Veeva MedTech

2024 Commercial Benchmark Report

Industry data and insights on claims and content management across the medtech industry

Contents

APPENDIX

Executive summary

The medtech industry faces unique challenges in managing promotional content and claims. As medical technologies rapidly evolve, organizations must ensure that all marketing materials adhere to regulatory standards and accurately reflect product efficacy and safety. We surveyed commercial leaders across global medical device and diagnostics companies to understand the current state of the industry and future priorities and share the findings in this report.

The results reveal that a substantial number of organizations are using manual processes and general or homegrown applications to manage content and claims, resulting in delays to market and increased risk of non-compliance.

The review and approval process is essential to maintaining compliance, but it often involves complex, cross-functional collaboration. This complexity can result in extended timelines, with many manufacturers reporting that their **content approval process takes more than four weeks** and involves multiple rounds of review.

Companies using purpose-built software (designed specifically for medtech commercial needs) support faster approval times and greater confidence in compliance. However, **70% still rely on manual processes** or general project management tools, which introduces inefficiencies and regulatory risk.

Central to effective content management is the linkage between claims, evidence, and promotional materials. Despite the importance, only **15% have streamlined processes with a central data repository**.

Personalization is also a growing focus, with over 80% actively pursuing strategies to tailor messaging. However, achieving “compliant personalization” at scale remains a challenge due to the need for strict regulatory adherence.

This report reveals that nearly every medtech company has opportunities for improvement across content and claims management. Speed to market, compliance, and efficiency being the top priorities. To address these challenges, industry leaders are starting to invest in purpose-built software, streamline their processes, and explore AI to optimize operations.

Read the full report for additional findings.

Current state of claims and content management in medtech organizations

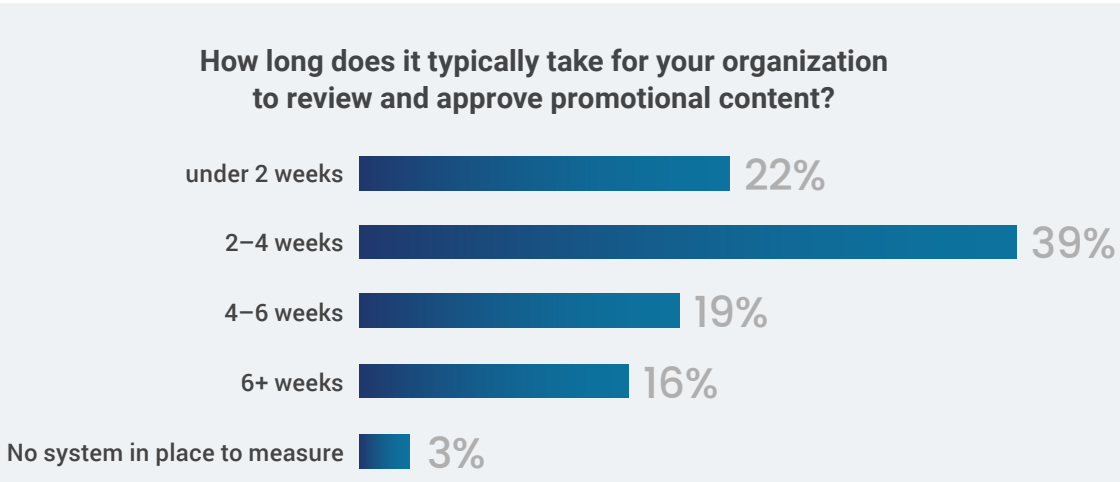
Achieving operational efficiency in review and approval of promotional content

The timeline for review and approval of promotional content can vary depending on factors such as product complexity, availability of evidence and claims substantiation, and subsequent regulatory requirements. Additionally, internal business processes, allocated resources, and tools can heavily influence the timeline from creation to content approval.

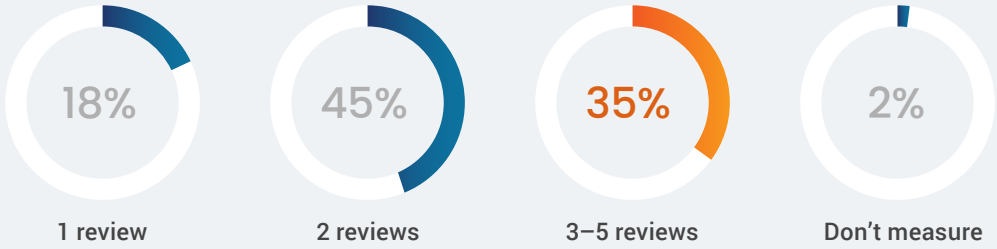
This survey reveals that 60% percent of medtech organizations using manual processes or homegrown solutions have review and approval process exceeds 4 weeks with a marketing asset undergoing 3–5 rounds of reviews. These prolonged approval times often result in missed opportunities and delayed campaign launches hindering overall marketing strategy and affecting product awareness and sales momentum.

This number is cut in half (30%) for companies leveraging commercial cloud solutions to manage this process, and it's reduced even further to between 10-15% for companies that have streamlined claims management. This enables faster time-to-market, improved agility, and better responsiveness to market demands.

Time to review and approve promotional content & number of rounds of review before final, approved use

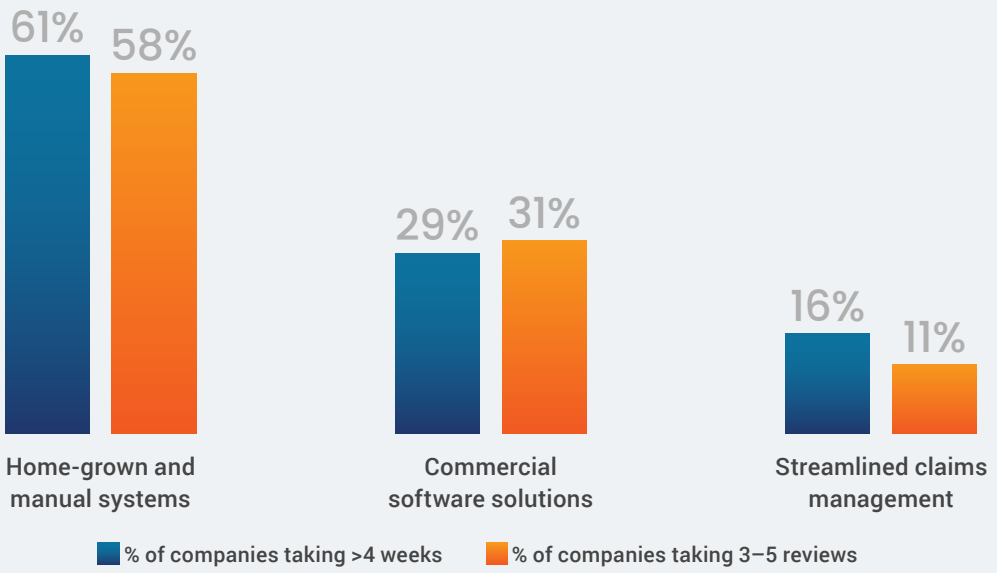


35% experience 3–5 rounds of review prior to content approval



Further evaluating the data, medtech organizations using manual processes face over 4-week review cycles for marketing assets, with 60% experiencing 3–5 review rounds. This drops to 30% with commercial cloud solutions and further to 10–15% with streamlined claims management.

Impact of claims and content management software on review efficiency



Shifting towards a more positive compliant market

Medtech organizations are increasingly recognizing the importance of tools with more than half (53%) using a purpose-built solution for content review and approval. These solutions are seen as essential for ensuring compliance, maintaining brand integrity, and streamlining the approval process.

Despite the increasing emphasis on compliance, 40% report using basic applications for review and approval, which can lead to inefficiencies and regulatory risks.

Companies using purpose-built solutions are much more confident in their level of compliance. Over 40% using manual processes or homegrown solutions report having concern for compliance issues compared to only 18% of companies using cloud software for review and approval.

Purpose-built solutions designed specifically to address the unique challenges and regulatory requirements in the medtech industry can significantly streamline operations and ensure compliance. Solutions need to be scalable, easy to maintain, and built to align with industry-specific workflows, ultimately reducing the risk of costly non-compliance and internal inefficiencies.

Content integrity and efficiency: linking claims and evidence

Claims are often the foundation to create materials that communicate the benefits and value of products. In a regulated industry, every claim made in promotional materials must be substantiated with credible evidence to ensure compliance with regulatory standards. However, the process of linking each claim to supporting data can be complex, often requiring meticulous tracking and documentation.

The survey data reveals that nearly 70% of medtech organizations are either using manual processes or have fragmented systems for managing claims and linking to substantiation. This lack of automation and integration not only increases the risk of errors and non-compliance but also slows the ability to bring products to market efficiently.

More than 70% report manual processes or fragmented systems for claims substantiation

The low percentage (15%) of companies with streamlined processes and a central data repository where claims are directly linked to substantiation highlights a significant opportunity to improve efficiency and reduce the risk of non-compliance. The most notable finding is the mere 3% that have a fully integrated system for claims management, where updates trigger alerts and verifications within the regulatory submission environment.

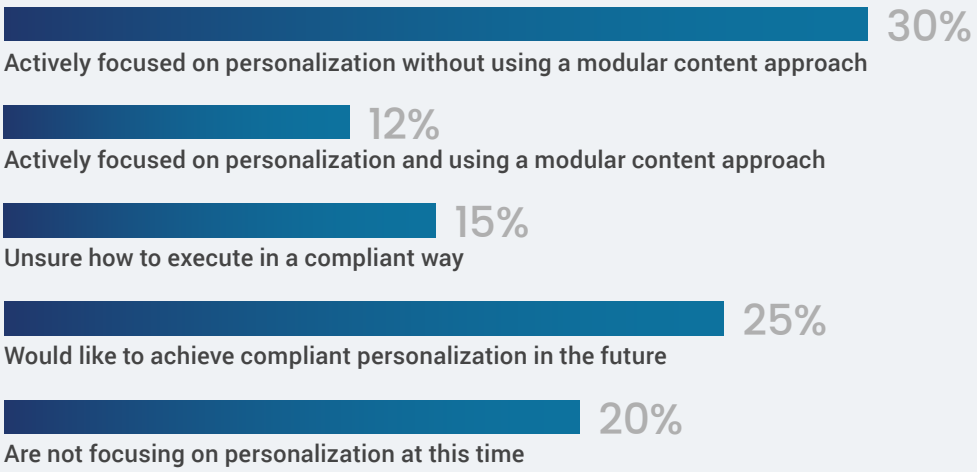
These findings indicate that the majority of organizations are operating with suboptimal systems that can delay time-to-market and introduce significant compliance risks. Medtech organizations should prioritize implementation of integrated claims management systems that provide a central data repository with automation that links supporting evidence to claims, where claims are used, and updates or verifications.

Efficiently managing the linkage between promotional content, claims, and the underlying evidence is not only crucial for maintaining regulatory compliance but also for achieving operational excellence and getting products to market faster.

Compliant personalization at scale

Omnichannel strategies are a growing essential for engaging healthcare professionals and patients. While content personalization is key, it must be balanced with strict compliance requirements, leading to the concept of "compliant personalization". This approach ensures communications are scientifically backed, engaging, and compliant with legal and ethical standards.

Over 80% are interested in or actively focusing on personalization



Content flexibility and efficiency with a modular approach

Personalization extends beyond basic content customization; it requires strategic integration into organizational practices and enabling teams with the necessary tools and functionalities. Modular content is a powerful tool that significantly enhances the ability to deliver personalized, compliant messaging at scale. A modular content approach offers tremendous value by assembling pre-approved components (modules) into different types of content for use across regions and channels, which allows for quick adaptation and reuse across multiple channels.

Benefits of a modular content approach

↑28%
increase in average speed to market

↓19%
reduction in the cost to create cointent

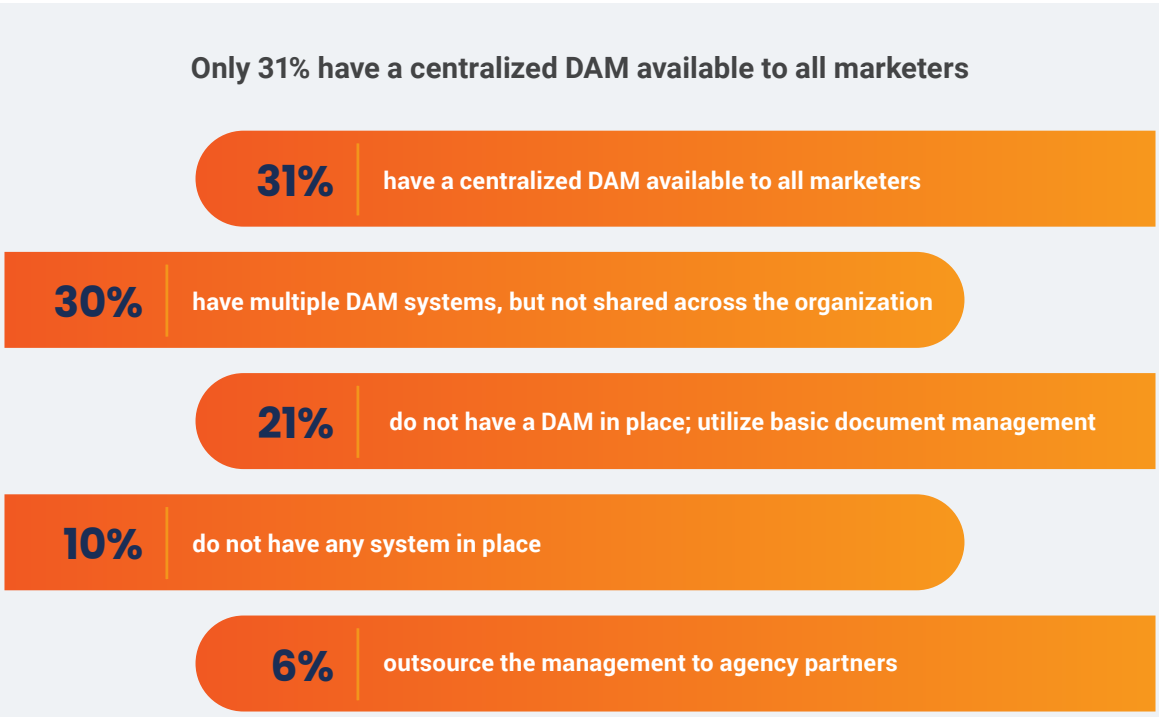
↓22%
reduction in the number of review cycles

Despite proven benefits, a mere 12% are utilizing a modular content approach to support personalization efforts. And misconceptions still exist. Some believe the modular approach only yields value when implemented on a large scale, making it seem exclusive to large life sciences companies with vast content needs. In reality, modular content delivers operational efficiency and consistency, benefiting organizations of all sizes and stages, from startups to well-established brands.

Role of digital asset management (DAM) in omnichannel marketing

Digital Asset Management (DAM) is a crucial element for omnichannel marketing, ensuring that all digital assets—images, videos, documents, and other content—are well-organized, easily accessible, and consistently utilized across channels. Acting as the backbone of content management, DAM facilitates the efficient distribution of an array of digital assets needed to deliver a cohesive and personalized customer experience.

Despite its importance, 37% of respondents report not having a DAM system in place. Of these, 21% rely on basic document management tools like SharePoint, 10% have no formal system, leaving assets scattered across the organization.



Digital Asset Management enables teams to quickly locate and deploy the right assets, uphold brand consistency, and ensure compliance with regulatory standards.

Many medtech organizations are still in the early stages of developing their digital asset management capabilities. About 30% report having multiple DAM systems, yet these are not integrated across the organization, leading to inefficiencies and silos. Adding to the complexity is the integration of these assets with content that has been reviewed, approved, and substantiated with relevant claims. Less than 35% of organizations with a cloud-based review and approval solution also have a centralized DAM system.

Without a robust connected DAM, device and diagnostic companies risk inefficiencies, inconsistencies, and potential compliance issues, all of which can undermine the effectiveness of omnichannel efforts.

Tackling pain points and strategic priorities for transformation

The processes underlying end-to-end claims and content management in medtech is unique in that it is highly cross-functional, ownership can vary, and it is often built on antiquated systems that don't share data making it difficult to identify bottlenecks and implement improvements. The top reported pain points revolve around maintaining a single source of truth for marketing content, as well as managing the traditionally lengthy review process. Given the downstream implications on a company's ability to compete quickly and compliantly, these observations are worth dissecting. In an age where consumers expect relevant information in a channel of their choosing, medtech will need to find ways to optimize and address these pain points in order to stay level with their peers.

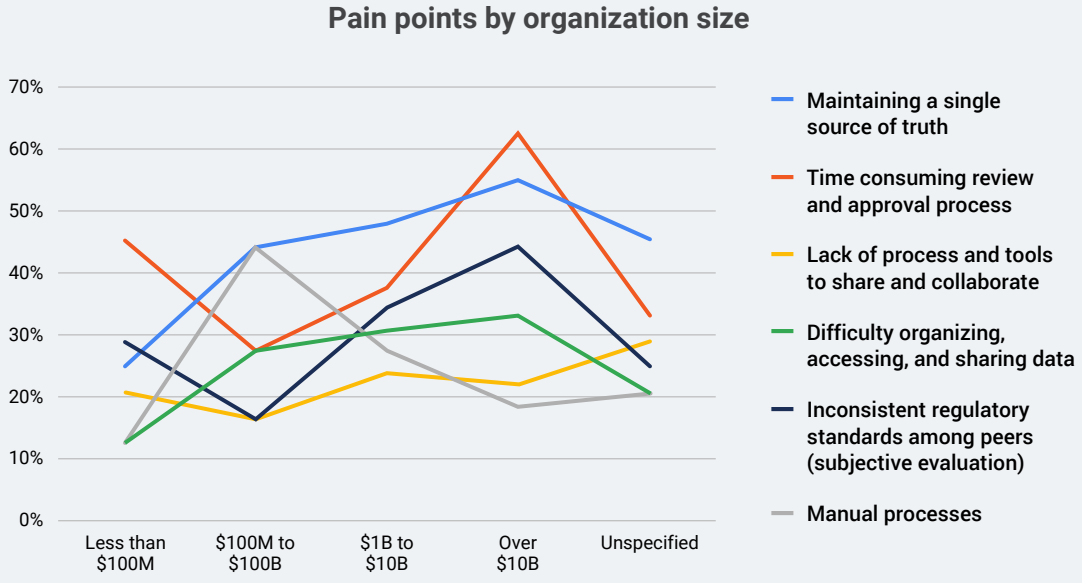
Recognizing pain points

An overwhelming majority—over 95%—acknowledge pain points within their claims management systems, with over half identifying multiple areas for improvement. This highlights the widespread nature of the issue.

To break this down further, large medtechs cite different priorities than smaller companies.

For larger organizations, particularly those with revenue exceeding $10 billion, these challenges are amplified by size and complex business structures. More than half (55%) of these large medtechs struggle with maintaining a single source of truth, while 63% report difficulties with cumbersome review and approval processes. These challenges, if unaddressed, will lead to inefficiencies, increased costs, and potential compliance risks.

On the other end of the spectrum, smaller companies—those with revenues under $100 million—face different, but equally significant, challenges. Inconsistent regulatory standards are the most pressing concern, with over 45% of smaller companies identifying this as their top pain point. The implication here is that smaller companies may lack the resources or expertise to navigate the complex and often subjective nature of regulatory compliance, making them more vulnerable to delays, errors, or even regulatory penalties.



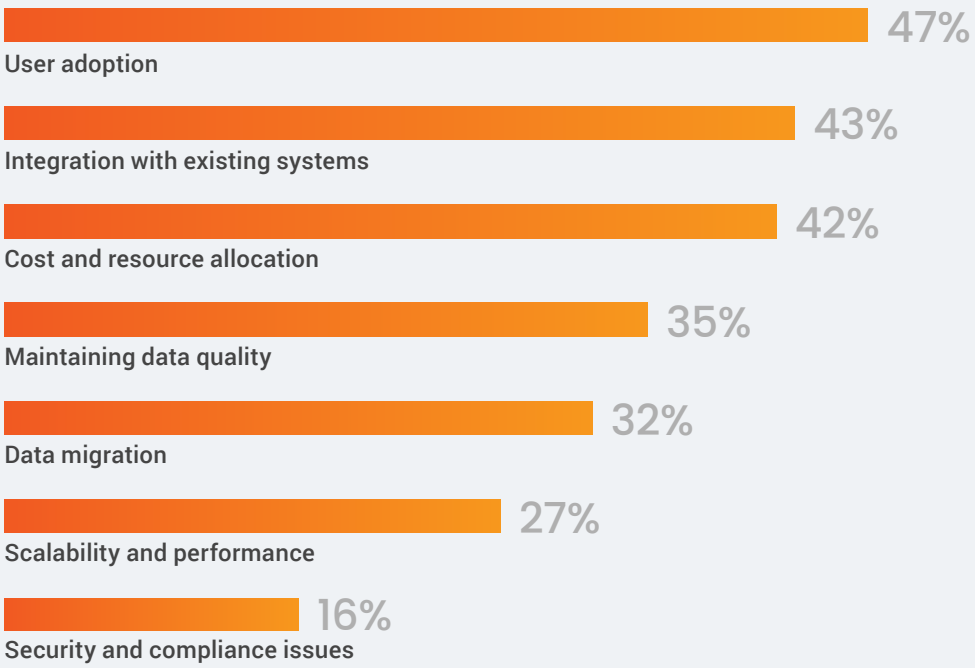
Large companies should prioritize investing in claims management systems to efficiently handle large data volumes and minimize compliance risks. Small companies should focus on navigating regulatory complexities by seeking targeted guidance or forming strategic partnerships.

For all companies, establishing a unified data management system can enhance accuracy and consistency. Additionally, a strategic focus on compliance is essential for maintaining competitiveness in an increasingly complex regulatory environment. By addressing these key areas, medtech organizations can optimize operations and foster innovation.

Challenges in transitioning to a central repository for marketing claims and content as the "single source of truth"

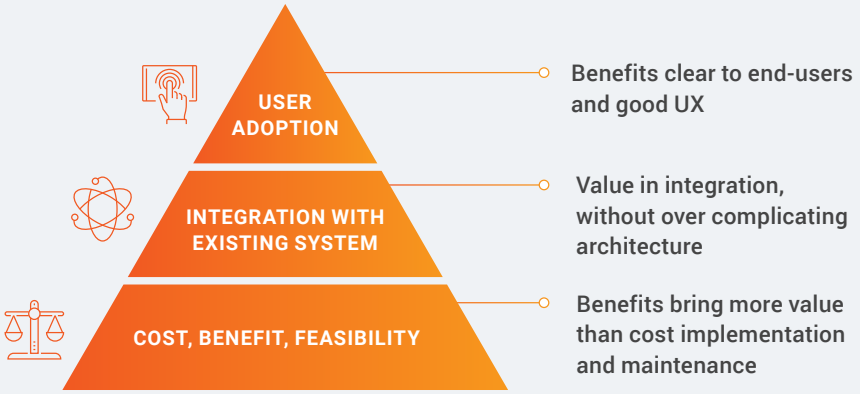
While the opportunities to improve claims management are readily apparent to all organizations, only 15% have streamlined and centralized their claims. The three most commonly reported challenges in accomplishing this are concerns over user adoption (47%), integration with existing systems (43%), and cost and resource allocation (42%).

47% Report user adoption as top challenge in transitioning to a central repository



Assessing the cost, benefit, and feasibility of a claims management solution is the first step in overcoming these obstacles. A claims solution needs to provide more value in terms of efficiency

and improved compliance than the cost it takes to stand up and maintain. For successful user adoption, those benefits need to be clear to the end-users of the system and the system itself needs to be user friendly to encourage widespread use. While not all solutions may need to directly interface with one another to achieve the desired benefits, it's important to focus on integrating systems where it delivers clear value, without overcomplicating system architecture.



Beginning with a high level ROI and user sentiment assessment is a good way to begin. Considering a purpose-built solution for claims management that's natively tied with your review and approval solution can help simplify the initiative, enhance user adoption, and minimize the need to develop additional integrations.

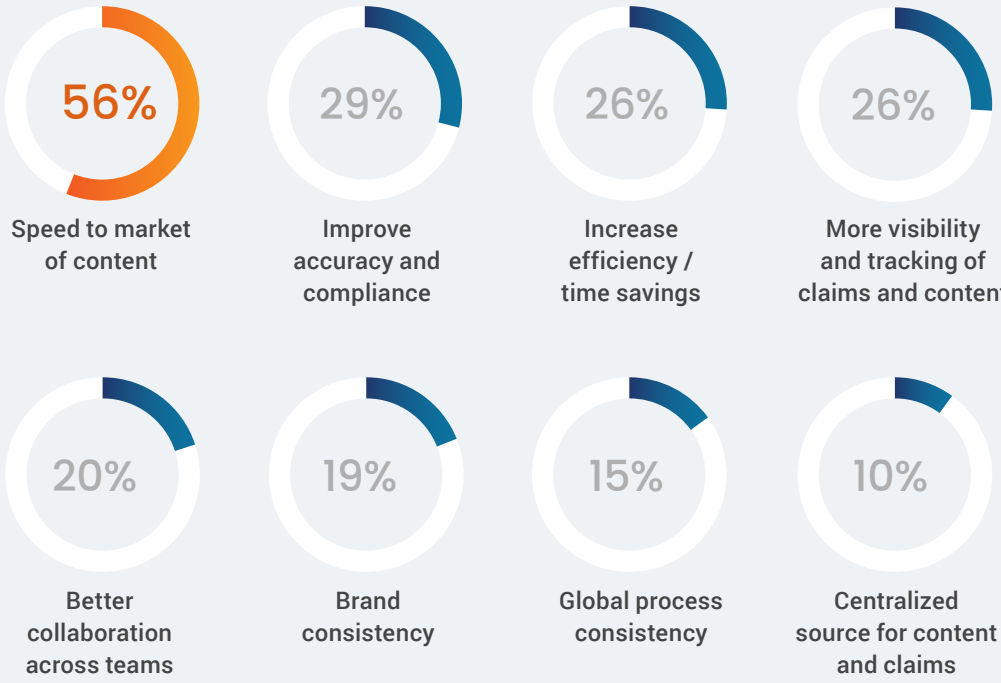
Strategic priorities for transforming claims and content management in medtech

As medtech organizations are focusing on identifying key pain points, they are simultaneously thinking about priorities to address them.

TOP 5 CHANGE PRIORITIES		
	1	Speed-to-Market
	2	Compliance
	3	Efficiency
	4	Visibility and Tracking
	5	Collaboration

By focusing on these areas, medtech organizations are empowered to unlock greater value, respond swiftly to industry demands, and solidify their leadership in an increasingly competitive landscape.

Rank your top 2 priorities driving change in claims and content management



CHANGE PRIORITY #1

Speed to market

Fifty-six percent report speed-to-market (related specifically in the context of marketing communications and asset availability) as the top reason for change. This highlights the urgent need for organizations to ensure that marketing materials are available as soon as possible to support product launches, regulatory updates, and educational initiatives. In an industry with rapid pace of change, the ability to communicate effectively and promptly can significantly impact market positioning, brand credibility, and the adoption of new technologies.

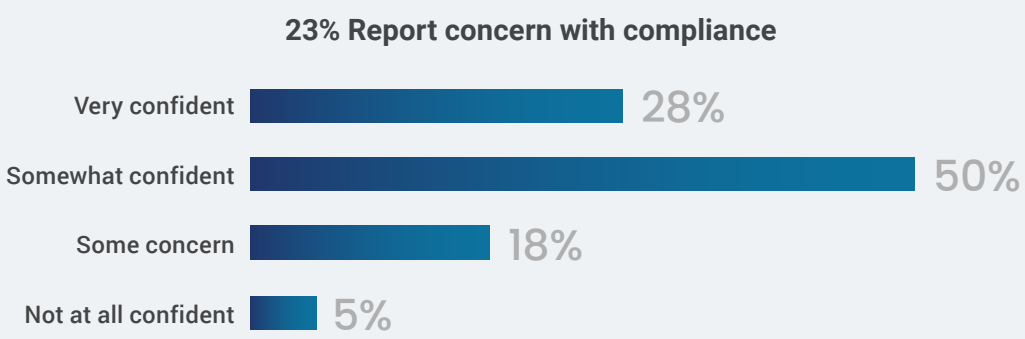
The emphasis on speed-to-market in medtech content operations is driven by several factors. Regulatory compliance, the need for multi-market adaptations, and the complexities of managing a diverse range of assets across different channels all contribute to delays. Additionally, the coordination between various departments—such as legal, regulatory, and marketing—often results in bottlenecks, further slowing the process. Many of these themes come back in the subsequent priorities below, highlighting the compounding and interlinking nature of these areas.

CHANGE PRIORITY #2

Improve accuracy and compliance

The second priority underscores the essential function of accuracy and compliance in safeguarding organizational integrity, mitigating the risk of regulatory sanctions, and ensuring that promotional content aligns with rigorous industry standards.

The significance is further illuminated by the survey findings, which indicate a wide variation in the confidence levels of medtech organizations regarding their existing compliance processes. While a majority express confidence in their ability to manage risks and maintain compliance with their current processes, there are varying degrees of assurance.



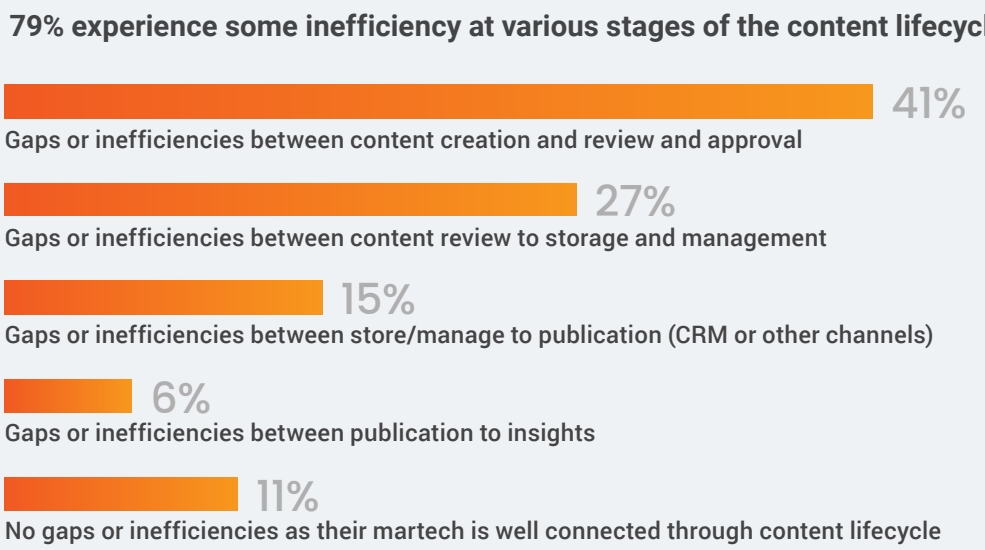
While 78% of medtech organizations feel at least some level of confidence in compliance—28% are very confident largely due to robust processes and the other 50% acknowledge areas of risk but maintain overall compliance.

However, there remains a notable segment of the industry with concerns. A combined 23% of medtech organizations report feeling some level of concern regarding their compliance management underscoring the importance of continued focus and investment.

CHANGE PRIORITY #3

Increase efficiency/time savings

Increasing operational efficiency and time savings tied for third place alongside desiring more visibility and tracking of marketing claims and content (26% reported as top priority). This reflects the need to streamline processes. Despite this prioritization, a significant portion of medtech organizations are struggling with gaps and inefficiencies within their current marketing tools and systems, which can undermine these efforts.



A closer examination of the data reveals that a substantial 79% of medtech organizations report experiencing some form of gap or inefficiency at various stages of the content lifecycle. The most significant issue lies between content creation and its review and approval, with 41% identifying inefficiencies in this phase. This bottleneck not only delays the overall content production process but also poses risks to the top two change priorities, speed-to-market and compliance, as materials may be held up in the approval process. The implications of these inefficiencies are increased operational costs, delays in bringing marketing materials to market, and heightened risks of non-compliance.

Following this, 27% of medtech organizations report inefficiencies between content review and its subsequent storage and management. This stage is especially important for ensuring that approved content is properly archived and accessible for future use. Inefficiencies here can lead to challenges in retrieving content, increasing the risk of outdated or non-compliant materials being used in marketing efforts; a big concern in local marketing organizations who rely upon global teams supplying content.

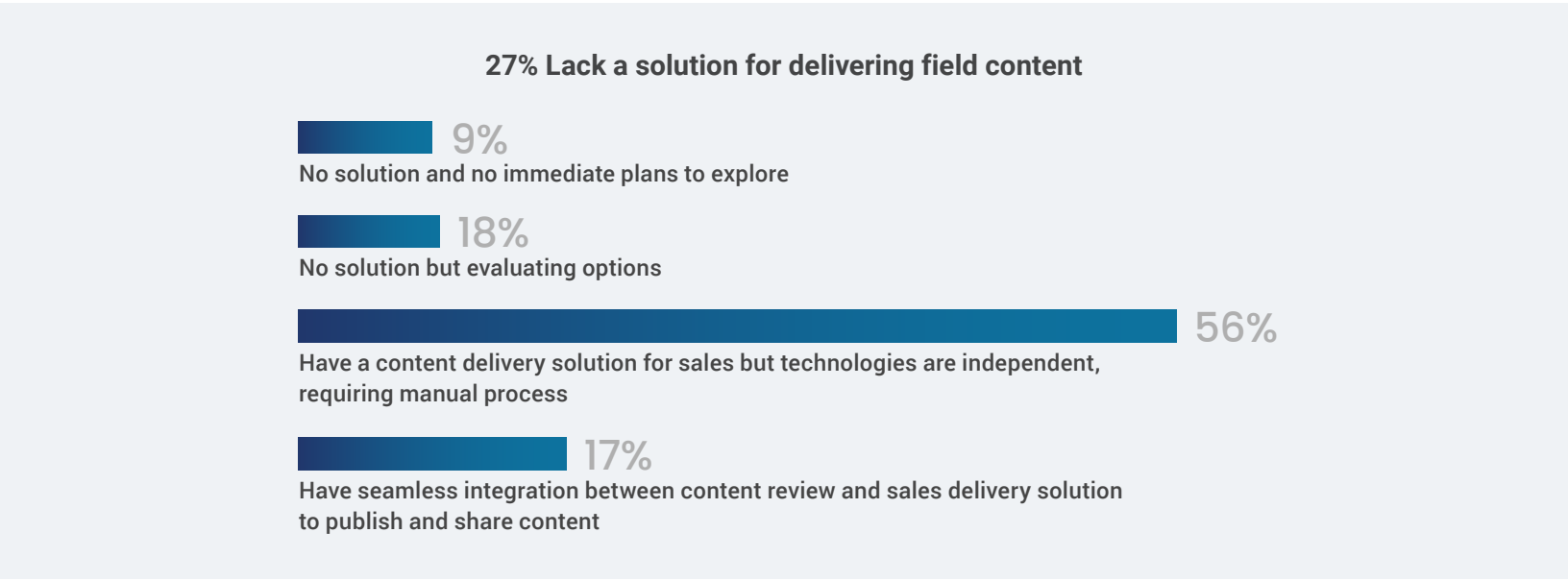
The transition from storing and managing content to its publication presents challenges for 15% of organizations. Gaps at this stage can delay the release of marketing communications, impeding the organization's ability to engage with the market promptly. Furthermore, 6% of organizations report inefficiencies in the final stage, from publication to gathering insights, impacting their ability to measure the effectiveness of their campaigns and make informed decisions for future marketing strategies.

Despite these widespread challenges, 11% report no gaps or inefficiencies, indicating that their marketing technology systems are well-integrated across the content lifecycle allowing them to maintain compliance, optimize time-to-market, and enhance overall marketing effectiveness.

CHANGE PRIORITY #4

Visibility and tracking of marketing claims and content (tied with efficiency/time savings)

Enhancing visibility and tracking is equally as important as increasing efficiency and accuracy for medtech organizations (26% reported as top priority), as it ensures control over the entire lifecycle of materials—from creation to market impact. With volumes of content increasing steadily, visibility on where claims, key messages, and content is currently being linked, utilized, adapted, or consumed, can become a challenge. Current data reveals where the gaps may be hindering efforts to track and trace.



The absence of a robust content delivery system not only exposes these organizations to compliance risks but also limits their ability to respond effectively to market demands, ultimately risks their competitive position.

Among the majority, 56% of medtech organizations have implemented a content delivery solution, however, these systems often operate in silos requiring manual processes for tracking and delivery. This lack of integration slows down the ability to update or withdraw claims in real-time, increasing the risk of outdated or non-compliant content being used in the field. This also complicates efforts to measure the effectiveness of marketing materials.

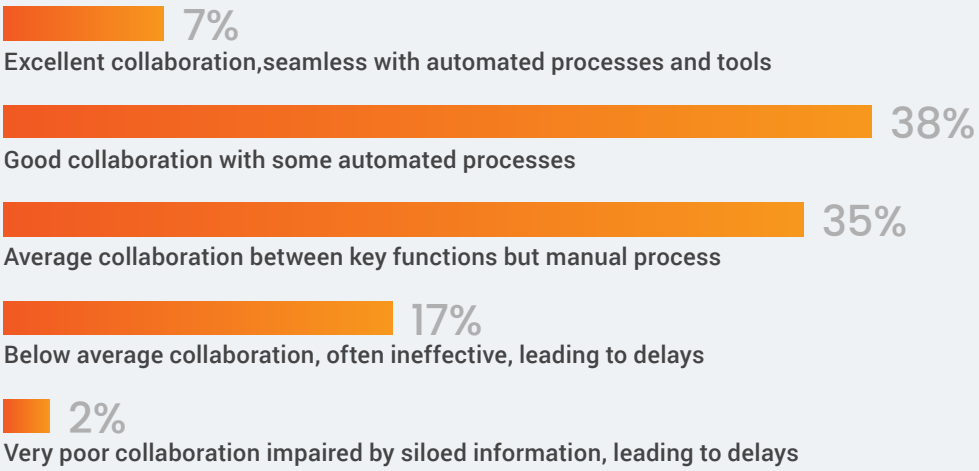
CHANGE PRIORITY #5

Collaboration

Collaboration among key functions such as marketing, regulatory, legal, medical, and clinical teams is crucial in the medtech industry, particularly during the review and approval processes

for claims and promotional content. This collaborative effort is vital for ensuring compliance, accuracy, and timely delivery of marketing materials. However, as the data illustrates, collaboration remains a significant challenge for 20% of medtech organizations.

Only 7% report seamless collaboration supported by automated tools



This small percentage reporting excellent collaboration (7%) highlights a significant opportunity for improvement across the industry. On the other hand, a combined 73% of organizations report either a good or average level of collaboration. While these organizations have established some level of collaboration, the reliance on manual processes and the lack of full automation indicate areas where efficiency could be greatly enhanced.

More concerning is that nearly 1 in 5 medtech organizations (20%) report suboptimal collaboration. These deficiencies not only slow down the review and approval processes but also heighten the risk of non-compliance and errors in promotional content, potentially resulting in serious regulatory and reputational consequences.

Medtech organizations need to adopt a strategic and data-driven approach to transform their content and claims management processes. It's essential to first identify key performance indicators (KPIs) that align with top priorities. This allows for a clear, objective assessment of current performance and establishes a baseline from which improvements can be measured. By focusing on data-driven metrics, organizations can ensure that any process enhancements or system implementations yield measurable, impactful results.

Moving beyond manual and siloed processes will reduce delays, enhance accuracy, and ensure that claims and promotional content are both compliant and timely. This not only improves

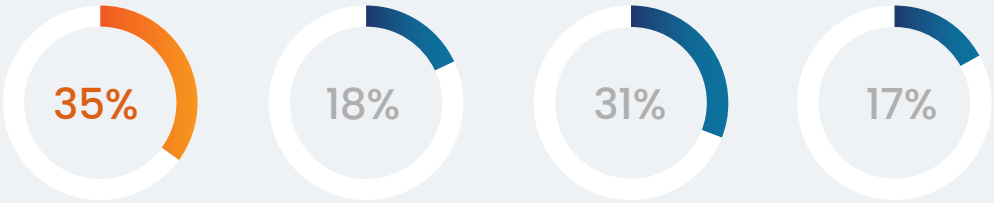
operational efficiency but also strengthens the organization's ability to navigate the complex regulatory landscape, ultimately maintaining a competitive edge in the market.

Moreover, investing in better-integrated martech solutions is crucial for ensuring that marketing communications are both effective and compliant. Integrated systems provide end-to-end visibility and control over the entire content lifecycle, from creation to market delivery and beyond.

Managing the technology landscape and driving change management

As the data has shown throughout this report, there is much to navigate in terms of the complexities of managing claims and content. The adoption of advanced software solutions has been a consideration as a possible solution to address the challenges and reduce the burdens for medtech teams.

35% Report adoption of purpose-built software a priority within 2 years

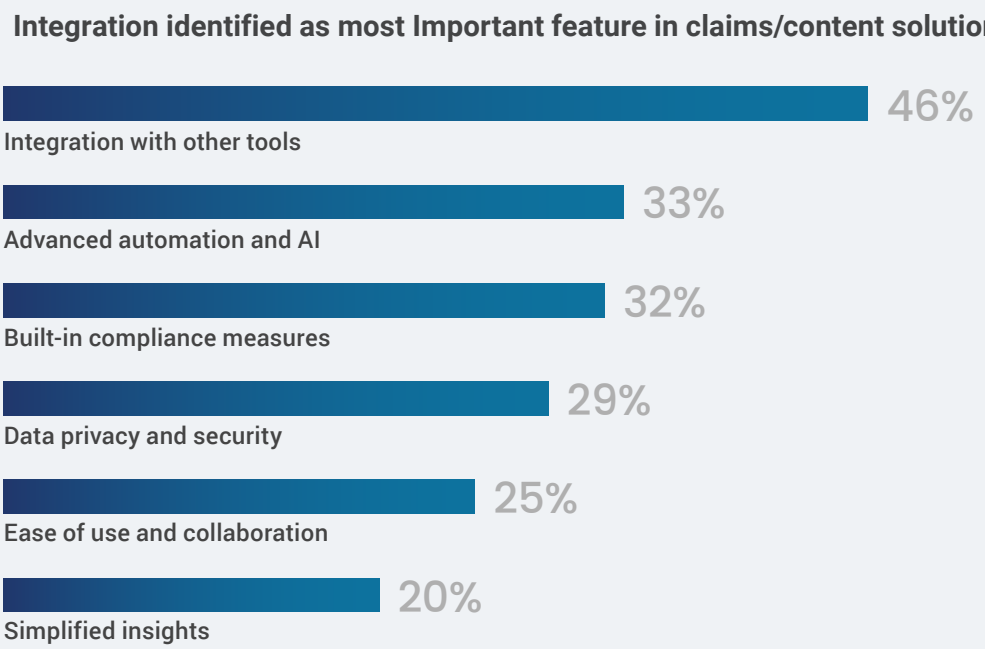


Within 2 years | Within 3–4 years | Not a priority | Unsure

This data illuminates the urgency of a longer-term trend towards modernization of claims and content management. However, it's also evident that there are varying levels of readiness and perceived need in medtech organizations as 31% of medtech companies do not currently view adopting new software as a priority, and 17% remain uncertain about its importance.

Features most important in a claims and content solution

For those organizations prioritizing the adoption of new software, the availability of specific features is crucial to ensure alignment with business requirements and IT strategy. The top feature, identified by 46%, is "integration with other tools." Integration is particularly relevant given the industry's complex ecosystem, where seamless connectivity between content management systems and other platforms—such as CRM, ERP, and regulatory databases—is essential for maintaining operational efficiency and compliance.



Advanced automation and AI was the second priority that aligns with the industry's push towards greater efficiency. Automation and AI capabilities can transform the management of marketing claims and content by streamlining workflows, reducing manual errors, and accelerating time-to-market. These technologies may also enable more sophisticated risk management and compliance monitoring. However, AI is still evolving and needs to be carefully monitored in an industry where regulatory adherence is non-negotiable.

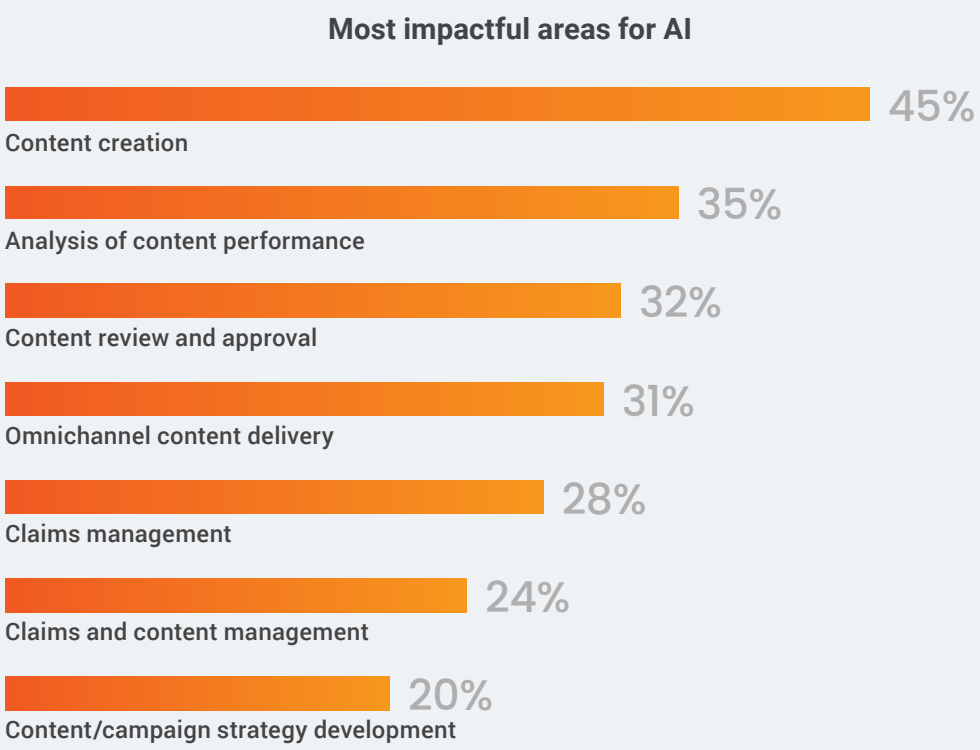
The importance of built-in compliance measures, reported by 32% of medtech companies, cannot be overstated. In an environment where regulatory scrutiny is intense and the consequences of non-compliance are severe, having integrated compliance checks is essential for safeguarding the organization against potential violations.

When prioritizing integrations within your content supply chain, it's essential to balance the benefits against the costs. Start by evaluating how each integration can improve efficiency, compliance, and data accuracy. Native integrations should be your first choice, as they are often more reliable and cost-effective. Additionally, understanding and optimizing your current system architecture can help you consolidate existing systems, simplifying future integrations and reducing overall complexity.

Not every integration needs immediate implementation, so focus on those that offer the greatest return on investment, such as automating repetitive tasks that free up valuable resources. Ensure your tech stack is scalable and adaptable to future needs, allowing your medtech operations to remain agile and responsive as the industry evolves.

AI & Automation in Managing Claims and Promotional Content

By 2028, AI spending in marketing is projected to exceed $100B, a more than sixfold increase from 2021.[1] While generative AI has captured the spotlight recently, various forms of AI and automation will continue to impact the medtech industry. The most significant area where medtech organizations feel AI can contribute is content creation (45%).



Companies are exploring ways to feed generative AI engines proprietary information to create more relevant content and accelerate speed-to-market. However, leveraging GenAI presents challenges in a highly regulated industry like medtech. Given its early stage, GenAI carries potential risks, such as variability of auto-generated content and how it may not meet the stringent requirements necessary for safely marketing a medical device, making its widespread adoption in this sector premature.

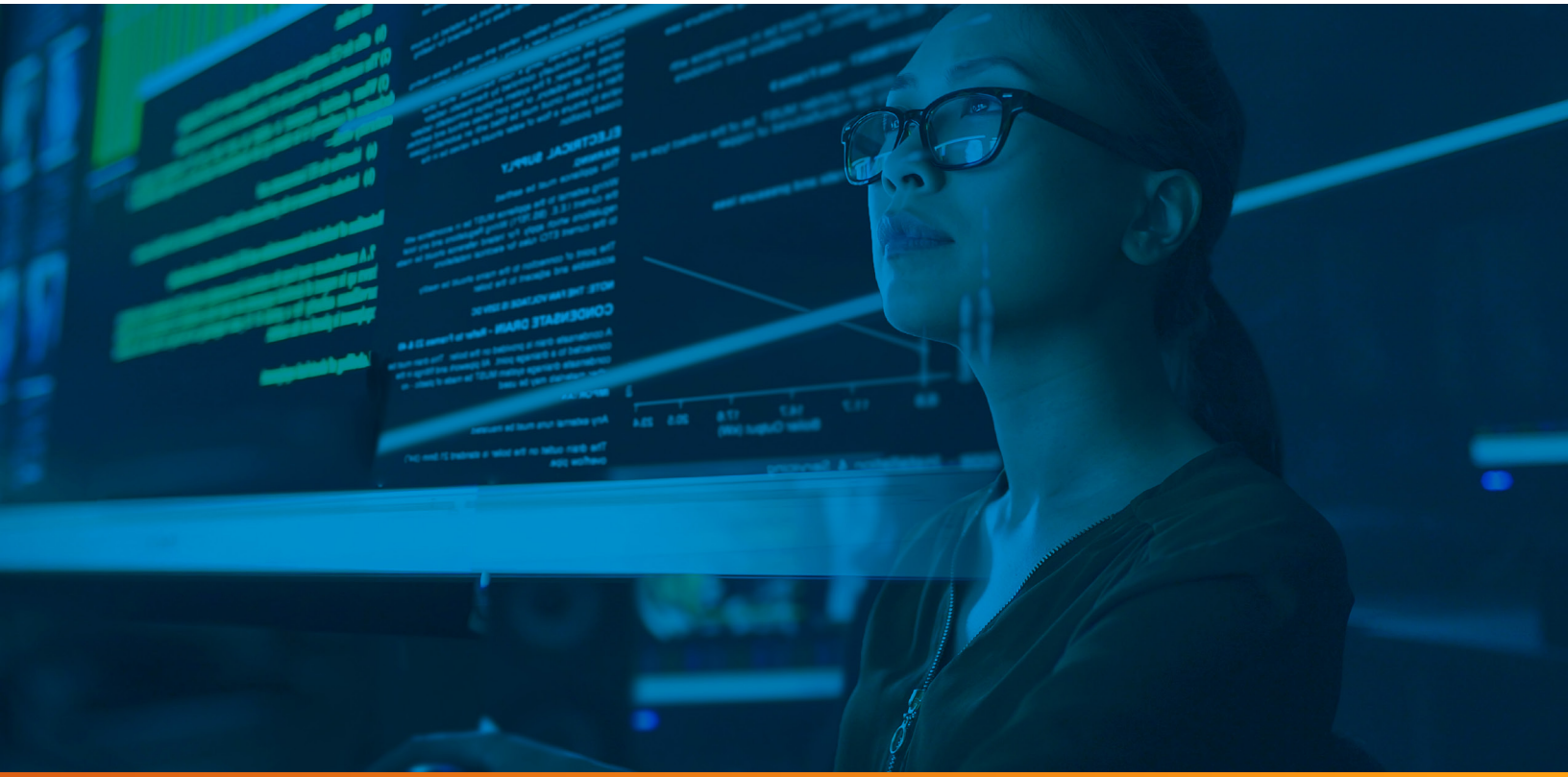
[1] Generative AI for Content Creation: How Marketers Can Use It, *Forbes.* https://www.forbes.com/councils/theyec/2023/08/17/generative-ai-for-content-creation-how-marketers-can-use-it/

AI contributing to marketing claims and content management processes

Before diving into AI, it's crucial to first consider automation. Many tasks that are thought to require AI can be effectively managed with existing automation technologies. Automation can streamline workflows, reduce errors, and improve efficiency, laying the groundwork for more advanced AI applications.

To successfully integrate AI, organizations should start by identifying key problems they aim to solve, focusing on areas with robust data sets and repeatable actions where AI can deliver immediate impact. Claims management is a promising starting point; structuring claims data in a machine-readable format allows generative AI to create content that aligns with compliance and regulatory needs, ensuring targeted and effective AI applications. Additionally, AI can significantly improve the searchability of assets in a Digital Asset Management (DAM) system, but this requires clean and accurate metadata.

Focus on targeted AI use cases, such as automating content creation or enhancing content performance analysis, to develop actionable proof of concepts. By starting with these focused applications, companies can demonstrate AI's value before scaling its use. A strategic, measured approach—emphasizing data quality, system integration, and pragmatic use of mature technologies—will enable medtech organizations to innovate effectively while minimizing risks associated with early AI adoption.



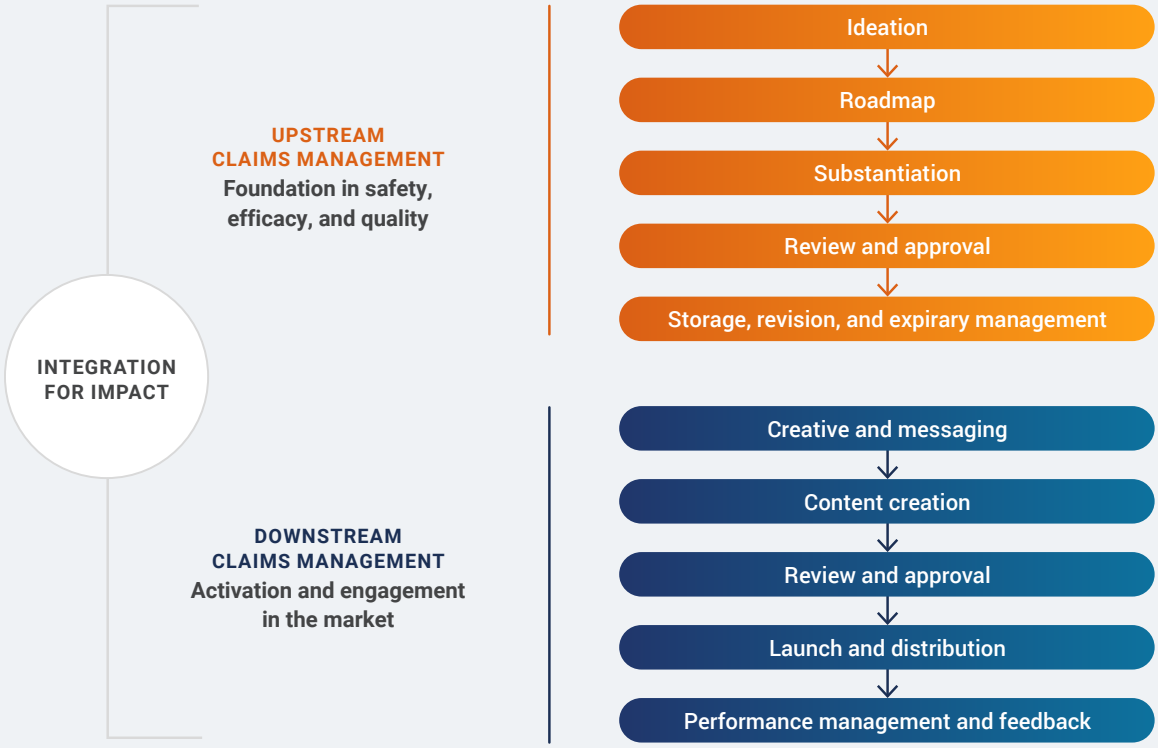
APPENDIX

Introduction to claims and content management in medtech

What is claims and content management?

Promotional content in medtech marketing encompasses various materials and communications designed to raise awareness and drive sales, including advertisements, brochures, websites, and product demonstrations. Central to this content are "claims" about the product's efficacy, safety, and benefits, which must be accurate, scientifically substantiated, and compliant with regulatory standards. These claims play a compelling role in shaping perceptions and decisions among healthcare professionals and patients, making them a key focus in the development and oversight of medtech marketing strategies. In order to ensure accuracy, all claims and marketing content must undergo a rigorous review process prior to going to market.

Content and claims processes are often siloed



Claims and content processes are often siloed where upstream in product lifecycle, claims are created, substantiated and stored in a variety of formats and systems to ensure compliance, while downstream content is created from those sources.

Importance of review and approval of promotional content

The review and approval of promotional content is a critical process that ensures all marketing materials adhere to regulatory standards and accurately reflect the product's benefits and risks. Non-compliance can result in significant legal penalties, product recalls, and damage to brand reputation.

This process is particularly important due to the diversity and complexity of medical technologies, which can range from simple tools to advanced surgical systems. Medtech marketing must address both the technical functionality and clinical applicability of the products.

The review process typically involves a cross-functional team, including medical, clinical, and regulatory affairs, legal, marketing, and often technical experts. It can also include agency partners and external experts like key opinion leaders. It can also include agency partners and external experts like key opinion leaders. This multidisciplinary approach is necessary to ensure that promotional content is not only compliant but also conveys the technical nuances of the device in a way that is both accurate and compelling.

Report Demographics

The 2024 Veeva MedTech Commercial Benchmark surveyed commercial leaders at large global and medium device and diagnostics companies worldwide to understand current processes and challenges in managing promotional content and claims.