

Mobile messaging software for research.

Communicate efficiently, effectively,
and collect data from study
participants.



Benefits

Communicate more efficiently and effectively...

- Reach participants anywhere
- Send and receive text, images, and emojis
- Interact with them easily, on their terms

Benefits

Get higher quality data faster...

- Collect ready-to-analyze data
- Improve compliance
- View or export responses in real-time

Benefits

Create personalized interactions that run like clockwork...

- Automate routine messages
- Customize message flows
- Preschedule automated follow ups

Why Text Messaging in Research?

The old methods don't work as well.

- Email and phone calls are not as effective.
- 90% of emails are spam.
- 30% of phone calls go straight to voicemail.

**Texting is the most popular mobile channel.
Older demographics are using it as well.**

Why Mosio?

Text messaging is the best technology to communicate efficiently with research participants.

- **Mobile's Most Popular Channel**
Universal, engaging and interactive.
- **Automated and Personalized**
Flexible, personal messaging based around research team workflows.
- **Mosio**
Configurable, two-way text messaging created specifically for research.



Client Testimonials

*“The solution offered unprecedented benefits in operational efficiency including a **91.6% reduction in resources used** to remind patients of their study screening visits, and an ability to optimize study screening department resources because of visit confirmations.”*

- Ben Sieve, IQVIA (formerly, Quintiles)

*“We had an amazing response! **The minute we sent the text, we would immediately get a lot of calls.** It was not double, not, triple, but five times the response, even with less people contacted (compared to e-mail).”*

- Mazen Zari, Johnson County Clin-Trials

*“The Mosio platform has aided our company in **bridging communication gaps between physicians and patients.**”*

- Liz Howarth, US HealthConnect



Case Studies

Recruitment (Study Alerts)

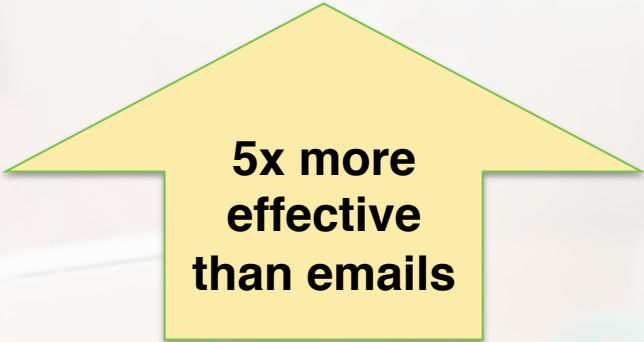
Demonstrates the effectiveness of Mosio's text messaging software vs. emails for patient recruitment.

<http://www.appliedclinicaltrials.com/text-messaging-enhancing-clinical-trial-patient-recruitment-and-enrollment>

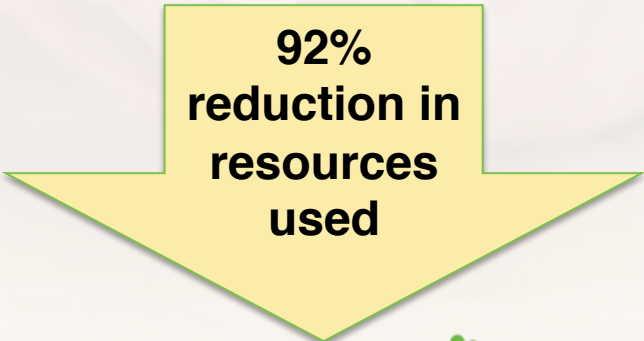
Retention (Appointment Reminders)

Study conducted with IQVIA (Quintiles), showing a 92% reduction in resources utilized by using Mosio to remind patients of appointments vs. phone calls.

<http://www.appliedclinicaltrials.com/quintiles-phase-i-unit-tackles-trial-shopping>



**5x more
effective
than emails**



**92%
reduction in
resources
used**

Solutions



Create custom, powerful engagement and data collection programs for research.

Features

Recruitment:

- New Study Alerts and Notifications
- Pre-Screening
- Contact Center Friendly

Retention:

- Two-Way Communications
- Automated Reminders and Alerts
- Incentives Delivery and Motivation
- Medication Adherence and Compliance

Data Collection:

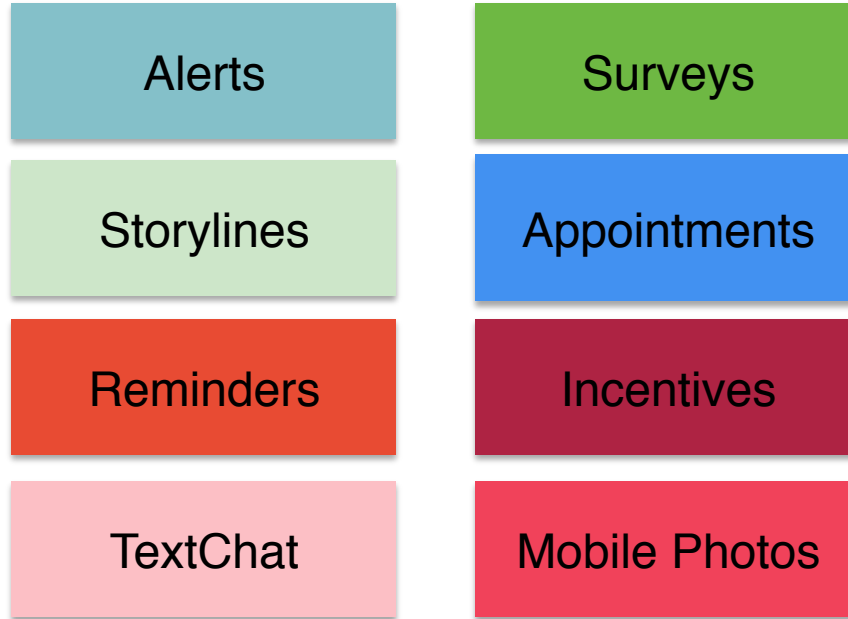
- Surveys and Data Collection
- Measure Participant Satisfaction
- ePRO and Diaries



Programs are created with Modules

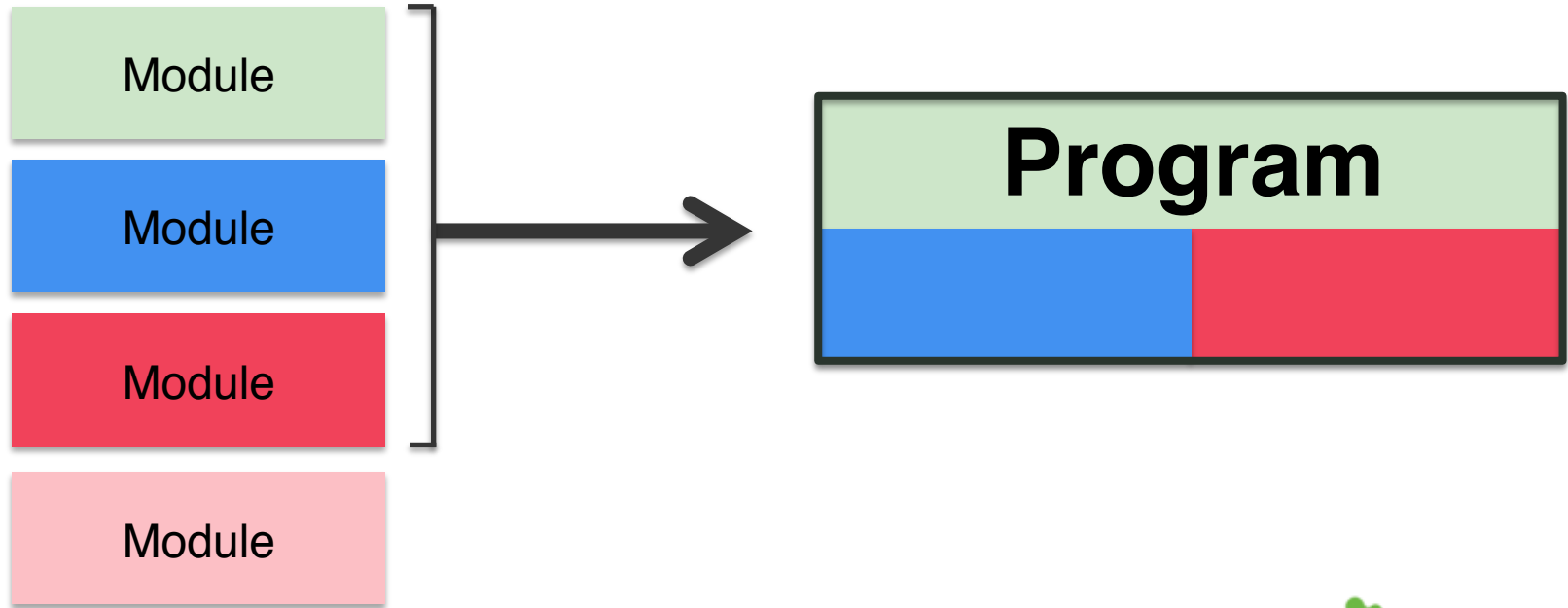
8 Modules, each with a specific messaging communication function.

Modules



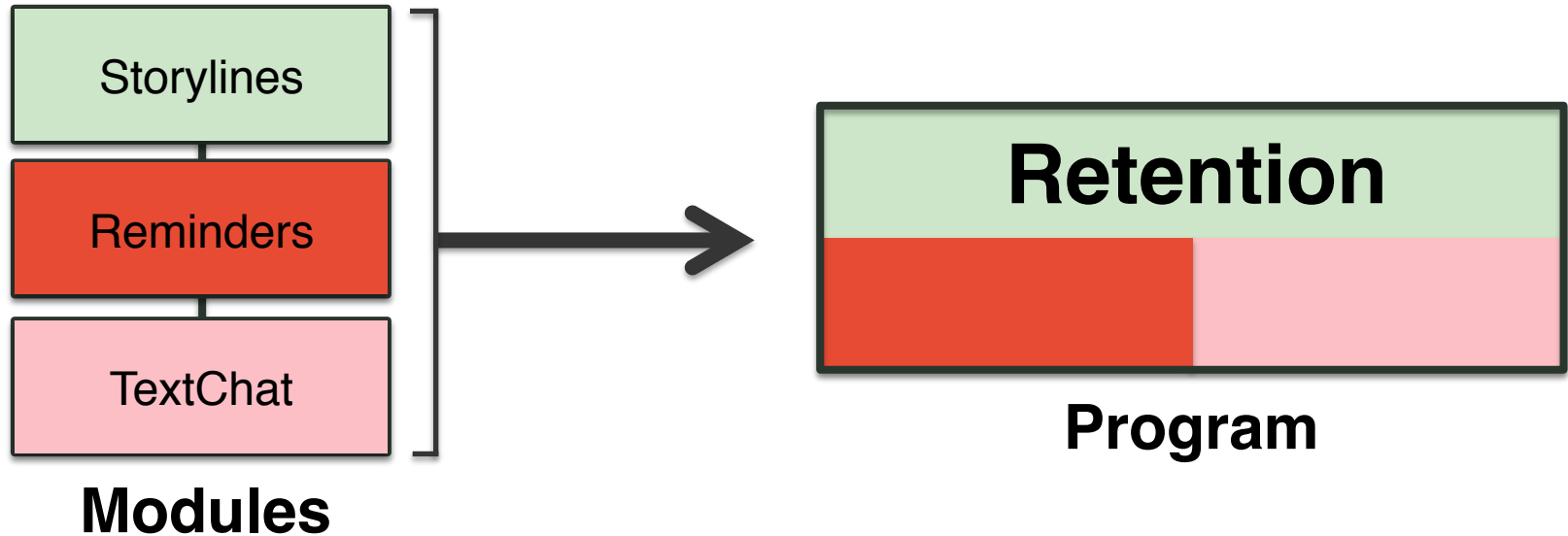
Modules are configurable

Modules are configured together to create Programs.



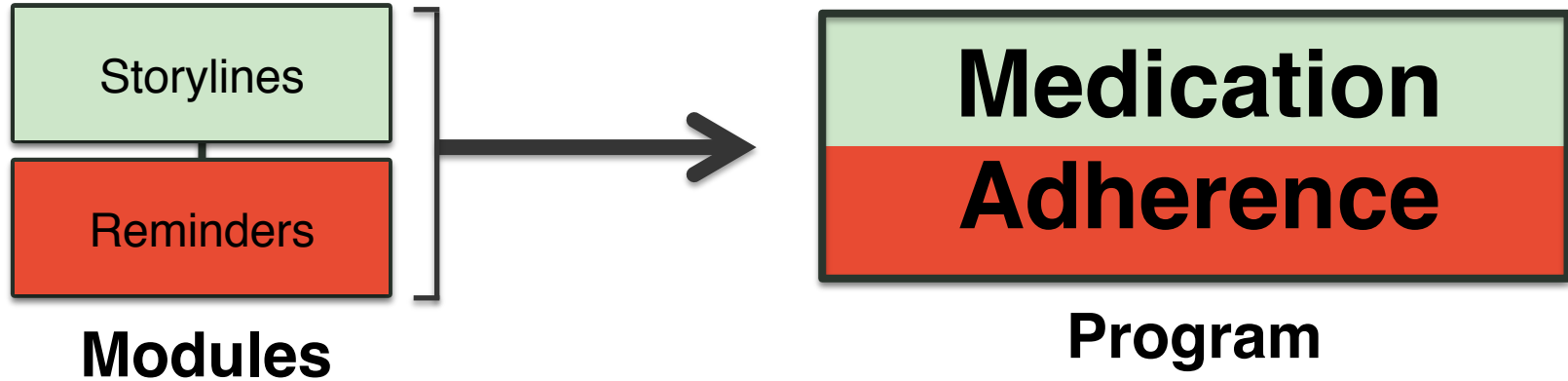
Programs enhance retention

Program messages can be pre-scheduled to be automatically sent.
Staff can receive incoming message notifications in real-time.



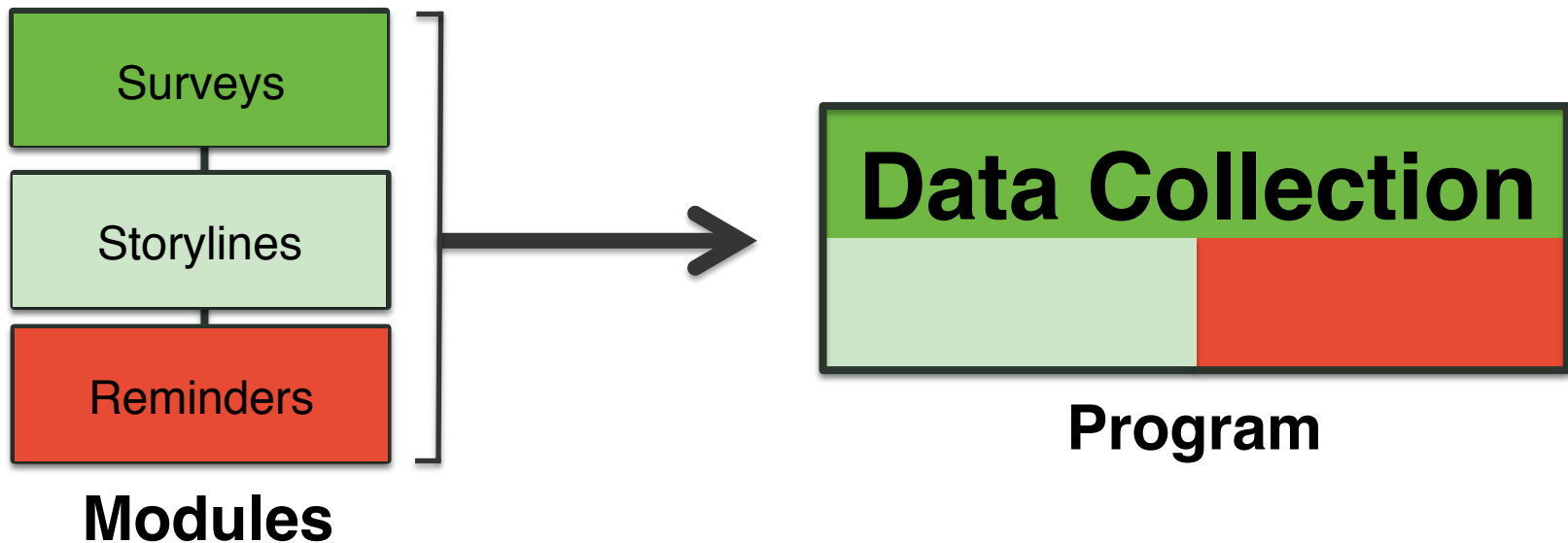
Programs increase engagement

Programs improve engagement, compliance, and adherence.



Programs improve data collection efforts

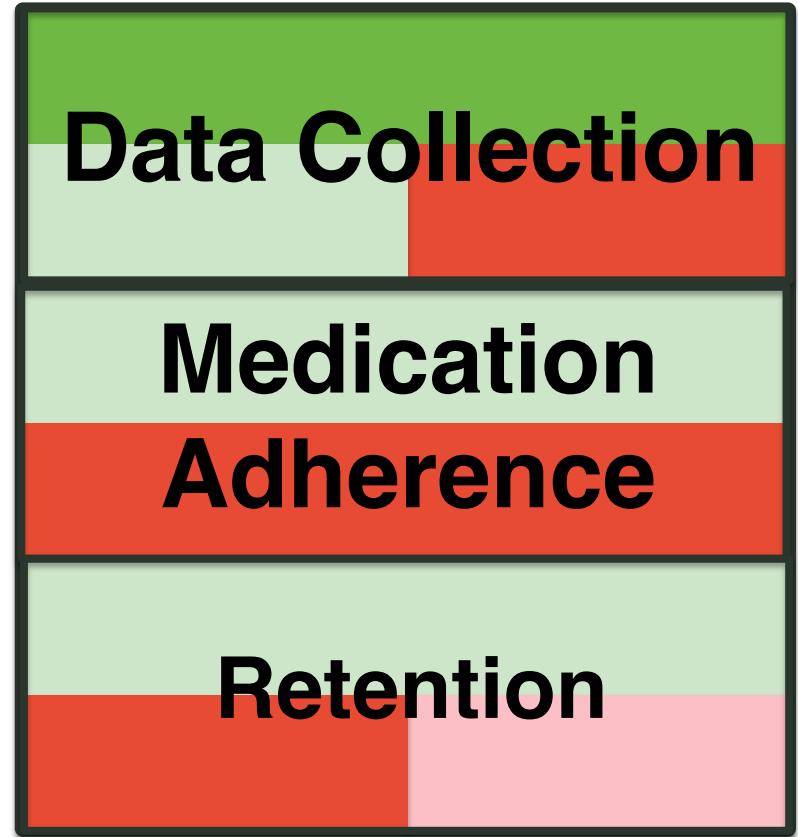
Custom configurations provide many ways to achieve study goals.



One program per study, per site

Each study site has its own instance of the system and default settings/content.

Multiple Modules can be configured so a single Program can achieve a variety of study goals.



Program

Module and Program Examples

Alerts

Messages can be sent to individuals or groups.

Sent in real-time or scheduled to go out in the future.

Uses:

- Study Recruitment
- Text-Based Interventions
- Study Details

[Home](#) [Admin](#) [Alerts](#) [Appointments](#) [Surveys](#) [Storylines](#) [Settings](#)

Schedule Alerts — ctdemomblis

You can enter new messages to be sent later, or delivered to your list right now.

The following markers will be replaced with user-specific data:
%ppt_id%, %tags%, %notes%

0 / 320 Characters

What your message will look like:

Text Message 1:

Text Message 2:

Schedule Single Post

☐ Now ☒ Later Date: Hour: Minute:

Add Alert

Current time is: Thu May 5, 2016 9:31am [Edit timezone](#)

Add Alert

CT Trials is looking for asthmatics ages 18-55 for an investigational rescue inhaler study. Reply to this message, call 415-799-4144 or visit www.ct-co.com to learn more.

Multiple Calls to Action

Empower participants to choose how they want to respond to recruitment messages or ads.

Two-Way TextChat

TextChat

Receive and respond to text messages from participants. TextChat includes auto-responders, answer templates and notifications via email or text message.

Uses:

- Replies to Alerts
- Support During Study
- Ongoing Communications

I just got your text and am interested in the study.

[TextSpeak Translator]

Auto-responder sent: Thanks for your message! Hang tight, we'll respond to you asap.

Mosio
<http://mosio.com>
info@mosio.com
877.667.4699

 Study Volunteer 415-756-0123 (1 Q)
Thu May 5, 2016 3:04pm

add answer



Thank you for your interest! We'll contact you soon.

noel (1 Q / 51 A)
Thu May 5, 2016 3:04pm



Comment to noel



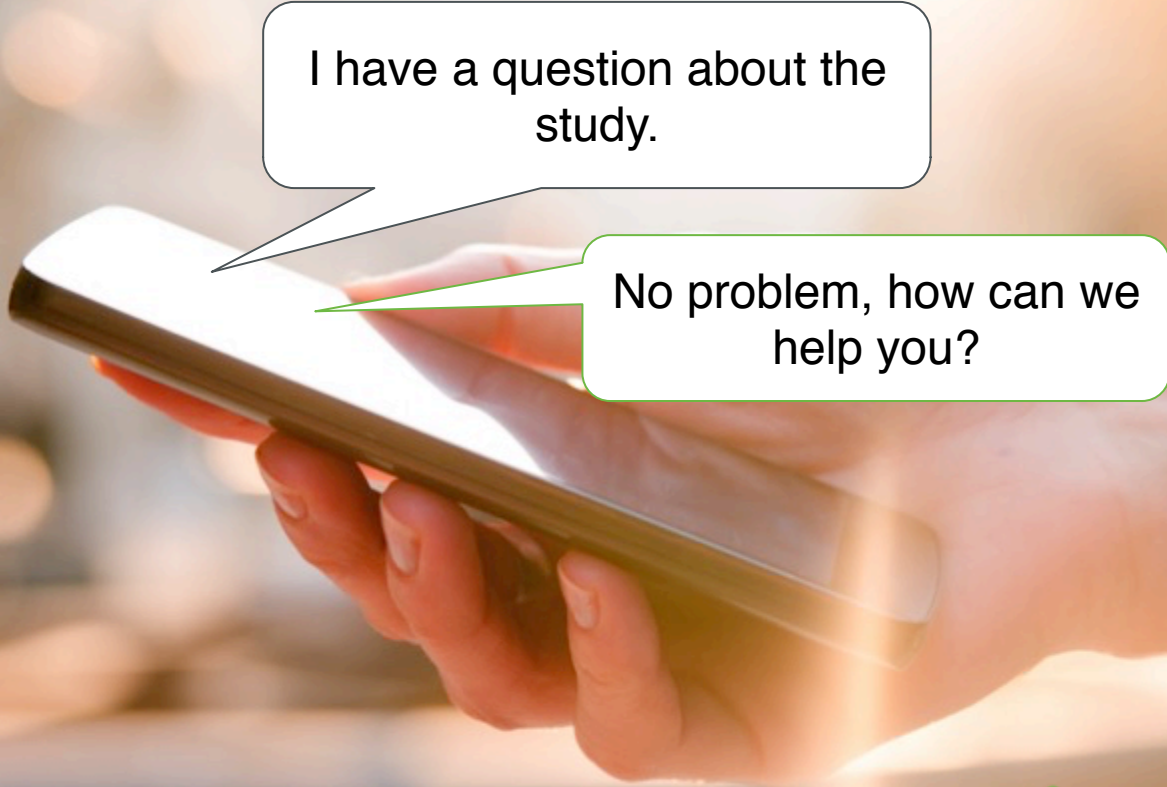
Ok, great, thank you!

Study Volunteer 415-756-0123 (1 Q)
Thu May 5, 2016 3:08pm



Two-Way TextChat

TextChat



I have a question about the study.

No problem, how can we help you?

Appointment Reminders

Appointments

mosio

Home Admin Alerts **Appointments** Surveys Storylines Settings

Please Note: You need participant permission to send appointment reminders. Do not send unsolicited text messages to mobile numbers who have not permission.

Overview **Schedule Reminders**

When to Send:

☐ Send each reminder the day before the appointment, at

☐ Send each reminder the day of the appointment, at

☒ Send the entire batch at this time: Date: Time:

Reminder Message:

Hello [Firstname] This is a reminder for your appointment on [Date] @ [Time]. Please reply Y to confirm, N to cancel or STOP to opt-out.

Confirmation Text When Participant Replies

-- Please select a yes response, or enter one below. --

Custom Confirmation Text When Participant Replies *

Batch Upload

Appointment Reminders can be sent individually or in batches.

Reminders can be personalized by automatically inserting the coordinator's or participant's first name into messages.

Custom Yes and No confirmation messaging is configured, including notifications when cancellations occur.

If no reply, a follow up "nudge" reminder can be sent.

Schedule Appointment Reminder

Appointment Time:

Phone:

First Name:

Participant ID:

Reminder Message:

Hello [Firstname] This is a reminder for your appointment on [Date] @ [Time]. Please reply Y to confirm, N to cancel or STOP to opt-out.

Schedule

Single Appointment

Appointment Reminders

Appointments

Hello! This is Susan from CTCO reminding you of your appointment on 11/21/18 at 10am. Please reply Y to confirm or N to cancel.

Y

Great! We look forward to seeing you. Our address is 123 Greenview Way, Great City
Questions? Call us at 415.799.4144 or reply to this message.

Appointment Reminders

Appointments

Hello! This is Susan from CTCO reminding you of your appointment on 11/21/18 at 10am. Please reply Y to confirm or N to cancel.

N

Ok, please contact us at 415.799.4144 or reply to this message to reschedule your appointment. Thank you!

Cancellations generate an email to research staff so they can quickly reschedule the appointment.

Surveys

Surveys

Surveys

Any survey question that can be asked can be configured in the Mosio system to be sent via text message.

Completion reminders can be sent to ensure compliance.

Survey Questions

1) Was your level of pain under control today?

43 characters

Yes or No [?] Only yes or no answers are allowed, including just y or n.

[Edit](#) [Delete](#) [Move Up](#) [Move Down](#) [Move To Top](#) [Move To Bottom](#)

Question:

On a scale of 1-10, where 1 is Poor and 10 is Great, how would you rate your study experience with us?

103/600 characters

Type:

1-10 scale

Numeric: Any number is allowed as input. Words like "Three" will not work. Valid examples: 1, 3.14, -10.0

1-5 scale: Only the numbers 1 through 5 are allowed.

1-10 scale: Only the numbers 1 through 10 are allowed.

Single Letter: Any individual letter is allowed, a-z.

A-E scale: Only the letters A-E are allowed.

Yes or No: Only yes or no answers are allowed, including just y or n.

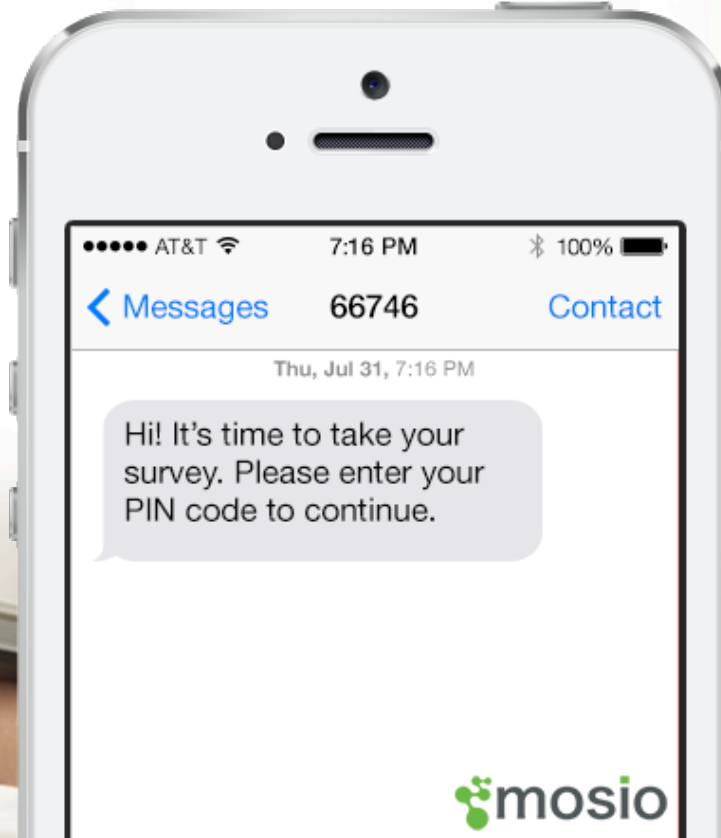
Free Response: Any answer is accepted.

On a scale of 1-10, where 1 is Poor and 10 is Great, how would you rate your study experience with us?

10

Surveys can be used for data collection during a study, for pre-screeners in recruitment or to gather participant satisfaction.

mPIN verifies the patient before sending Surveys or Messages.



Storylines

Storylines

Storylines enable researchers to create a series of surveys and messages, and then start participants as they are recruited, with each participant receiving messages along their own “storyline”.

Uses:

- Automated Coordinator Check-Ins
- Motivational Messaging
- Medication Adherence
- Data Collection

The screenshot displays the Mosio web application interface. At the top, the Mosio logo is on the left, and navigation links for 'My Microboard', 'Appointments', 'Surveys', 'Storylines', 'Settings', 'Help', 'Logout', and 'cpjudge' are on the right. Below the navigation bar, there's a breadcrumb trail 'Days In Storyline | User Overview'. The main heading is 'Schedule Storyline - pepdemostory'. Underneath, the 'Add Day' section contains a form with the following fields: 'Day in storyline' (a text box with '2' and a hint 'enter a number, ex: 1, 20, 95'), 'Time' (a time picker set to 10:15 am), and 'Type' (a dropdown menu set to 'Alert'). Below these is a large text area containing the message 'Please remember to complete your study survey.' and a character count '46 / 320 Characters'. To the right of the text area, a preview section titled 'What your message will look like:' shows 'Text Message 1:' with a blue bubble containing the same survey reminder text, and 'Text Message 2:' with an empty blue bubble. An 'Add Day' button is located at the bottom right of the form. At the very bottom, a list item 'Day 1 — Alert [Delete]' is shown with a 'Send time: 9:30 am'.

mosio

My Microboard | Appointments | Surveys | Storylines | Settings | Help | Logout cpjudge

Days In Storyline | User Overview

Schedule Storyline - pepdemostory

Add Day

Day in storyline: enter a number, ex: 1, 20, 95

Time: : :

Type:

Please remember to complete your study survey.

46 / 320 Characters

What your message will look like:

Text Message 1:

Please remember to complete your study survey.

Text Message 2:

Add Day

Day 1 — Alert [Delete]

Send time: 9:30 am

One of the best things you can do during your recovery is breathe. Relax and take 10 deep breaths now.

Text-Based Interventions

Storylines enable you to send prescheduled intervention messages automatically.

Storylines + TextChat

Retention

Hi! This is Susan, your research coordinator. I wanted to quickly check in and see how things are going. Please reply to this message or call 415.799.4144

Things are going well, I appreciate the check-in, Susan. Thank you.

Automated Coordinator Check-Ins

Storylines enable study coordinators to preschedule automated messages to go out to participants. Coordinators are notified via email of any replies and can engage in a two-way TextChat.



Storylines + Surveys

Data
Collection

On a scale of 1-10, where 1 is None and 10 is Extreme, how would you rate your level of pain?

1

Data Collection via Storylines + Surveys
Use Storyline Alerts to pre-schedule surveys for automated data collection efforts.



Storylines + Reminders

Medication
Adherence

Hi! This is a friendly reminder to take your medicine. Please reply M to let us know.

M

Great, thank you!

Medication Adherence

Research staff log into the Mosio system to set up alerts for participants.

Content can be customized per participant for more discrete phrasing.

Mobile Photos

Mobile Photos



Mobile photos can be taken and sent by participants for compliance confirmation, to provide more information about a question or to provide additional details.

Thank you for completing your study visit.
Your Amazon Gift Code is: 4R674YZ899

Mosio works with Amazon or other incentives or pre-paid credit card vendors.

Next Steps

1. New Study Form: <https://www.mosio.com/new-study-details/>
2. SOW, Contract
3. Design and Implementation
4. Internal Testing/Code Review
5. Solution Delivery/Staff Training
6. Deployment/Go Live

A doctor in a white lab coat and stethoscope is holding a green marker, appearing to write the text "Thank you!" on the image.

Thank you!

Text / Talk: 415.466.8911
clientservices@mosio.com
www.mosio.com

