



ORIGIN INTEGRATED STUDIOS

25
GLOBAL BRANDS
TO WATCH IN 2020

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Delivering Cutting-Edge Software Solutions In The Healthcare Domain

Dr. Amit Mishra | Business Connect

In the past few years, Malaysian Healthcare has grasped the attention of masses across the globe due to the smooth best-in-class healthcare experience and affordable quality care offered to the travellers. Malaysia is one of the well-reckoned countries attaining the fame for medical tourism in Southeast Asia. This industry is said to be booming in the near future as the number of ageing population in the country is increasing significantly. The entrepreneurs in this domain can seek golden opportunities as the time passes by. Origin Integrated Studios is scaling the heights in the private healthcare by offering innovative software solutions for Malaysia and its regions. It is converged to render

software development services in the healthcare industry and striving to form a long-term relationship with its consumer base. It has become one of the fastest-growing Multimedia Super Corridor (MSC) software development and solutions company, headquartered in Kuala Lumpur. Incepted in the year 2015, it managed to expand its verticals in the Asian countries especially in Indonesia within a year only. Presently, it has collaborated with its consumer base for the sake of their business expansion in the Philippines, Vietnam, and South Korea. The Firm is currently serving in over 20 hospitals and 15 clinics in Malaysia and Indonesia.

Offering exceptional services in the healthcare industry such as Hospital Information System (HIS) and Electronic Medical Record (EMR), the Company has become a leading EMR solution provider with the largest implemented market share for EMR in Malaysia. During the initial phase, it started with a handful team of software developers in a confined workstation at suburb Petaling Jaya. But today, their technical team has grown exponentially to over twenty; projecting an accelerated growth of approximately 100%.

EXCLUSIVE CLIENTELE

It is an onerous and challenging task to implement the HIS and EMR solutions offered by the Company at the old hospitals. But, Origin has now acquired tremendous experience in transforming old hospitals that are about 45 to 116 years old. Some of the hospitals belonging to the oldest group in the country are Loh Guan Lye Specialists Centre, Mount Miriam Cancer Hospital, Assunta Hospital and Perak Community Specialist Hospital, etc. At the early stage, Origin offered its services to a single standalone hospital, but currently, it is serving several group hospitals and clinics in Malaysia. Their excellent success stirred the domain and they were offered subsequent opportunities to replicate to another within the group. At present, Origin is offering its exclusive services to Putra Group of Hospitals, Sunway Healthcare Group, and B Braun dialysis clinics.



KENNETH KEE
CEO

ACKNOWLEDGING THE SIGNIFICANCE OF R&D

Research & Development serve as the most essential way to ensure progressive brand development by being in synergy with the market dynamics. This arena can assure incremental innovation in the services to be offered in any of the domain. The CEO asserts that innovation is more of an adaptation to the wavering demands of the relevant market. Origin has always considered R&D quite essential pertaining to its growth strategies to expand its verticals. It bolsters them to remain competitive for sustainability and prolonged survival.

“**The perceptive CEO states,** *There is no escape for Origin than to incorporate technologies such as Artificial Intelligence (AI) and to integrate with Internet of Things (IoT), in Health, telemedicine and patient monitoring devices such as vital signs monitor and wearables. We do not reinvent the wheel, but we work closely with our technology partners to provide a total comprehensive solution to fulfil our customer's requirements in the respective domain.*”

A GLANCE AT THE WORKCULTURE

The technical division of the Company is segregated into different teams. And each team converges on specific modules and further divides into more confined spheres such as development and support. They wholeheartedly embrace the vibrant diverse culture of coaching and on-the-job practical skills, upgrading and learning from each other rather than the usual internal trainings. The Management offers flexible working hours to the employees but also ensures proper performance measurement of the task assigned to them. They keep a check on the quality of work and rewards the talents that rose up

by outperforming others. The team members are in great harmony with each other even while working with the new norm of 'Working From Home', owing to COVID-19 outbreak.

The Company ensures respect and protection to its employees and also conducts regular appraisal with them to maintain a balance. They acknowledge and appreciate the diverse talent that has been assembled in the Workforce; making strenuous efforts to retain them in the organization.

MEET THE CREATOR OF THE COMPANY

Intending to keep up with the high demands of the newly established hospitals of Malaysia, the CEO, Kenneth Kee set up Origin Integrated Studios to constitute innovative products with an adroit team of software developers. He attends conferences and seminars to stay in tune with the industry veterans, healthcare specialists, and healthcare solution vendors. Kenneth initially started his career as a Sales Executive, serving an ICT Consulting Company in Asia. He was associated with the same domain for around 18 years and offered his services in banking, manufacturing, and healthcare industries. He was determined to upgrade the conventional old technological system in the hospitals by rendering healthcare digitalization. Kenneth says that the commencement of this venture took place with a request from a local healthcare provider that required a state-of-the-art comprehensive EMR with HIS solution. And now, it has emerged out as one of the fastest-growing MSC Status software development and solutions companies.

Being the leader of the Company, Kenneth always ensured synchrony with the wavering market trends. Amidst COVID-19 crisis most of the hospitals are forced to seek Telehealth solutions to serve the patients from home who are reluctant to visit the hospital. In this context, the Company integrated its solutions to an external mobile

appointment system to facilitate the patients in direct online banking payment. Utilizing this exclusive offering from their end, patients can now make payment after teleconsultation for consultation services and medication to be delivered at their doorsteps.

STERLING ACHIEVEMENTS

In the past five years of its exclusive services, Origin has bagged numerous awards proudly. It has earned top industry honours and accolades for its performances and exceptional contribution to the healthcare community. Over the last two years, the Company has impressively bagged more than ten awards in its favour, from Small and Medium Enterprise (SME) association, mainstream media newspaper and magazine, consulting firm, the Government, and more essentially branding awards that included Superbrands and The Brand Laureate.

It was also offered appreciable rank by Financial Times and Statista in Asia Pacific High-Growth Companies 2020 and Malaysia's Growth Champions 2020 respectively.

Origin has aimed to commence venture in Philippines and Vietnam, in the near future, primarily serving the Asia Pacific region. It is in close collaboration with the partners in delivering HIS and EMR solutions; willing to join hands with the right allies while pursuing their future outlooks. The Firm is striving to make its platform well-reckoned at the global level with offering comprehensive avant-garde solutions to its consumer base.

