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Origin Integrated Studios

The Journey Of Origin Integrated Studios From Malaysia To The Innovative Future

As time is going by, the healthcare industry in Malaysia is thriving remarkably before the very eyes of the world. A big chunk of credit can be undoubtedly awarded to the presence of behemoths like [Origin Integrated Studios](#). The company is sparkling in Malaysia and its regions owing to its commitment to developing innovative software solutions for the healthcare industry.

The Dawn of Origin Integrated Studios

Established in 2015 by Mr. Kenneth Kee, Origin Integrated Studios is striving every day to become a conventional brand in the Malaysian healthcare industry. Mr. Kenneth Kee with his partners are working with one accord to build a trusting relationship with its customers across Malaysia. Mr. Kee and his three partners, healthcare technology advisor, project implementer, and head of technical support, are the prime movers of the company.

Origin Integrated Studios witnessed its dawn with a team of expert software developers. Today the company is excelling with 25 skilled developers specializing in computer science and information technology areas. The journey started with a request from a local healthcare service provider for a revolutionary EMR with a HIS solution. Today, Origin is flourishing as one of the booming Multimedia Super Corridor (MSC) Status software development and solution companies.

Headquartered in Kuala Lumpur, Origin Integrated Studios branched out in the Asian countries, such as Indonesia, within a short span of 1-year. In Malaysia and Indonesia, the company is catering to the needs of over 20 hospitals and 15 clinics at present. Looking into the future, it is actively working to expand in Vietnam, South Korea, and the Philippines.

Vision and Mission for Unprecedented Success

Fixing the eyes on its vision, Origin is inspiring young talented software developers and designers. The company is motivating them to induce their creativity and expertise in developing groundbreaking healthcare application software solutions for gaining international recognition.

Now considering the mission of Origin Integrated Studios, the company is striving to influence the healthcare industry positively by becoming a household brand. It is aiming to translate its efforts into long-term and trustful relationships with its customers. And for this,

Origin considers successful project implementations and longevity as the secret sauce.

Peculiar Product Offerings To Stand Out

Origin is winning in the healthcare industry due to its two main products, Origin Hospital Information System (HIS) and Origin Electronic Medical Record (EMR). Origin HIS provides comprehensive features and functionalities, including admission, registration, discharge, transfer, patient profile, pharmacy, inventory, requisition, receiving, purchase order, cashier management, payment, collections, billing, patient order, administration, security matrix, etc.

Origin EMR can be integrated into its own HIS or any third-party HIS system, which reflects its versatility. This unique positioning allows customers to implement desirable EMR first in their hospital. It is equipped with features and functionalities, including point of care, queue management, patient information management, inpatient clinical workflow, outpatient clinical workflow, etc. Origin EMR has an iNTERFACEWARE IGUANA HL7 interface engine, which is being utilized by over 800+ healthcare service providers and vendors.

Origin also offers a sub-set of its HIS and EMR, namely Origin Clinical Information System (CIS). It delivers features and functionalities for group/chain of specialist clinics, dialysis centers, and GP clinics. Some of its advanced features are group shared appointment, the group shared patient information, group shared medical records, group admin setup & security, group inventory tracking, and movement status, etc. Origin latest offering includes integration to vital signs monitor, blood

glucose meter, and credit card terminal besides common interfaces with Laboratory Information System (LIS), Radiology Information System (RIS) / Picture Archiving Communication System (PACS), MIMS drug database, Queue Management System (QMS), Finance Information System (FIS), Human Resources Management System (HRMS), mobile appointment system, and peripherals such as biometric card reader, barcode reader and label printer. Origin aims at providing end-to-end project implementation, right from project initiation to system Go-live. Following a successful live run, a technical support team looks after round-the-clock maintenance support for change requests and bug fixes.

Origin Integrated Studios generally develops its products on Java Platform, Enterprise Edition (JAVA EE). The company leverages the latest technologies, such as CSS3 and HTML5 to develop the user interface.

Challenges Down The Road

The need to build a strong brand is translated by high competition and dynamic conditions in the global market. To sustain in such conditions, Origin Integrated Studios has realized that strong recognition by the customers is of utmost importance. The brand choices and market shares strongly influence the perception of the customers toward the company, which, in turn, translates into profitability. From the establishment of Origin Integrated Studios, the team has been endeavoring to deliver quality products and services. The company has been fortunate enough to get a buzz out of word-of-mouth from its loyal customers. This is the result of its perseverance and dedication of the company towards delivering quality work to find a key to customers' problems.

Origin believes in maintaining pertinent communication with customers through various media channels to promise them value propositions. In effect, this approach sensitizes the customers' mind state, needs, and existing perceptions of competition.

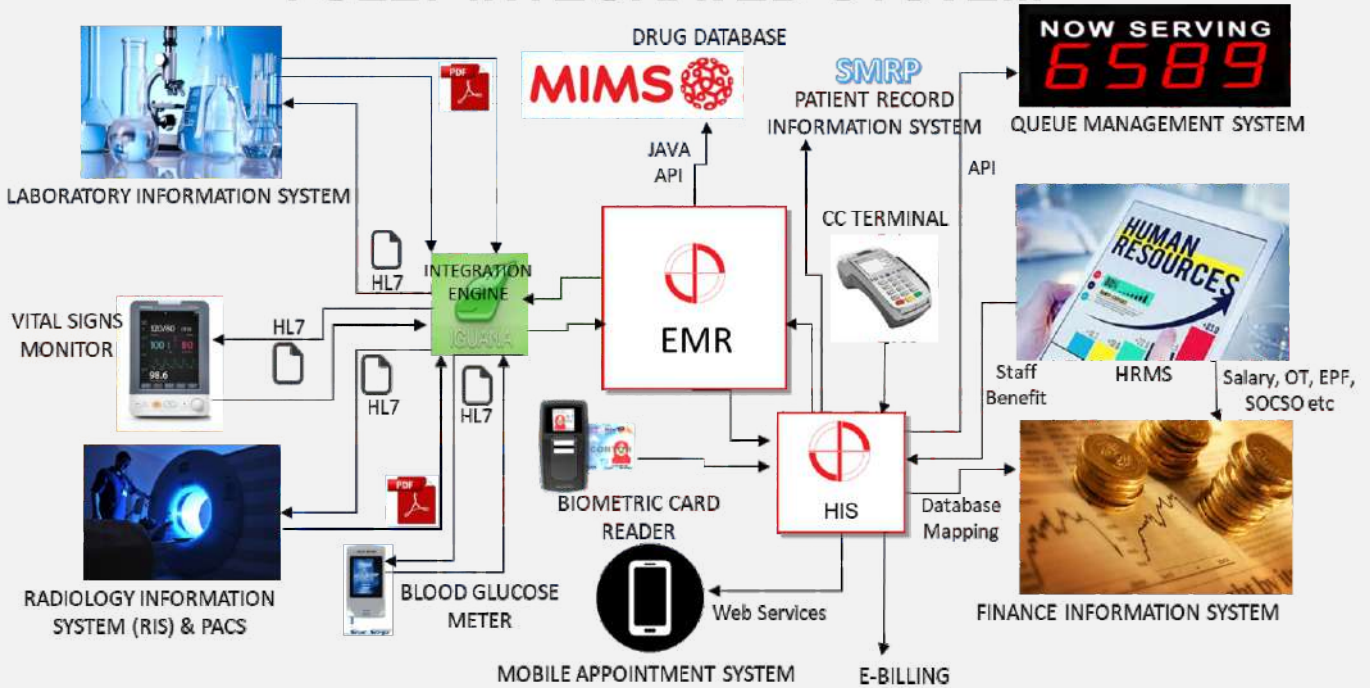
The growth of Origin is experiencing an upward movement in the region for a long time. The company has been endeavoring to switch from outdated local HIS solution to its advanced HIS with EMR. On the flip side, the venture of the global healthcare companies in Malaysia in the field of international standards in the clinical workflow has derived high-intensity competition for the company. However, Origin is also yielding benefits of its strengthening foothold in foreign countries, such as Indonesia. While on international grounds, the company is dealing with a different set of challenges, such as localization needs and competitive pricing.

Unique Plan to Call The Shots

The unique idea that Origin has been working on is emphasizing more on R&D to exhibit our innovation. This approach is beyond question for any growing brand to sustain in the current market dynamics. It has been keeping up with the changing demands in the market by prioritizing R&D as its prime growth strategy. Such a plan of action has been helping Origin to survive in the current competitive landscape for the long-term.

Apart from this, the principal theme of Origin Integrated Studios is software development to cater to the needs of healthcare providers. With the advent of advanced technologies, Origin has to integrate Artificial Intelligence, the Internet of Things (IoT), telemedicine, mHealth, and patient monitoring devices. This technological part is out of the specialization area of the company, so rather than pushing their

FULLY INTEGRATED SYSTEM



efforts in this direction, it has been working closely with the technology experts in the market to tailor a comprehensive software solution for its customers.

Origin understands that the integration of advanced technology is integral to survive in the market. For its future endeavors, the company is teaming up with technology experts, including mobile app developers, medical device manufacturers, infrastructure solution provider, and Artificial Intelligence (AI) specialist. Leveraging the expertise of such skilled strategic partners, it is looking forward to catering to the market needs.

Achievements, Honors, and Awards

So far, Origin Integrated Studios has built its reputation by transforming 25 hospitals with its services which eight of them are ongoing projects. Among all, the company has even passed its toughest and shortest project within a timeframe of just 3 months. The dedication and prowess of the Origin's team turn any project into their greatest achievement by accepting all the challenges thrown at them. The

company is planning to add 10 more new projects to its list of achievements within the next 3 years and expecting more challenges coming to them with those projects.

Origin has contributed a lot to the healthcare community, for which, the company has also been awarded the top honors in the industry. It has bagged more than 10 awards over the last two years from the Government, Small and Medium Enterprise (SME) association, ICT industry association, non-profit organization, mainstream media newspaper & magazine, and consulting firm. The branding awards received by Origin include The Brand Laureate and Superbrands. Other honors received by the company include Asia Pacific High-Growth Companies 2020 by Financial Times and Malaysia's Growth Champions 2020 by Statista.

Nurturing and Motivating Work Culture

Origin understands that to win the marketplace, it first needs to win in the workplace. So the company is continuously making every possible

effort to keep its employees satisfied. It has developed its work culture not to be grounded on the usual internal training but coaching and on-the-job practical skills learning. Origin's employees upgrade their skills by looking at each other and upgrading themselves. The company takes care that talent is being rewarded and retained in the organization.

To Sum Up

Even in such dynamic market forces, Origin Integrated Studios is embarking with its unparalleled dedication and peculiar products. In favor of product development, Kee states that the company will leverage the latest hardware, RFID, wireless, IoT technologies to advance its product offerings. It aims to promote the paper-free operations and streamlined clinical workflow for a group of hospitals. Origin is committed to continuously perform extensive R&D activities for offering state-of-art products and achieve innovations. 