

KENNETH KEE

THE REVOLUTIONARY VISIONARY

● **Origin offers exceptional customisation and flexibility of configuration that reduces the costs of medical record handling by almost 95%** ●

Many healthcare service providers are facing difficulties in operating efficiently, making them incapable of coping with the increasing volume of patient servicing. Origin Integrated Studios aces this arena by pioneering a novelty oriented approach to the provision of innovative and creative software solutions. Headquartered in Kuala Lumpur, Malaysia, Origin Integrated Studios is spearheaded by their brilliantly fearless leader, Mr. Kenneth Kee.

With its Digital Transformation strategies, Origin helps doctors and nurses make instantaneous decisions using their intuitive software application through modern devices such as mobiles, and tablets. This aids in condensing data into one single dashboard that can be accessed easily. Furthermore, Origin annihilates the need for relying on traditional manual patient records by connecting the database with all other systems such as laboratory information system, financial information system, and medical devices.

The Enigmatic Leader

Origin's success is hidden in the ingenuity of Mr. Kenneth Kee's charismatic leadership. With decades of experience in the field of enterprise business software application and solutions, the driven, passionate and strategic Mr. Kee helms the ship from the forefront.

The ideation for Origin Integrated Studios commenced when a client needed a modern web-based Hospital Information System (HIS) with Electronic Medical Record (EMR) features. Mr. Kee identified the gap in the market where most systems had no EMR capabilities and HIS was fast becoming obsolete. By offering new innovative products in their place, the company has grown to now work with over 20 hospitals within a span of five years.

Mr. Kee's objective was to create a product that can be implemented as a systematic and comprehensive clinical information repository. The genius of the firm and its leader is reflected in delivering ever-evolving systems- owing to their unparalleled R&D investments- that change and adapt with the altering needs to the clientele.

Harnessing the Tech Brilliance

Inefficient healthcare systems- without EMR integration- were one of the many obstacles faced by the healthcare industry. Origin has helped set a benchmark in terms of the expectation of EMR usage and also replaced many competitors' systems with Origin HIS that comes with Origin EMR. Harnessing the potential of the latest wireless modalities, AI and hardware development, Origin has harboured unmatched distinction. Mr. Kee points out that the firm plans to soar to new heights of success by exploiting the capabilities of technological advancements. Mr. Kee propounds, "We will exploit the latest hardware, IoT, RFID and wireless technologies available in the market today including R&D to incorporate AI and data warehousing for a group of hospitals."

Becoming a Prolific Leader

Mr. Kee derives his relentless motivation and ingenuity from the perfect niche space of operation Origin has secured - that in turn, fits-in perfectly with his personality and goals. Mr. Kee enunciates that the key to becoming a prolific CEO is hidden in cognising that, "Success does not come overnight. It is an incremental team devotion of making things happen overtime with positive activities. We never stop doing what we are good at, we keep our passions aligned with our goals." Mr. Kee has ensured the growth of the firm by ideating direct and genuine marketing channels and a formalised sales process. Origin believes in providing complementary services to create awareness among customers, product suppliers, and all other partners that collaborate with the company.

Ensuring Operational Efficiency

The instinctual abilities of Mr. Kee are embodied and emulated by the team of software experts who have worked tirelessly to develop and perfect Origin EMR. They are cognisant of the paucity of time in the hands of medical professionals and have hence strived to inculcate the user-friendly and easy-to-operate protocols in the system. Like most other prolific CEOs, Mr. Kee's foresight has enabled the genesis of such a versatile yet unique creation. Speaking on the area of operational efficiency, Mr. Kee further adds that Origin's well-designed, customizable, 24x7 mission critical support system enables 100% adoption rate from doctors and nurses within a week of the systems going live.



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CEO
ORIGIN INTEGRATED STUDIOS

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Creating Customer Retentive Policies

The success of any enterprise is locked in the twin acumens of product innovation and maintenance of customer relations. In working with the healthcare teams of hospitals, the firm believes in thoroughly understanding their requirements and providing them with customised solutions. Mr. Kee believes in providing clients with personal assistance through the 24/7 technical help desk of the firm. Accessibility ease is an in-built component of all product designs, especially keeping in mind the operators of such devices will be extremely busy medical professionals. The goal is to ensure product performance, system uptime, customisation as well as on-time project delivery and customer satisfaction. Contented customers of the firm include Loh Guan Lye Specialists Centre, Sunway Medical Centre Velocity, Putra Group of Hospitals, and many others.

Annihilating the Roadblocks

Like the creators of all novel ventures, Mr. Kee also faced initial obstacles from the more established local and foreign healthcare providers. However, Mr. Kee's acute skills of strategic planning, coupled with unparalleled dedication and hard work enabled him to emerge victorious from those uncertain times. He was able to successfully demolish all roadblocks to fuel the firm towards unequivocal prosperity. Within a year of its operation, Origin had already secured ten awards of excellence, commemorating the brilliance of the firm.

Accolades of Success

Origin has received several accolades for its incomparable products and services. The company has been awarded the Asia Pacific High-Growth Companies 2020 title by the Financial Times as well as Malaysia's Growth Champions 2020 by Statista. It has received more than 10 awards from the government, the Small and Medium Enterprise (SME) association, ICT industry association and others.

Future Blueprints

The firm has successfully transformed 25 hospitals with its exceptional services. Origin plans to capture 50% of the private hospital market-share in Malaysia. At its current pace of growth, the company braces itself to successfully transform more than 60 hospitals in the course of the next decade. Origin will be deploying complex clinical solutions such as patient centric apps containing demographic and clinical history to a mass consumer base. The company has already drafted AI-based clinical research plans of expanding its operation into the emerging regions of Vietnam and Philippines.