



# ORIGIN INTEGRATED STUDIOS

## Propelling towards Excellence with Innovative Business Strategy

It is hard to argue against the fact that digital transformation has significantly impacted the healthcare sector. The advent of digital technologies such as EMR (Electronic medical records) in maintaining patient records has transformed how physicians manage their data. With digital infrastructure having taken center stage amid pandemic, leading players in the industry are advancing towards this trend: to make healthcare records simpler, faster, and more secure.

Perceiving these developments in the healthcare sector, The Business Fame magazine wants to shine a light on some of the emerging healthcare solution providers across the world, and we are proud to feature **Origin Integrated Studios**.

Origin Integrated Studios is one of the leading healthcare solution providers in Malaysia. The company is setting its marks in the country with its innovative approaches and newer developments in the industry. It has implemented the highest market share for Electronic Medical Record (EMR) in Malaysia having successfully implemented more than 20 hospitals in the region both standalone and group hospitals supporting multi-languages and consolidation through data warehousing with dashboard reporting. Loh Guan Lye Specialists Centre, Sunway Medical Centre Velocity, Assunta Hospital, and Putra Group of Hospitals are some of the major clients of the company.

### The Visionary Initiator of Origin

Kenneth Kee is the originator of the Origin Integrated Sdn Bhd, which was established in 2015. With his years of experience in the industry, Mr. Kenneth Kee has been successful in transforming the company into a prestigious brand in the healthcare industry in Malaysia.

This journey was started with a client who needed a modern web-based Hospital Information System (HIS) with Electronic Medical Record (EMR) features. Kenneth identified the gap in the market where most systems had no EMR capabilities and HIS was fast becoming obsolete. He replaced products with his flagship product.

As a neophyte in the healthcare systems market, Kenneth initially faced severe competition from the established local as well as foreign players. With strategic planning and acute business acumen, Kenneth braved through the uncertainties and turned Origin into an award winning company which has been recognized over 10 accolades within a year.

### Vision and Mission of Origin Integrated Studios

Origin believes in encouraging young talented software developers and designers. The company inspires them to make a trailblazing difference in the industry with their creative healthcare application software solutions.

The mission of the company is to become a household brand in the healthcare industry and focusing on long term and trusting relationship with their customers, the main ingredient of successful project implementations and longevity.

### Extraordinary Products and Services

Over the years, many healthcare providers were facing unresolved issues due to using obsolete inefficiency healthcare systems not integrated with sub-systems and without EMR. Origin has helped set benchmark in terms of the expectation of EMR usage and also replaced many competitors' systems with Origin HIS that comes with Origin EMR.

The two flagship products of Origin are Origin Electronic Medical Record (EMR) and Origin Hospital Information System (HIS). Origin HIS offers all-inclusive features and functionalities such as registration, admission, transfer, discharge, patient profile, inventory, pharmacy, receiving, purchase order, requisition, payment, cashier management, billing, patient order, collections, administration, security matrix, etc.

Origin EMR can be assimilated into any third-party HIS system or its own HIS, which echoes its flexibility. This

unique positioning allows customers to implement desirable EMR first in their hospital. Its features and functionalities inclusive of point of care, patient information management, queue management, outpatient clinical workflow, inpatient clinical workflow, etc. Origin EMR also has an iINTERFACEWARE IGUANA HL7 interface engine, which is already being used by over 800+ healthcare service providers and vendors in Malaysia.

Clinical Information System (CIS) is a sub-set of the company's flagship products HIS and EMR. CIS comes with

*“ We are one of the very few software development companies which focus on enterprise systems for the healthcare industry. ”*







*“ We develop innovative and creative healthcare software solutions for Malaysia and its regions. ”*

amazing features for group of dialysis centers, GP clinics, and specialist clinics. Some of the advanced features of this product include group shared patient information, group shared appointment, group shared medical records, group inventory tracking, group admin setup & security, and movement status, etc.

The most recent offerings of Origin Integrated Studios include the integration to vital signs monitor, blood glucose meter, and credit card terminal. Common interfaces with Laboratory Information System (LIS), Radiology Information System (RIS) / Picture Archiving Communication System (PACS), Queue Management System (QMS), MIMS drug database, Human Resources Management System (HRMS), Finance Information System (FIS), mobile appointment system, and peripherals such as biometric card reader, barcode reader and label printer are other solutions recently developed by the company.

Moreover, during the catastrophic emergence of COVID-19, Origin has helped many healthcare providers in their digital

transformation journey by incorporating telehealth solutions.

#### **Contributing Factors behind the Outstanding Growth of the Company**

Origin considers its customers as the most valuable resource behind its success. The company works closely with its customers, provides cost effective solutions suitable for their needs and on-going technical and consultancy support. The company handles all its challenges by being significant partners with its customers for software services and solutions.

Core Distinctive Principles of Origin are:

- People-focused collaboration with customers and partners.
- Persistency in solving problems and finishing the job.
- Long term support with customers and partners

Standalone Factors behind the Growth of the Company

- Successful implementation across all modules and sub specialty modules.
- Continuous innovation of technology across every implementation and R&D.
- Relatively good functions compared to its competitors
- Fast implementation of 3 to 6 months for small to mid-size project while 6 to 9 months for larger project of 250 beds and beyond

#### **Winning Strategies of Origin Integrated Studios**

Origin Integrated Studios is operating in a niche market. The target market of the brand is hospital, tertiary, multi-disciplinary or single disciplinary. The completion of the sales escalates from the head of departments, feedback from users, evaluation committee members, and finally, the approval of owners or BOD of the hospitals.

Other strategies opted by the company are channeling by direct engagement and through strategic business partners, formalized sales process, satisfied customer testimonial, and word of mouth or cross reference.

The company is also creating awareness about its products among the complementary service or product suppliers, medical devices suppliers, and sub-systems suppliers that contributes to the increase in sales.

#### **Future Perspective**

Progressing forward with positive approach, the company is aiming to capture over 50% of the private hospital market share in Malaysia. It has also set eye on some of the

lucrative markets such as Indonesia, Vietnam, and Philippines for future growth.

Reflecting on the future roadmap, the CEO of the company asserts, *"Besides building massively sophisticated enterprise software solutions incorporating latest technologies, advanced features and functionalities for our ever growing customer's base, Origin will be deploying complex clinical solutions such as patient centric apps containing demographic and clinical history to a mass consumer base.*

*Future growth area will be innovation of clinical data with focus on AI for clinical research."* He concludes on a positive note. 

