

# The True Cost of Research Complexity

Healthcare organizations are deeply committed to delivering the highest quality care. Yet clinical research is often not offered as a consistent care option because integrating trials into routine operations remains complex.

Research participation brings administrative burden, fragmented technology, and operational strain. As protocols grow more sophisticated, disconnected systems and manual workarounds slow execution and require specialized expertise to manage.

While a single clinical trial can cost billions of dollars and take more than a decade to complete, the greater cost is delayed patient access to potentially life-saving therapies.

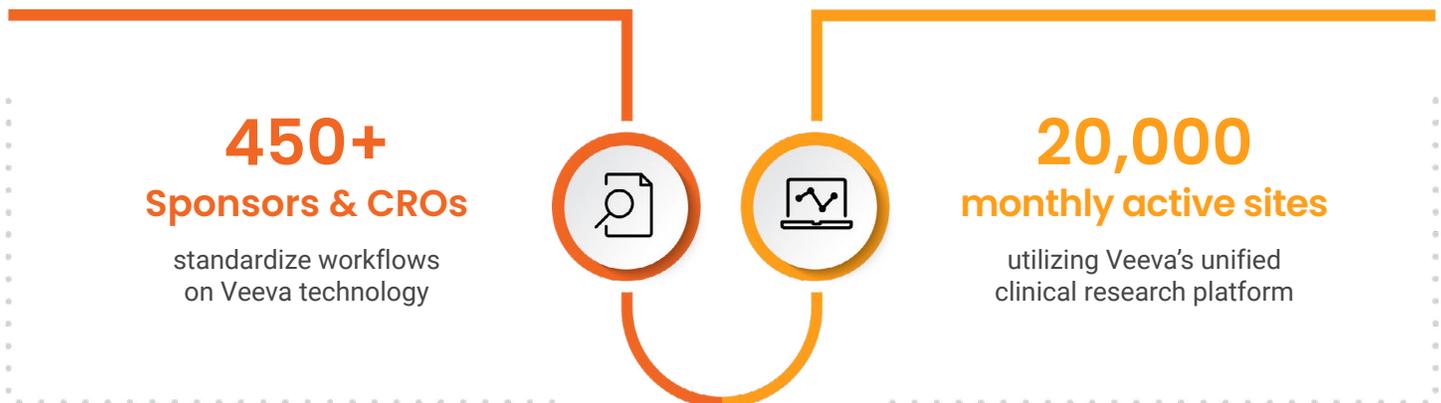
## Veeva: The Partner You've Been Missing

Veeva is committed to helping healthcare organizations seamlessly integrate research into clinical care. Founded in 2007, Veeva is the global leader in clinical research technology, offering more than 55 purpose-built applications. Today, 80% of global clinical trials run on Veeva technology.

Serving more than 450 clinical trial sponsors and CROs, along with over 9,000 healthcare organizations and research sites, Veeva occupies a unique position across the research ecosystem. This scale enables standardized trial operations and secure, scalable data exchange between sponsors and healthcare organizations – replacing the manual, disconnected processes that slow studies.

With more than 4,000 active system connections across sponsors and study teams, Veeva improves collaboration, increases efficiency, and accelerates patient access to innovative therapies.

As a Public Benefit Corporation, Veeva balances the interests of customers, employees, shareholders, and the industries we serve – advancing both performance and purpose across clinical research.



## Veeva for Healthcare Organizations

The greatest barrier to expanding clinical trials is not scientific innovation – it is operational complexity. Managing multiple sponsors, protocols, and technologies creates variability that erodes efficiency and limits scale. The result: healthcare organizations struggle to expand research offerings, and patients lack access to next-generation therapies.

Addressing this challenge requires industry-wide transformation, not incremental fixes. Historically, technology providers have lacked the reach and ecosystem position to drive change at scale.

With more than 20,000 monthly active healthcare organizations and research sites on its unified clinical research platform, Veeva is uniquely positioned to reduce administrative overhead, standardize operations, and streamline study execution globally.

