

# 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

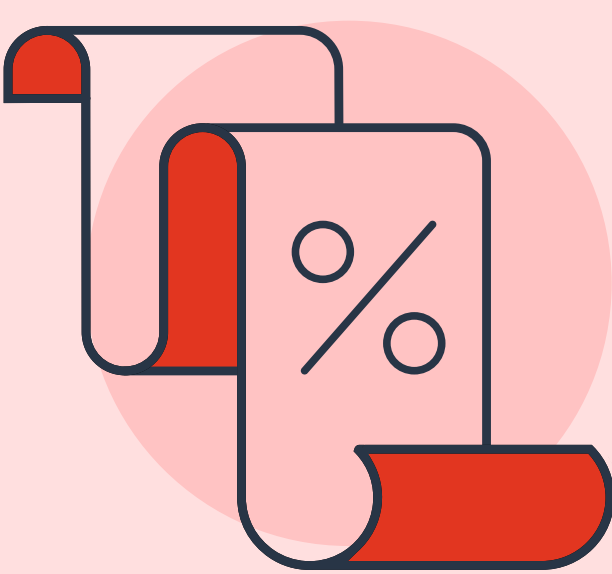


**Cost to update and  
validate data across  
downstream systems.**

Based on Veeva internal analysis, 2025

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

Cost for  
additional FTEs

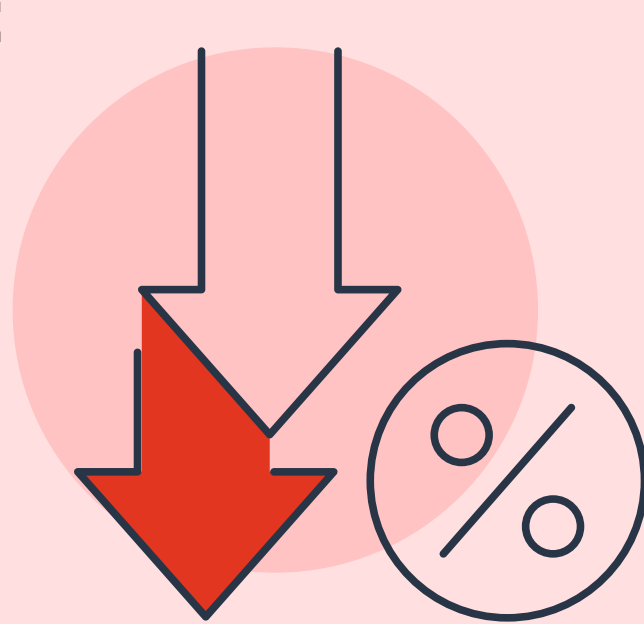


**\$500k**

Cost per day of lost  
sales revenue

**\$40k**

Cost per day to  
conduct trial



Source: [Applied Clinical Trials](#)

A foundational data strategy replaces reactive cleanup processes. [Veeva OpenData Clinical](#) provides a verified directory of investigators and sites that ensures accuracy across all trial systems.

## Advance your clinical operations with clean data



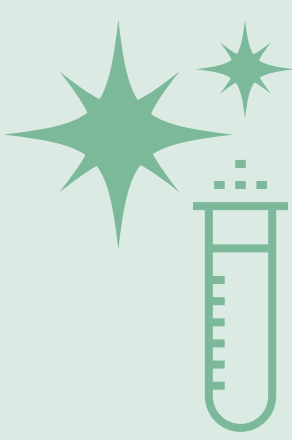
**Ensure complete and accurate data**



**Eliminate manual data updates**



**Improve study operations and timelines**



**Support AI-enabled clinical trials**

Learn more about how a [reliable global data directory](#) cuts costs and streamlines clinical operations.

