



ORIGIN INTEGRATED STUDIOS

MARKET

Origin Integrated Studios Sdn Bhd provides application software solutions and services for the healthcare industry in Malaysia and the region. Its primary products are Origin Electronic Medical Record (EMR), Origin Hospital Information System (HIS) and Origin Clinical Information System (CIS). Origin EMR and Origin HIS are targeted at hospital and group of hospitals while Origin CIS is targeted at group or chain of clinics.

Origin EMR can be integrated to any third-party HIS system, or connected directly to Origin's own HIS. Features and functionalities include: Queue Management, Point of Care, Patient Information Management, Outpatient Clinical Workflow, Inpatient Clinical Workflow etc.

Origin HIS offers comprehensive features and functionalities: Registration, Admission, Discharge, Transfer, Patient Profile, Pharmacy, Inventory, Requisitions, Receiving, Purchase Order, Cashier Management, Payment, Collections, Billing, Patient Order, Administration, Security Matrix, etc.

Origin CIS offers features and functionalities for groups of GP clinics, specialist clinics and dialysis centres. Features include: Group Shared Patient Information, Group Shared Appointment, Group Shared Medical Records, Group Inventory Tracking and Movement Status, Group Admin Setup and Security, Group Dashboard Reporting, etc.

There are three customer groups with respect to products - those hospitals already having existing HIS and require EMR, those hospitals would like to purchase both HIS and EMR, and

group clinics that would like to purchase CIS. Origin offer shorter implementation services package for small hospitals with limited budgets that only require limited modules, features and functionalities therefore less intensive support is needed. For large existing hospitals budget is not their primary concern, while medium size hospitals are more challenging to implement the products.

Origin is the leading EMR solution provider in Malaysia. Currently Origin is proud to serve more than seventeen hospitals and fifteen clinics with over 3,000 beds and 500 consultants/ doctors/specialists, supporting more than 5,000 application users serving more than five million patients per year.

The market for EMR in the region especially Indonesia, Vietnam, Philippines is still premature but Malaysia and Singapore are in the forefront as far as healthcare digitalisation is concerned

Origin is rolling out automation solutions including mobile applications and advanced portable patient monitoring systems to enable hospital facilities to meet growing digitalisation needs of patients. With sensors and medical devices that can detect issues in real time-embedded in healthcare solutions along with AI and machine learning capabilities, caregivers receive early notifications on impending patient complications. Utilising predictive AI technology, Origin is currently working to develop AI solutions that integrate clinical data from patients across departments to enhance efficiency and better allocate resources. Delivering on its commitment through efficient software delivery, Origin is on its

way to transforming the healthcare industry with unprecedented software solutions

ACHIEVEMENTS

Over the years, Origin has garnered many awards and accolades among these are:-

- *SME Competitiveness Rating for Enhancement by SME CORP – 4 Star Rating for 2019.*
- *Winner of Golden Eagle Award 2019 Emerging Eagle for Malaysia 100 Excellent Enterprises 2019.*
- *Awarded Superbrands Malaysia's Choice 2019.*
- *A Merit recipient of PIKOM MSC Malaysia Asia Pacific ICT Alliance (APICTA) 2019 Awards - Professional Services Solutions*
- *Winner of Golden Bull Award 2019 Emerging SME category at the Malaysia Outstanding Business Award.*
- *Annual Listing by APAC CIO Outlook for the Top Twenty Healthcare Technology Solution Providers 2019.*
- *Annual Listing by APAC CIO Outlook for the Top 25 Healthcare Technology Solution Providers 2018.*
- *Recognised by Insight Success magazine for The Twenty Best Companies to Watch 2018.*
- *Multimedia Super Corridor Malaysia Status Company by Multimedia Development Corporation.*

Origin has captured the largest market share based on customers in the independent privately owned hospitals in Malaysia. Origin provided digitalisation solutions and transformed these hospitals from paper-based to paper-less with Origin EMR. Currently Origin have eighteen customers in Malaysia and Indonesia which Origin has successfully implemented:-

- *Loh Guan Lye Specialist Centre – Penang*
- *Oriental Melaka Straits Medical Centre – Melaka*
- *Putra Medical Centre – Alor Setar*
- *Mount Miriam Cancer Hospital – Penang*
- *Perak Community Specialist Hospital – Ipoh*
- *Putra Specialist Hospital – Melaka*
- *Nilai Medical Centre – Nilai*
- *Putra Specialist Hospital – Batu Pahat*
- *Bagan Specialist Hospital – Penang*



Why keep these physical records?

... when everything can be digitized

- *Sunway Medical Centre Velocity – Kuala Lumpur*
- *Gleneagles Medical Centre – Penang*
- *Beacon Hospital – Petaling Jaya*

Ongoing Projects:

- *Assunta Hospital – Petaling Jaya*
- *B.Braun – thirteen dialysis clinics in Malaysia*
- *Royal Progress Hospital – Jakarta*
- *Pantai Indah Kapuk Hospital – Jakarta*
- *Kek Lok Si Charitable Medical Centre – Penang*
- *Daehan Rehabilitation Hospital – Putrajaya and two new clinics - Kulim*

Origin EMR is a green technology product/solution focused on digitalisation of hospital workflow processes by transforming manual data capturing from traditional paper based medical records in folders to capturing through digital forms and stored digitally, thus eliminating the use of paper by medical professionals in transcribing medication/drugs and writing their notes. The main value is the product is built on reducing the cost of paper handling.

Origin were the first to successfully implement modern technology Electronic Medical Record (EMR) solutions to the healthcare industry that focus on reducing the use of paper. In the past, a physical folder consisting of a single patient admission into hospital could be around 30 to 40 pages of A4 size documents for inpatients and ten pages per visit for outpatients. Long staying patients could easily end up having 100 pages or more depending on number of days admitted and complexity of the treatment.

Management and all team members must understand the current paper processes in information gathering and implement the idea of conversion of information capturing in a new way using digital forms and integration to other sub-systems. Origin's goal is to achieve a target of over 95% of converting traditional paper to digital form based information capturing in all their projects.

HISTORY

Origin was set up in 2015 by a handful of software developers in a small office in Petaling Jaya. Currently the technical team has grown to over twenty, projecting an accelerated growth of 100% within the next two years in order to keep up with high demand for new opening of hospitals as well as healthcare digitalisation initiatives to upgrade existing outdated technology system in hospitals in Malaysia.

Origin expanded their services to Indonesia within the first year of founding and work closely with partners in Southeast Asia countries primarily Philippines, Vietnam and South Korea through their existing customers' business expansion.

From one hospital in 2015, over 30 successful implementations of seventeen hospitals and thirteen dialysis clinics in a four-year span in 2019, Origin is well on its way to becoming the household brand healthcare technology solution provider for hospital information systems in Malaysia and beyond.

With more than ten years experience the



company looks forward to remaining in the forefront as the market leader, by providing state-of-the-art products to achieve creative innovation and solving customers' problems.

PRODUCT

Origin use state of the art web-based and backend logic programming languages for building enterprise solutions and will plan and manage projects together with customers by adopting the necessary Project Management practices to achieve the project's objectives. Origin will also coordinate overall project activities with customers in providing support, change management and communications throughout the project duration. As part of Origin's implementation service, Origin provide systems training to IT systems administrators, trainers and users and develop the training documentation and user guides of the new system. Origin also provide guidance and support to customers in the installation and setup of the new system. Origin also design and perform system configuration, including documentation of final blueprint and system configuration and they conduct integration tests as part of Project Quality Management process, as well as coordinate User Acceptance Test (UAT) and support key users in performing the UAT. Origin products' design and development are done locally by Origin Integrated Studios Sdn Bhd, a company 100% owned by Malaysian.

Origin EMR is famous for its Digital Form module which allows creation of all forms to capture information so that data can be processed and stored without using paper. One of the earliest projects embarked on was with Loh Guan Lye Specialists Centre in Penang. A 273 bed hospital was running out of space to store its physical folders and had been spending millions per year on keeping and printing documents on paper. When the new building was ready, handling physical folders to and fro within several building locations was no longer practical. Without hesitation they decided to discontinue the traditional way of storing medical records in the form of paper and folders. Origin addressed the issue of limitation of space capacity for the fast growing business, by using origin EMR which helps efficiency in the process flow by eliminating physical medical records.

RECENT DEVELOPMENTS

Recently Origin was awarded contracts for two new sophisticated projects in Klang Valley:-

- *Sunway Velocity Medical Centre, Kuala Lumpur.*

- *Assunta Hospital, Petaling Jaya.*

The Sunway Velocity Medical Centre project was completed within just three months from the date the agreement was signed to the opening day of the hospital.

Origin has started an Academy to develop an elite team focusing on software development skills training which helps it to keep up with the technology trends in the areas of AI, Big Data Analytics, IoT and Blockchain.

PROMOTION

Origin use links to their website and publish their company/product news through online and offline magazines such as APACCIO outlook and Insight Success.

Media publicity through nominations for awards associated with print media such as Business Media International, SME Magazine, Asia Capital Magazine, and Nanyang Siang Pau etc.

Occasionally, Origin participate in healthcare exhibitions with their partners both in and around Malaysia and attend conferences for networking in healthcare related events.

Their activities include direct mailing to their target market top management, telemarketing with email follow-up closely with influencer and person-in-charge. Origin distribute their marketing information and brochures by email and whatapps as well through their database contacts.

BRAND VALUES

The Origin brand name is well known among private hospitals in Malaysia and Origin respond fast, are flexible and lean and able to deliver faster, they can do anything, given time.

Origin believes that by delivering solutions to customers on-time and expanding its network and partners across the region, it will maintain its reputation as a valuable brand amongst its target markets.

The logo represents the character "O", "I" and "S" integrated in one symbol whereby red colour signifies their ever brimming energy and enthusiasm of the team.

www.originistudios.com

THINGS YOU DIDN'T KNOW ABOUT OIS

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- Origin serves more than seventeen hospitals and fifteen clinics with over 3,000 beds and 500 doctors.
- Origin were the first to implement modern Electronic Medical Record solutions to the healthcare industry focusing on reducing the use of paper.