



SIMPLE AND RELIABLE DATA COLLECTION: MICROSTUDY

MicroAutomation's MicroStudy is a proven cloud-based data collection solution for clinical research organizations designed to increase participant compliance

MicroStudy is the solution that manages your participant data collection and ensures that you have accurate and reliable data. The ease of use for both administrators and participants, along with proactive compliance, provides automated, consistent data collection.

Why MicroStudy?

Collecting participant data reliably is a challenge. MicroStudy makes it easy. Provide us with your study questionnaire, including any branching and optional questions, we set up everything for you. The surveys have clear, specific instructions and confirmations, to collect data more accurately, using phone calls, mobile, or even Amazon Alexa.

With our proactive engagement option, if a participant does not report by a designated time, MicroStudy automatically reaches out to collect their data. All your data is available in a simple standard format for your statisticians.

Who Benefits?

MicroStudy is designed to meet the needs of all the constituents involved in the study process.

- Administrators who need to easily manage and monitor study participants
- Researchers/Data Analysts who need to receive the data in a usable format
- Participants who will only provide reliable data if it is easy



Who We Are



At MicroAutomation, we leverage our 25 years of customer experience expertise in the contact center to provide solutions that customers actually use. By simplifying the user's experience, we increase utilization, resulting in higher compliance and more successful projects. Our customer engagement experts create simplified interactions for both participants and administrators.

MICROSTUDY IS THE EFFORTLESS SOLUTION TO YOUR DATA COLLECTION CHALLENGES.

KEY FEATURES >



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Administrators

Study administration is made trouble-free with MicroStudy via the easy-to-use secure web interface.

- Quickly setup new participants using study-level defaults to minimize data entry
- Set participant-specific proactive engagement times
- Easily activate or deactivate questions for a specific participant
- Real-time online reporting of participant data for easy monitoring
- Effortlessly extend participant's study length or change their status
- Automated participant study completion based on individual study length

Researchers/Data Analyst

MicroStudy's configurable survey definitions ensure that the data you need is reliably captured and then available in a simple standard format for your statisticians.

- Capture numeric data, yes/no, scaled ratings, or other choices
- Validations to ensure responses are within expected ranges or choices
- Question-specific confirmations to ensure accuracy of key questions
- Dynamic questionnaire flow based on responses
- Participant-specific optional questions
- Respondent data in a simple standardized format structured for analysis

Participants

MicroStudy makes it easy for your participants, increasing compliance and data reliability. With our proactive engagement option, if a participant does not report by a designated time, MicroStudy automatically reaches out to them to collect their data.

- Simple surveys with clear and specific questions
- Telephone surveys with a study specific phone number
- Alternative channels, including mobile and Amazon Alexa
- Confirmation of key data entry
- Dynamic flows and optional questions ensure participants only need to provide relevant data
- Proactive engagement to ensure high compliance, with participant-specific reminder times
- Options to connect to research staff/message box

MicroStudy utilizes the state-of-the-art Aspect Telephony Cloud providing the reliability you depend on



Learn more about how MicroStudy can improve your organization's data collection at MicroAutomation.com/MicroStudy



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