



MicroAutomation Assists a Major Clinical Research Organization Acquire Reliable Study Data

Background

Clinical research organizations are designed to reduce costs for companies developing new medicines and drugs in treatment markets. They aim to simplify entry into drug markets, and simplify development, as the need for large pharmaceutical companies to do everything 'in house' is now unnecessary. They also support foundations, research institutions, universities, and government organizations by providing clinical study and clinical trial support for drugs and/or the use of specific medical devices. The studies and trials they conduct help to determine efficacy and effectiveness of new drugs and treatments.

Challenge

This clinical research organization was having trouble with their participants not providing reliable study data. Participants would often forget to record their data and then would guess the data days later before they needed to submit their information to the research organization. Participants would often be seen in the parking lot filling out the week's forms prior to their appointment, resulting in inaccurate data that could skew or invalidate the entire study.

The overall objective was to ensure that participants had an effective and compelling platform to provide reliable and timely data. Additionally, from the study manager's perspective the data needed to be available in a flexible format for statistical analysis and reporting.



Solution

MicroAutomation was engaged to bring our customer engagement best practices to this specialized application. We were able to quickly configure and deploy our OmniEngage framework, powered by the market-leading Aspect telephony cloud platform. This application is now available as a product called MicroStudy. MicroStudy is a proactive participant engagement solution designed for ongoing data capture and reporting throughout the study lifecycle.

MicroStudy captures closed-ended responses, scaled ratings, and open-ended responses - all validated within expected ranges or choices. It includes both study-based as well as participant-specific queries, and dynamic response-based interaction flows. The participant-centric design includes both interactive text (SMS) and voice (phone) engagement, with alerts and escalations for non-compliance and/or non-reporting.

Results

This specific client used MicroStudy to enroll 200 study subjects throughout an 18-month study duration. Subjects were given 15 questions each survey which they took for a configurable number of days. Study administrators can create which questions they want to ask and the length of the study for each unique participant. Over the course of the study the system collected close to 9,000 surveys from participants. The results were then automatically provided to the survey administrators and statisticians for analysis.

The solution MicroAutomation implemented provided statistical accuracy and adequate results for the statisticians to complete their study objectives in the time frame they wanted. Not only did the solution meet the needs of this study, it has subsequently been rolled out to other multi-site studies to gain these same benefits.

About MicroAutomation

MicroAutomation is a full service integrator of call center solutions and provides a broad range of professional services and products. MicroAutomation solutions are based on creating an effortless caller experience through Speech-enabled Interactive Voice Response (IVR), improving live agent efficiency utilizing Computer Telephony Integration (CTI), and providing analytics tools to report, manage and refine each solution element to maximize the overall performance of your call center.

MicroAutomation also offers contact center products and professional services including:

- The Award Winning Call Center Millennium™ Solution Series
- Complete solution design
- Configurable and custom application development
- Turnkey implementation
- Comprehensive customer support
- GSA Advantage IT Schedule: GS-35F-0419L

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