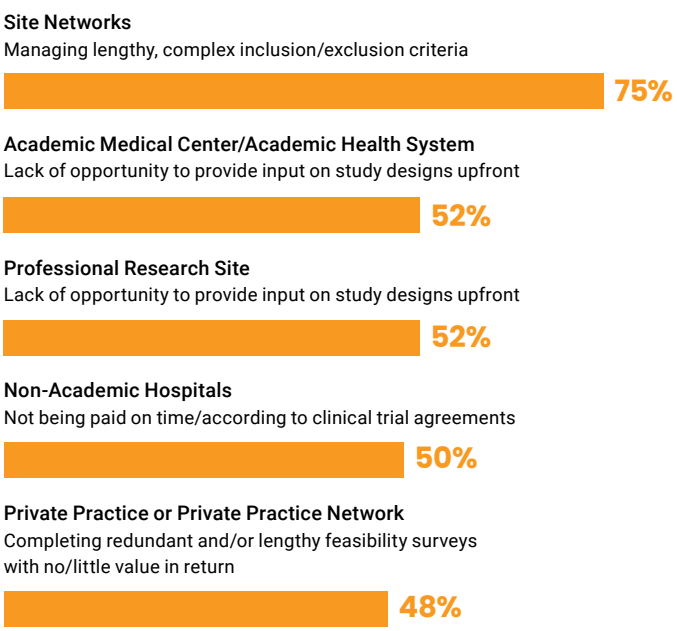
# **The Top 10:** What Research Site Need Now from Sponsors and CROs to be Successful

Clinical research sites globally face an array of challenges that directly impact the efficiency and success of trials. While other reports have highlighted various pervasive issues across the clinical research industry, **Veeva aimed to gather clear and direct feedback** specifically from sites to understand their unique challenges and needs, particularly as it relates to sponsors and CROs. By asking sites directly what they need from sponsors and CROs, Veeva aimed to create action items for sponsors and CROs.

We conducted a survey between April 8, 2025 and July 11, 2025 **targeting 10,000 research site professionals**. The participant pool was site professionals ranging from front-line staff to CEOs, and utilized an industry standard platform. Sites performing everywhere from less than 10-1,000 studies responded across 1) academic medical centers 2) private practice/practice networks 3) professional research sites 4) non-academic hospital/health systems and 5) site networks. Not all respondents were Veeva users. Responses were received globally, with 58% responding in the United States.

## Top Challenges by **Site Type**




## Top Challenges for All Sites

**#1** **72%** managing multiple logins/passwords

**#2** **71%** growing number of sponsor selected vendors

**#3** **69%** requirements to complete redundant and/or irrelevant training

**Across site types, common challenges include** "Managing multiple logins/passwords" and "Growing numbers of sponsor-selected vendors are creating operational complexity", both frequently cited by Academic Medical Centers, Non-academic Hospitals, and Site Networks. Interestingly, "Lack of opportunity to provide input on study designs upfront" is a shared top concern for both Academic Medical Centers and Professional Research Sites.

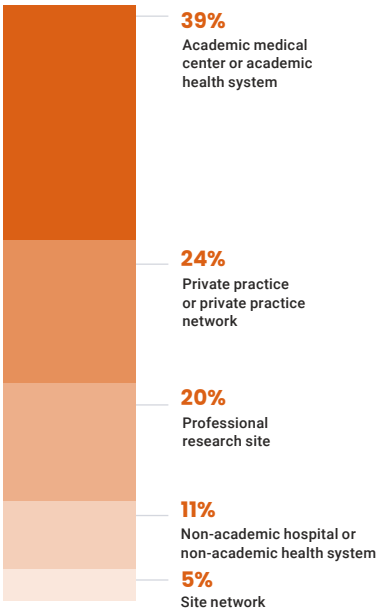
However, **key differences in primary struggles emerge by site type**. Site networks overwhelmingly highlight "Managing lengthy, complex inclusion/exclusion criteria" (75%) as their top issue. Private practices frequently contend with "Completing redundant and/or lengthy feasibility surveys with no/little value in return" and "Not being paid on time/according to clinical trial agreements". Non-academic hospitals also highlight "Not being paid on time/according to clinical trial agreements" (50%) and "Challenges renegotiating budgets to cover evolving study requirements" (50%). Professional research sites listed "Receiving limited and/or unqualified leads from recruitment vendors", as did site networks. Non-academic hospitals also uniquely identified "Significant turnover of staff at CRO/sponsor" as a Top 10 challenge.

A solution can be found for mentioned pain points such as redundant requests for information, redundant feasibility surveys, and late/missing payments through a streamlined approach to technology and improved collaboration with sponsors and CROs. Redundant requests for information, cited as a challenge for sites across types, could also be partially solved by working to keep study teams at sponsors and CROs consistent and limiting turnover.

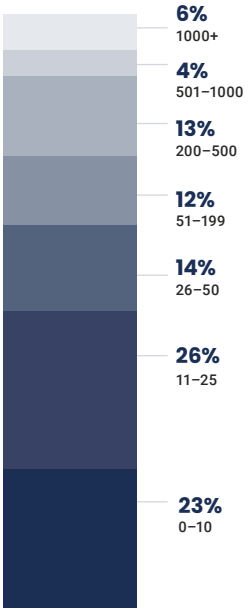
## Moving Forward

Maximizing efficiency within the clinical trial landscape depends heavily on streamlining processes and integrating solutions to significantly reduce the operational burden on research sites. Ultimately, it is the **sponsor's responsibility** to make informed decisions on platforms that can fit seamlessly into existing site workflows, particularly around payments, rather than introducing additional complexity. Furthermore, it is important for **sponsors and CROs** to take site feedback into account while designing protocols and amendments.

### Research Site Type




### Clinical Trials in Organization




> *We have turned down several studies that use multiple technologies for the subjects and ourselves, it just becomes too complicated.*

### Below Outlines All Site's "Top 10" Challenges