Veeva MedTech

ARTICLE

How Q'Apel Medical Transformed the Promotional Review Process for Global Growth

As emerging medtech companies scale globally, accelerating commercial readiness while maintaining strict promotional compliance becomes a critical business imperative. Q'Apel Medical, a California-based medical device company specializing in high-performance neurovascular access technologies, recently reached this exact inflection point. Under their mission of "Expanding what's possible in neurovascular care," they develop innovative catheters that allow interventional surgeons to navigate the complex anatomy of the brain more efficiently. While already established in the market, Q'Apel is currently leveraging this technology for rapid portfolio expansion.

To navigate this growth, Carlos Estrada, Vice President of Marketing, at Q'Apel recognized an immediate need to upgrade their internal operations. Having previously used enterprise-scale solutions at larger companies, Estrada knew that Q'Apel's small marketing team needed a more nimble, compliant foundation to support major product launches.

Estrada brought this vision to life by partnering with Madhavi Bellamkonda, Founder of Svasti AI. With two decades of medtech experience at firms like Abbott and Intuitive Surgical, Bellamkonda is an expert in medical device advertising and promotion (A&P) management. Together, Estrada and Bellamkonda led the transformation of Q'Apel's promotional review process, along with strong support from the Vice President of Regulatory and Quality, Jennifer Mateus, ultimately selecting Veeva PromoMats Basics to streamline compliance, eliminate administrative friction, and accelerate their speed to market.

Navigating a Complex Regulatory Landscape

Like many companies in the early commercialization phase, Q'Apel initially relied on its existing electronic Quality Management System (eQMS) for promotional material review. Upon joining the company, Estrada found the legacy system to be rigid, inflexible, and highly cumbersome. Bellamkonda notes that this "force-fitting" of promotional content into a manufacturing system is a common industry challenge that leads to several pain points:

- **Redundancy and Misalignment:** eQMS platforms are built for manufacturing and change control, not marketing content, forcing teams to fill out extraneous forms that are irrelevant to promotional materials.
- **Lack of Collaboration:** These systems are counterproductive because they often only capture a final signature rather than providing an intuitive space for active collaboration or managing supporting evidence.
- **Administrative Friction:** Using a non-dedicated system creates unnecessary work, such as manually digging through disparate files to find supporting documentation or following quality workflows that have no bearing on promotional content. This results in significantly longer review periods.

This rigid structure created several operational bottlenecks right as Q'Apel was initiating a new marketing campaign. Estrada recalls the significant friction of the old workflow: "If something was not perfect, it had to be essentially resubmitted. There was a lot of going back to square one and we knew we needed a different path."

Beyond internal efficiency, Estrada and his team had to keep an eye on a tightening external regulatory environment. Medtech companies face heightened scrutiny from the FDA regarding commercial materials. In 2025 alone, the FDA issued over 50 warning letters specifically related to medical devices, marking a significant increase from previous years.[1]

For organizations in a growth phase, ensuring they have robust, dedicated systems for promotional review is no longer a luxury—it is a critical safeguard against industry-wide risks.

> *It is not uncommon for medtech companies to receive warning letters or notifications from the FDA. When that heightened sensitivity is recognized by leadership, it becomes much easier to transition to a dedicated system to optimize and streamline the existing promotional review process. A proactive and robust MLR setup is the key to stronger protection and greater efficiency"*
>
> **MADHAVI BELLAMKONDA, President and Founder, Svasti AI**

[1] *Industry data indicates the FDA issued 59 medical device warning letters in 2025, a significant increase from 45 in 2024, signaling intensified scrutiny of device marketing and quality systems.*

Why Veeva PromoMats Basics?

Q'Apel needed a dedicated, robust process to replace the inefficiency of manual or repurposed systems. However, as a smaller organization, enterprise-scale software initially felt out of reach.

By selecting **Veeva PromoMats Basics**, the company found a turnkey platform delivering core capabilities across MLR, claims, and digital asset management (DAM). It provided the essential end-to-end compliance solution Q'Apel needed without the cost or overhead of a traditional custom setup.

Estrada found the lack of complex customization was actually an asset for a team of their size.

> *"The reality was, I thought we were too small to utilize such a great tool, but not having extensive customization has actually been very helpful. It allowed us to simply fit into a system that is ready to go, works, and plugs into our workflow very nicely."*
>
> **CARLOS ESTRADA, VP of Global Marketing, Q'Apel Medical**

Ultimately, this choice came down to embracing "Simplicity over Customization." Not being able to heavily modify the software allowed Q'Apel to deploy rapidly and integrate seamlessly straight into a validated, secure workflow.

Specific benefits realized by the marketing organization included:

- **Enterprise-Level Compliance for Scale:** Delivers industry-standard compliance and rigorous workflow support immediately, allowing Q'Apel to meet the same strict regulatory benchmarks as larger enterprises without needing a massive internal IT infrastructure.
- **Operational Simplicity:** Provides a simplified, intuitive process that naturally guides teams step-by-step through reviews. This structural clarity standardizes daily tasks, making it easy for users to collaborate and successfully route materials smoothly.
- **Centralized Claims Management:** Includes the ability to manage claims libraries, making it easy to catalog, track, and maintain a highly consistent and compliant message across the entire product portfolio.

The Implementation Journey

While traditional software rollouts typically require months of complex project planning and custom development, PromoMats Basics is structured for rapid operational readiness. This ready-to-use system allows companies to adopt pre-optimized, industry-standard workflows from day 1.

Bellamkonda highlights that this straightforward accessibility allows organizations to focus less on technical setup and more on smoothly embedding the platform into their own compliance frameworks:

01. **Validation Testing**
    Instead of building a framework from scratch, teams run a basic test protocol leveraging Veeva's existing pre-validation materials. This documents that the system functions correctly in their environment, ensuring that they remain fully audit-ready.

02. **Quality System Integration**
    The new system was officially incorporated into Q'Apel's broader quality framework by updating standard operating procedures (SOPs) and creating role-based work instructions. This effectively establishes Veeva as the system of record, cleanly separating promotional materials from standard manufacturing quality workflows.

03. **Accessible Onboarding**
    Utilizing standard, role-based work instructions, the marketing team picked up the interface quickly, transitioning into routing day-to-day materials with minimal training.

Realizing Tangible ROI: Speed, Compliance, and Efficiency

By replacing mismatched, manual quality workflows with a purpose-built solution, growing medtech organizations can transform promotional review from a bottleneck into a measurable business advantage:

- **Accelerated Content Creation and Speed to Market:** Marketing teams can instantly apply verified evidence to new materials using auto-linking for approved claims. At Q'Apel, the team built upfront claims libraries for their product portfolio. Now, when creating new assets, users simply click to auto-link core messaging. This has dramatically reduced review cycles, allowing marketing to move at the speed of sales while ensuring total compliance.

- **Reclaimed Productive Hours:** Integrating supporting evidence directly with digital content eliminates the need to manually track down disparate files. Automating these administrative tasks has expanded organizational bandwidth.

- **Reduced Audit Risk and Resource Drain:** Instead of manually tracking expiration dates in spreadsheets, the system automatically prompts users for periodic reviews. This keeps the content library continuously clean, prevents the risk of presenting expired materials to auditors, and eliminates the post-audit remediation costs.

> *The best way I could sum it up is it frees your team to focus on other things and expands your capability as an organization. Before this solution, my team was spending too much time managing the process, rather than managing the products, marketing, and selling."*
>
> CARLOS ESTRADA, VP of Global Marketing, Q'Apel Medical

Looking beyond domestic operations, the Veeva PromoMats Basics system can seamlessly scale to support international markets and can help scale a global approval process. Despite its lean internal team, Q'Apel actively sells solutions across more than 50 international markets, incorporating its global approval needs into the system with zero friction. A proactive and robust MLR setup is the key to stronger protection and greater efficiency.

Reflecting on the total impact of the transition, Estrada notes that PromoMats Basics has been a "night and day game changer for us as an organization. We are very, very pleased and very grateful."

Discover how Veeva PromoMats Basics delivers the foundation emerging medtech organizations need to simplify content creation and maintain audit-ready compliance at every stage of growth.