

2025 Postmarket Quality Benchmark



The 2025 Veeva MedTech Postmarket Quality Benchmark surveyed over 100 quality leaders across the industry to explore current postmarket quality processes and challenges.

Despite digital transformation efforts, over half of organizations still rely on manual processes and fragmented systems. Slow adoption of advanced technology has limited data-driven action – critical to scaling quality operations, improving compliance, and driving growth.

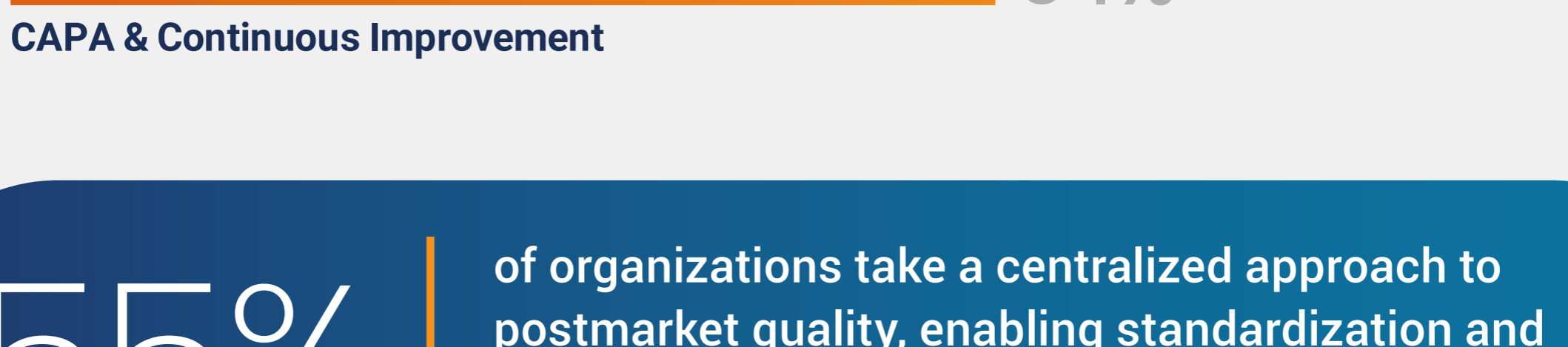
Quality Organization and Governance

Postmarket quality management structures and definitions vary, introducing diverse approaches to maintaining high standards and ensuring compliance.

90%

include Complaint Handling as a key postmarket quality function, underscoring its critical role in maintaining standards and ensuring compliance.

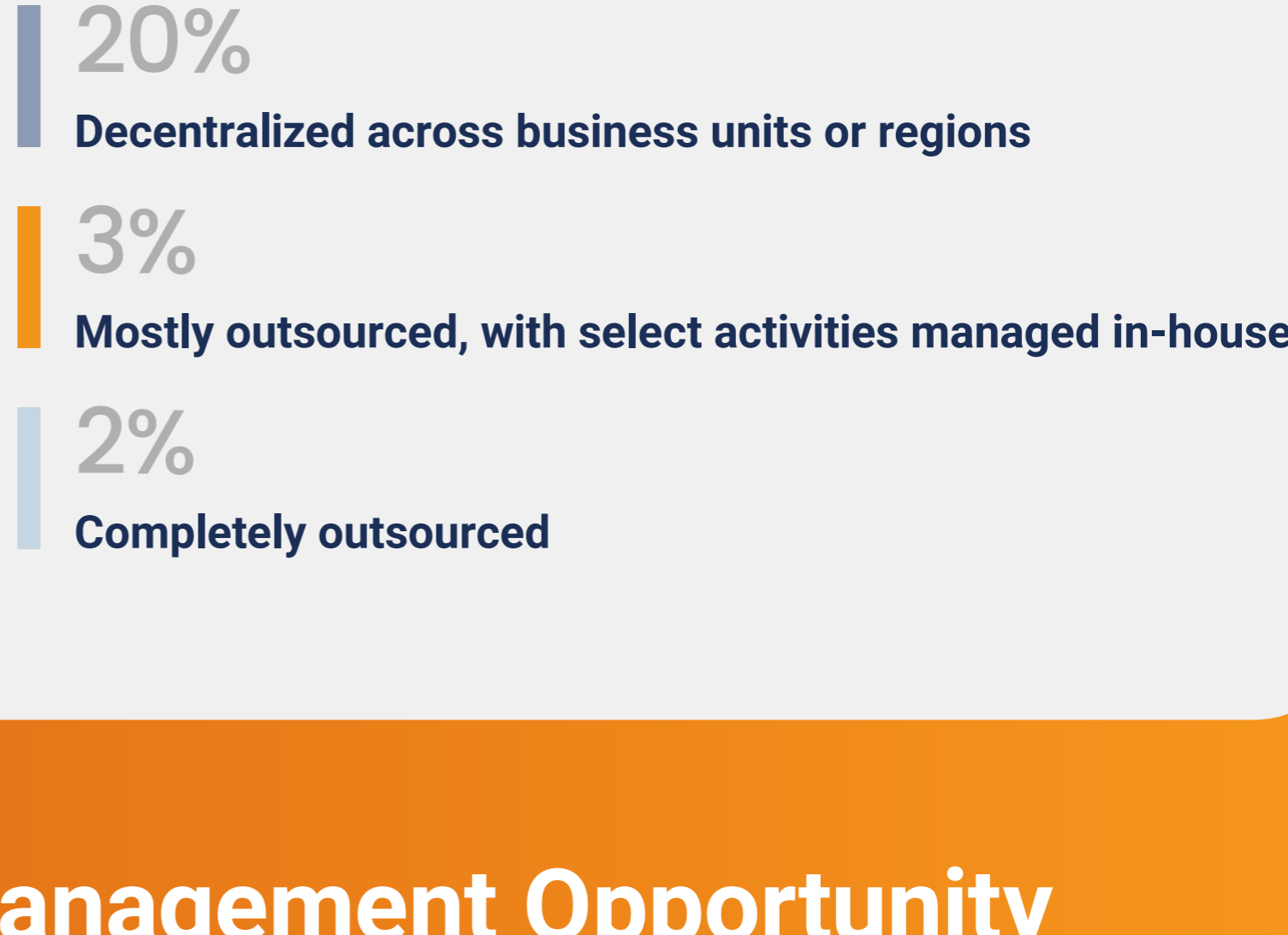
Processes Considered Part of Postmarket Quality



55%

of organizations take a centralized approach to postmarket quality, enabling standardization and efficiency – but effective scalability requires strong knowledge management and technology support.

Postmarket Quality Organization Structures



Knowledge Management Opportunity

Many organizations find their training and knowledge management programs insufficient to address postmarket quality challenges and inefficiencies.

Key Focus Areas for Training and Knowledge Management



78%

Read and understand policies, procedures, and work instructions



49%

Risk management principles, policies, and procedures



45%

Critical thinking, root cause analysis, or other problem-solving capabilities

19%

agree that their organization's training and knowledge management programs are well-equipped to empower postmarket quality for future success.



Agree

Somewhat Agree

Neither agree nor disagree

Disagree

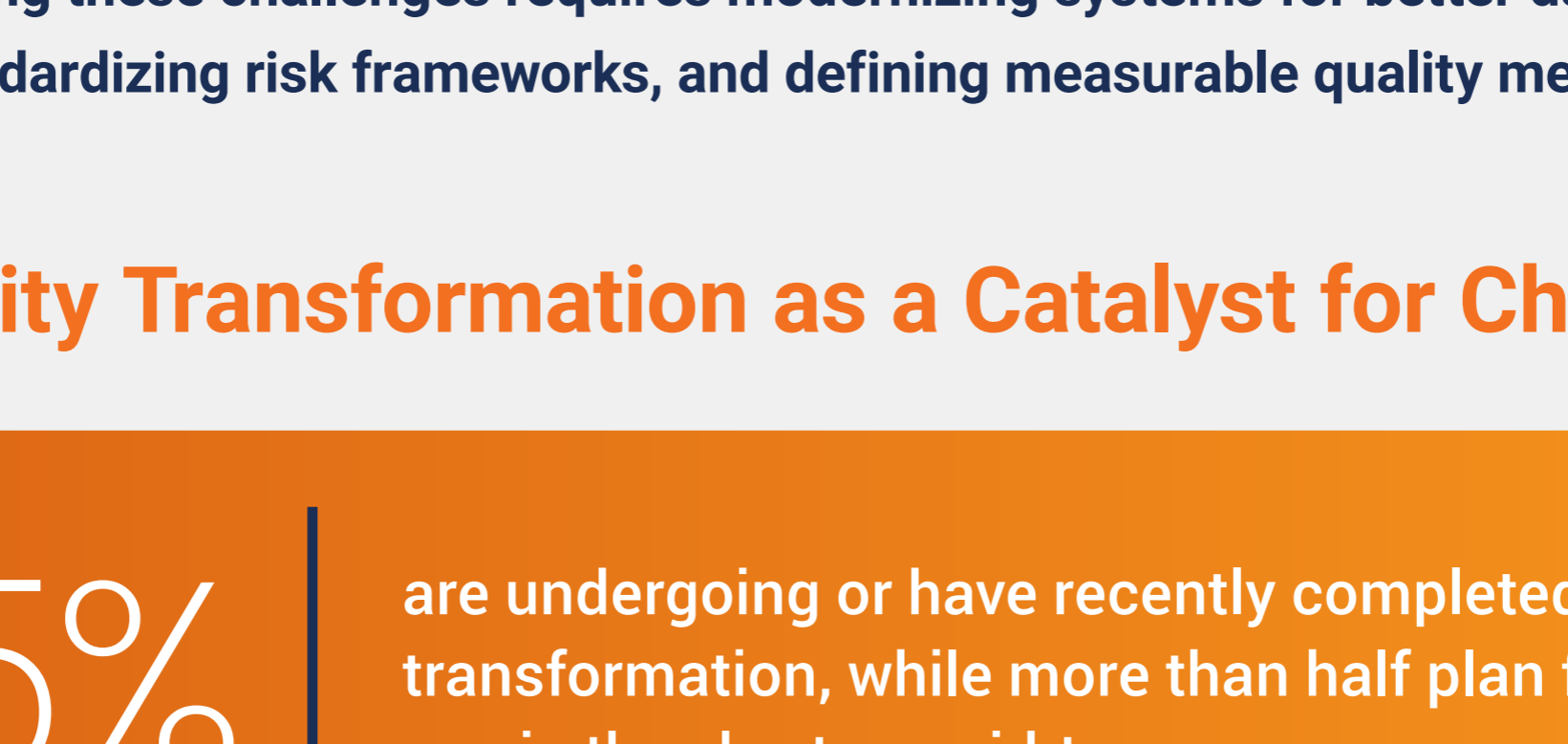
Shift Towards Proactive Quality Management

Organizations are moving toward a more proactive approach to postmarket quality, recognizing its potential to prevent issues before they arise.

57%

actively use postmarket quality as a source for proactive quality management.

Postmarket Quality as a Source for Continuous Improvement



Yes

Sometimes

Not currently

Top 3 Barriers to Proactive Quality



1

Lack of systems and tools to access and analyze data



2

Different risk definitions and action thresholds



3

Lack of clearly defined metrics that drive value

Overcoming these challenges requires modernizing systems for better data access, standardizing risk frameworks, and defining measurable quality metrics.

Quality Transformation as a Catalyst for Change

35%

are undergoing or have recently completed a transformation, while more than half plan for one in the short- or mid-term.

53% See Transformation as a Priority in 3 Years



Top 3 Drivers for Change



1

Need for proactive and risk-based quality management



2

Scalability to suit business objectives (e.g., diversification, deals, new markets)



3

Drive to modernize technology platforms or adopt advanced technology

With a majority of organizations recognizing the value of proactive quality, investment in modern infrastructure and technology will be key to overcoming these challenges and unlocking its full potential.

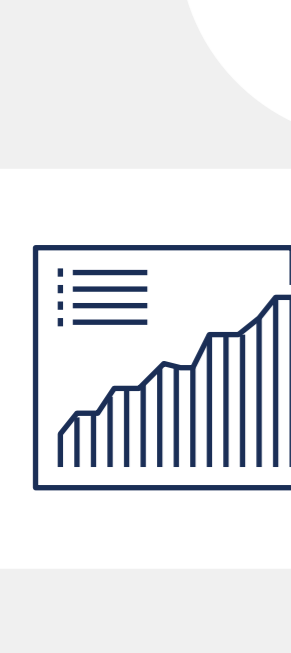
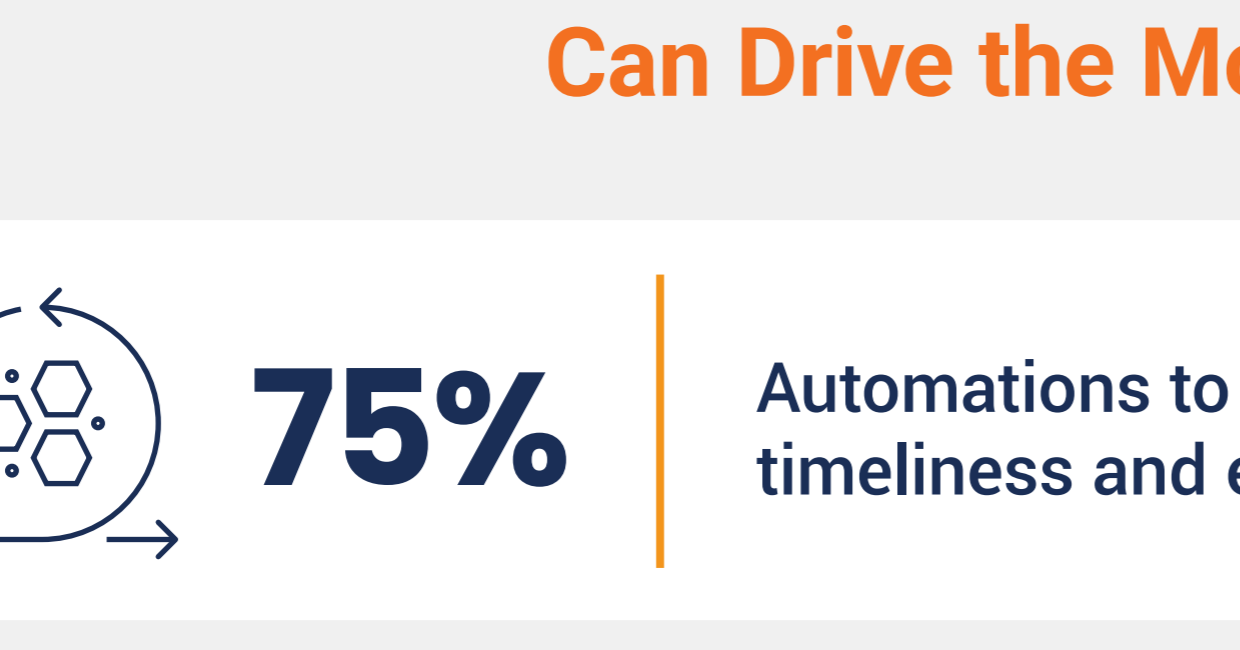
Adoption of Advanced Technology

Technology adoption plays a critical role in the implementation and success of quality transformation.

50%

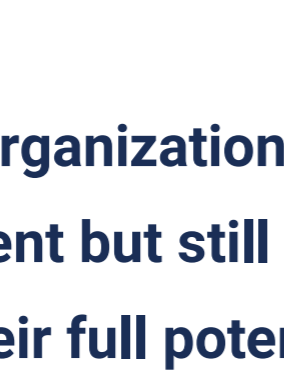
still rely on paper, spreadsheets, and other electronic tools to manually manage PMS data and actions.

Only 31% are Utilizing Cloud-Based Technologies for Postmarket Quality



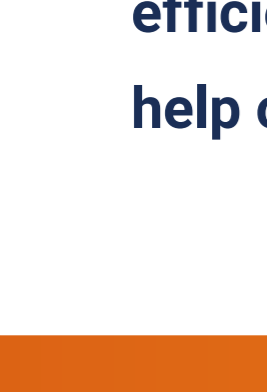
75%

Automations to improve timeliness and efficiency



62%

Connections with other QMS processes



61%

Advanced reporting

Summary

Medtech organizations are shifting toward proactive postmarket quality management but still face gaps in infrastructure, training, and data utilization, limiting their full potential. To stay competitive, companies are focusing on standardization, risk management, and cross-functional collaboration to enhance efficiency, compliance, and decision-making. Prioritizing these strategies will help optimize resources and adapt to evolving industry demands.

Veeva Quality Cloud connects global processes, content, and functions, enabling medical device, diagnostic, and therapeutic companies to effectively manage all aspects of quality in one place.

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