

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 than 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.

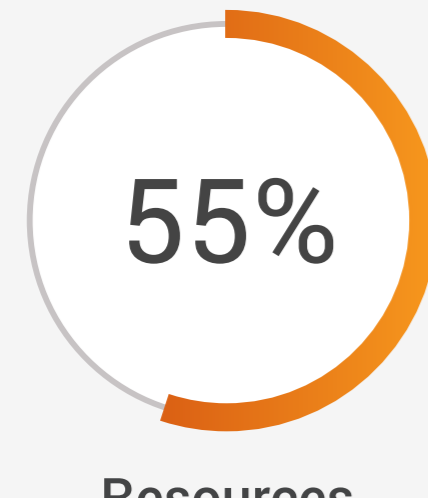


Anticipated challenges with digital/hybrid trials

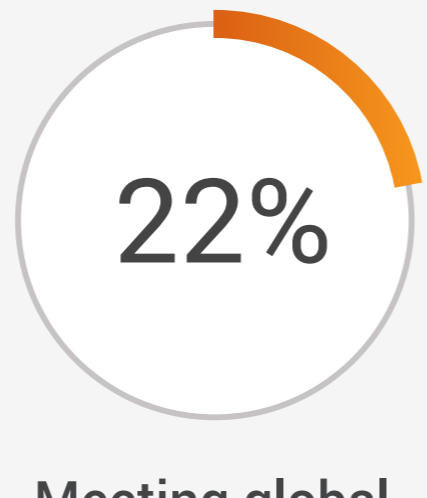
Findings show that 67% foresee efficiency as the main challenge when executing digital/hybrid trials.

Top Challenges

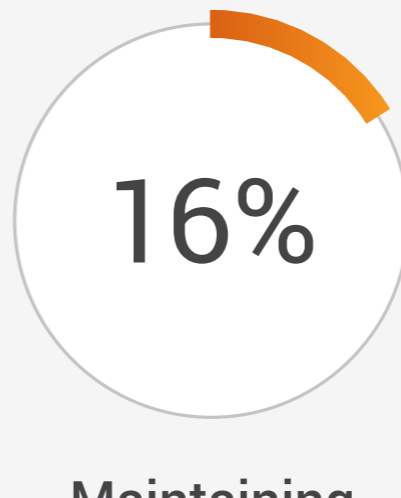
Organizational



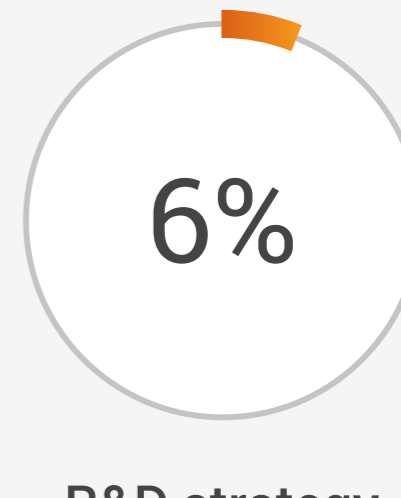
Resources



Meeting global regulations requirements



Maintaining inspection readiness



R&D strategy

Processes



Site identification, selection, and set-up



Study/ protocol concept & design



Study regulatory, IRB submission and approval



Vendor and system selection

Post-market Clinical Follow-up

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

21%

Real world evidence

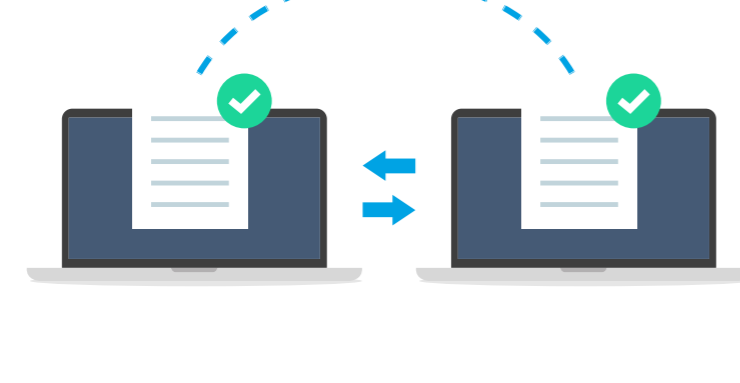
20%

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.

8%

Paper shipments

36%

File share/portals

38%

Emails

Technology and Systems

61% cite disparate systems as key challenge



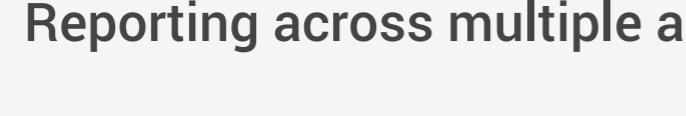
Managing and reconciling trial information across applications



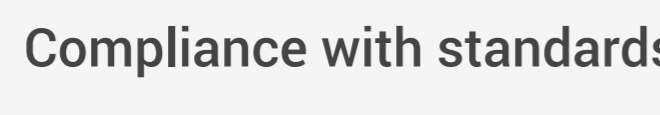
Integrating multiple applications



Reporting across multiple applications



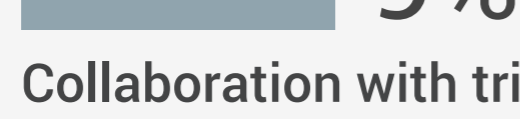
Compliance with standards, regulations& inspection readines



Ease of use



Collaboration with trial partner



System governance



Maintaining sponsor oversight

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](#)

About: Veeva MedTech provides cloud solutions that enable medical device and diagnostics companies to speed clinical studies, improve quality, ensure global regulatory compliance, and streamline scientific and commercial content management.

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