Veeva MedTech

2025 Clinical Benchmark

The 2025 Veeva MedTech Clinical Benchmark surveyed clinical leaders across the medical device and diagnostic industry to explore key challenges, processes, and opportunities for optimization.

Despite a desire to move to end-to-end digital solutions, companies still struggle with manual processes, site management, and data quality and integrity. These challenges are further compounded by evolving regulatory landscapes and global macro-economic pressures that are impacting investment in innovation.

Key Findings

32% Rely on manual processes to manage clinical trial activities

68% Need to improve site collaboration by reducing manual processes

42% Identify site set-up, identification, and selection as a top challenge

58% Plan to optimize data collection and cleaning

72% Plan to invest in AI/ML initiatives in the next 12 months

Challenges and Priorities

MedtTech clinical teams consistently grapples with a high reliance on manual processes, resource limitations, and managing site relationships to become sponsor of choice. Manual processes threaten the clinical trial process put a heavy strain on resources and study teams, while increasing cost and study timelines.

Top challenges companies face in clinical trials

While the growing complexity of clinical trials creates a clear need for regional and subject matter experts, companies are still predominantly focused on reducing cost and study timelines when outsourcing clinical trial activity.

Top priority for outsourcing trial activities

	UNDER $1B	OVER $1B
Access to study data	11%	7%
Trial cost	29%	41%
Regional trial expertise	8%	13%
Study timelines	29%	33%
Subject matter expertise / FSP	13%	15%
Access to sites	6%	3%

Most companies have implemented at least one fundamental application including eTMF, CTMS, or an EDC, but lag behind with other trial optimization systems.

Digital application adoption to manage clinical trials

44% Have all 3 core trial applications in place (eTMF, CTMS, EDC)

Digital Transformation and KPIs

Companies are making investments in digital systems but struggle to quantify the efficiency gains and return on investment, highlighting a need to establish a strategic framework and the ROI impact of digital initiatives.

Most significant obstacle for clinical transformation

While companies are investing in KPIs to showcase internal operational awareness, they may not always be fully optimized for strategic decision-making.

65% Currently have KPIs in place to measure trial activity, but only 6% have KPIs to drive business decisions

KPI maturity

The medtech industry is still in the early stages of AI/ML adoption. Larger companies are making investments in AI/ML to automate processes and standardize data, while 60% of smaller companies are focused on consolidating infrastructure.

72% Currently investing in infrastructure to develop AI/ML solutions

Investing in AI/ML solutions

	UNDER $1B	OVER $1B
Standardizing clinical data aggregation and cleaning workflows	39%	39%
Consolidating clinical trial specific infrastructure/systems	28%	37%
Harmonizing clinical process for task automation	33%	17%
Hiring AI/ML experts	19%	23%
Implementing security measures to protect sensitive patient data	28%	14%
No initiatives	33%	44%

Study Startup and Training

Study startup is a resource intensive process. Site set-up, identification, and selection often lack standardization, have multiple processes, and extensive regulatory and data requirements that create additional challenges.

Top challenges during study startup

Top risk of non-compliance related to study and protocol training

Sponsors are actively competing for qualified investigator sites with the aim of establishing themselves as the sponsor of choice. Simplifying the exchange of documents and data ensures on-time and accurate data entry while increasing data quality.

68% Identify manual process as a hindrance to site collaboration.

82% Identify site entered EDC data as the most commonly utilized data source for clinical evidence generation.

Top 3 challenges with site collaboration

59% On-time data entry

50% Exchange of documents and data

45% Monitoring and compliance

Optimization Priorities

Implementing a unified platform and automating manual processes is a priority for the majority of medtech companies.

Optimizing clinical data collection and connectivity

58% Plan to optimize data collection and cleaning

30% Prioritize investing in AI/smart automation integrations

21% Prioritize investing in a unified platform and data interoperability

Summary

MedTech companies are proactively looking to implement digital solutions to keep up with competition, address regulatory requirements, and combat macro-economic pressures. The increased importance of patient-centric trials, site relationships, and data standardization is driving the industry to look toward end-to-end solutions to meet the unique needs of all stakeholders. Investing in technology and processes that enable patients and sites will increase speed to market and foster innovation within the industry.

The Veeva Clinical Platform unifies clinical systems and processes on a single cloud platform to streamline trials from startup to close. With seamless connection between clinical operations and data management, the Veeva Clinical Platform enables faster, more efficient trials that deliver a better experience for patients, sites, and sponsors.

Learn more at veeva.com/medtech | 925-452-6500 | +34 931 870 200 (Europe)

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