regularly outsource one or more trial activities

60% Indicate issues with disparate clinical systems

55% Identify resources as the #1 challenge when running trials

83% Use emails, portals, and paper to exchange information with partners

45% Prioritize full digital management of internal systems in next 12 months

Medtech companies are shifting to a unified, digital approach to clinical research.

Advancing to Digital, Patient-Centric Trials

Near future technology priorities

The majority of respondents (45%) see digital management of internal systems as their key technology that will most impact their clinical strategy in the next 12 months to support digital/hybrid trials.

Advantages of digital/hybrid trials

According to our study, 43% see trial efficiency as the top benefit of enabling medtech digital/hybrid trials.

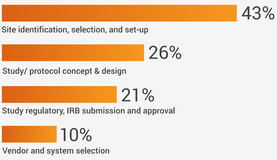
Anticipated challenges with digital/hybrid trials

Findings show that 67% foresee efficiency as the main challenge when executing digital/hybrid trials.

Top Challenges

Organizational

Processes



Post-market Clinical Follow-up

Most common methods to collect additional information about existing products on EU markets

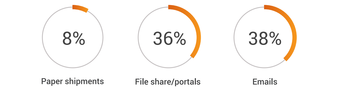
21% Real world evidence

20% Literature search

20% Comparison studies

Exchanging Trial Data and Documents

Only 17% of medtech organizations utilize a unified eISF and eTMF to exchange trial documents and data with study partners.



Technology and Systems

61% cite disparate systems as key challenge

Change Management

25% Identify change management as the top challenge for implementing technology

Managing change takes time and planning to ensure success

- **Establish governance**
- **Implement business readiness strategy**
- **Analyze current processes**
- **Establish two-way communication strategy**
- **Define KPIs**

Summary

Siloed systems and processes often hinder trial success, slow execution, limit visibility, and prevent data sharing and collaboration. As organizations scale, internal systems, resources, and end-to-end processes become integral to any ongoing clinical strategy.

Download the full report