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QUOTED. 7 February 2020. Annemien Pullen.

by

Veeva Systems, the developer of a suite of applications designed for life sciences companies, sees the forthcoming EU Medical Device Regulation (MDR) as an opportunity to strengthen its links with the medtech industry. See what Veeva's Annemien Pullen said about it here.

"MDR is an opportunity for industry to start with a clean slate. I think EU MDR is shaking the industry up and launching it into the 21st century with regard to business operations. The transition periods are very short. So the debate in the industry on how to reach compliance given the tight timeframe is very legitimate. Because many device manufacturers have grown through acquisitions and they have, in some cases, decades of legacy documents, processes and systems that they have to remediate, transition and catapult into the 21st century." – Annemien Pullen, director of European medical devices and diagnostics strategy, Veeva Systems

- Find out more: *Veeva Looks To EU MDR As Spur For Medtech Innovation*