



# TRACK HUMAN BEHAVIOR. REDUCE HUMAN ERROR.

MicroStudy is the accurate cloud-based data collection solution for clinical research.

Positively change the way you collect data.

## USER-FRIENDLY + EASY SET-UP

Intuitively designed software that is easy-to-set-up and easy-to-use for simple to complex studies.

## RELIABLE + ACCURATE DATA

Our automated system delivers the ability to track data in real-time and generate reports on demand.

## FLEXIBLE + RESPONSIVE

A data collection system that is flexible, training customized to your team, and support services responsive to your needs.

*“Knowing that MicroStudy will reach back out to lapsed participants, and that I can easily adjust the study for individual participants has made collecting data easy and reliable.”*

*Senior Administrator, Conducting a National Study, Public University*

MicroStudy leverages user-centered design components that meet and exceed the needs of clinical researchers, administrators and participants alike.

**Optional Questions**

Participant ID: 12345

Question ID	Question Text	Ask Question
4100	How many cigars smoked?	<input type="checkbox"/>
4200	How many cigarillos smoked?	<input type="checkbox"/>
4300	How many little cigars smoked?	<input type="checkbox"/>
4400	How many times chewed or dipped tobacco?	<input type="checkbox"/>
4500	How many pouches of snus used?	<input type="checkbox"/>
4600	How many times used an e-cigarette?	<input type="checkbox"/>
6100	Used any other medicinal nicotine products?	<input type="checkbox"/>
6200	Used the nicotine patch?	<input checked="" type="checkbox"/>
6300	How many pieces of nicotine gum used?	<input type="checkbox"/>
6400	How many nicotine lozenges used?	<input type="checkbox"/>
6500	Used any other nicotine products?	<input type="checkbox"/>

**Participant Detail**

(1 of 1) Client Participant ID\*: 22345  
 Pin\*: 22345  
 Name:   
 Reminder Call\*: ☒  
 Phone (xxxxxxx): 7035555100  
 Time Zone: EST  
 Call Time (HH:MM): 15 : 30  
 Participant Study Length: 120  
 Status: Active  
 Start Date: 12/08/2017

**Participant Survey Report**

Client Participant ID: 12345 Registered: 12/1/17 Part Study Length: 120 Completion Date: Active

Question	Response
2000 How many study cigarettes smoked?	1
3000 Smoked any non-study cigarettes?	no
4100 How many cigars smoked?	1
4400 How many times chewed or dipped tobacco?	10
4500 How many pouches of snus used?	0
4600 How many times used an e-cigarette?	0
6000 Used any other tobacco products?	no
6100 Used any other medicinal nicotine products?	yes
6200 Used the nicotine patch?	yes

## ADMINISTRATOR/RESEARCHER

- Effortless study set-up for Administrators
- Clear, customized daily reports
- Easy-to-use interface to manage participants
- Ability to adapt and adjust protocols based on administrators' needs
- Real-time online reporting of participant data for easy monitoring

## PARTICIPANT

- Simple surveys that prevent participant fatigue
- Flexible platform that can be adjusted based on participant
- Easy-to-use automated phone system
- Proactive engagement to ensure compliance
- Automatic call-backs to participants to increase study completion rates
- Options to connect to research staff/message box

To learn more about getting your MicroStudy set up, call (800) 817-2771 or email us at [sales@microautomation.com](mailto:sales@microautomation.com)



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