

The Advantage of Clean Clinical Trial Reference Data

The advantage of clean clinical trial reference data is operational efficiency. Without a single source of truth for investigator and site information, inconsistent data increases costs and contributes to study delays.

The hidden cost of bad data



Example impact of 10,000 records needing manual cleanup over an 18-24 month cycle:

\$125K

10,000 x \$12.50 per impacted record



Cost to review and update 10,000 records.

200 days

10,000 records / 50 records updated per day



Amount of time clinical operations teams spend on manual updates.

\$1M

10,000 records x \$100 per impacted record

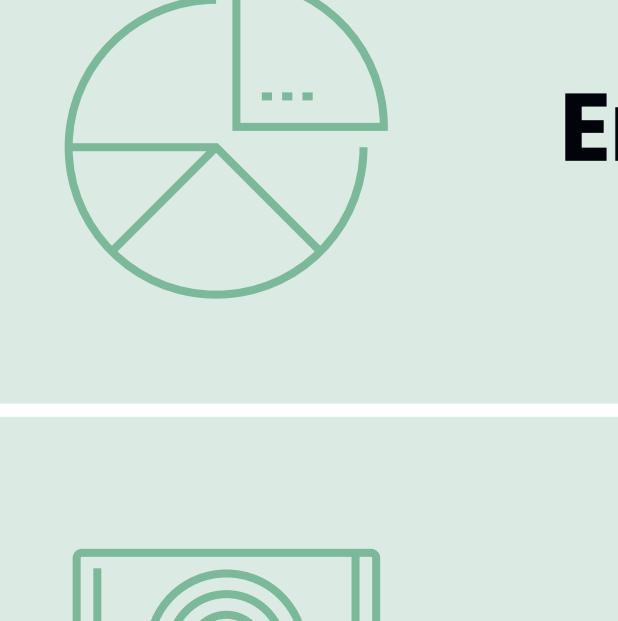


Cost to update and validate data across downstream systems.

Based on Veeva internal analysis, 2025

Inaccurate clinical trial reference data delays site startup and operations by weeks.

Cost for additional FTEs

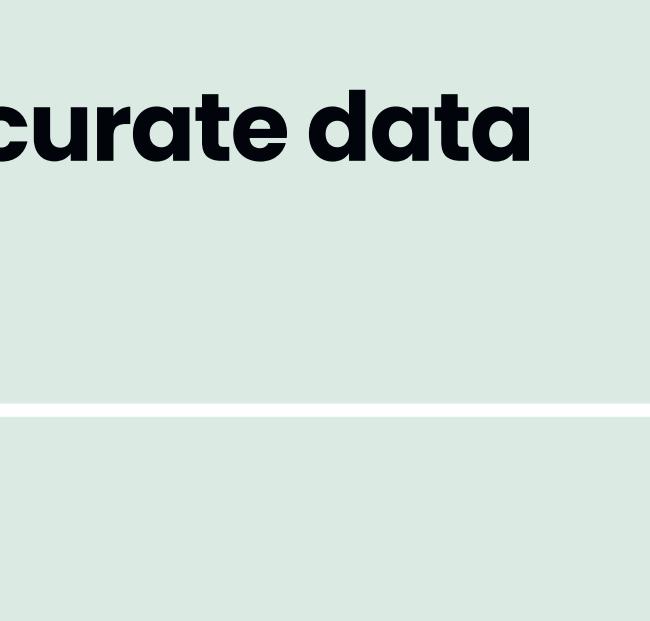


\$500K

Cost per day of lost sales revenue

\$40K

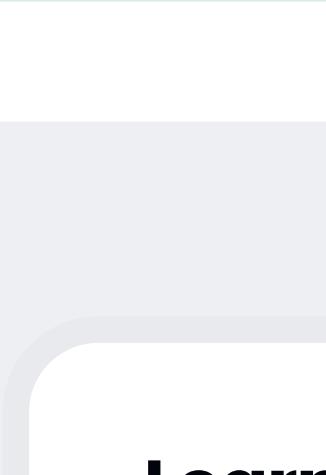
Cost per day to conduct trial



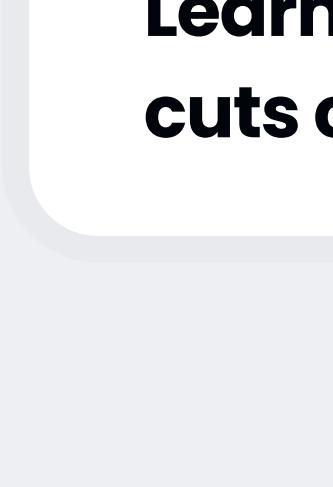
Source: [Applied Clinical Trials](#)



Ensure complete and accurate data



Eliminate manual data updates



Improve study operations and timelines



Support AI-enabled clinical trials



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