

Kiwi Firms Strike Double Software Win in USA

Two leading New Zealand Health IT Companies have provided a combined IT solution to a large regional American laboratory, paving the way for future business potential in the North American market.

Sysmex Delphic Ltd and Orion Systems International have installed their software at Health Network Laboratories (HNL) based in Allentown, Pennsylvania. These solutions, installed at HNL in late 2002, will enable the secure viewing of laboratory test results via the web, together with coordinating data between different computer systems, streamlining the reporting process.

HNL is a regional integrated laboratory service provider that serves healthcare organisations within and beyond the Lehigh and Delaware Valley regions of Pennsylvania. A core laboratory and a network of hospital based rapid response laboratories operate throughout the state.

Jane Erdman, CIO of HNL says “HNL always looks for IT products that best meet our particular needs at the best price. Delphic and Orion offered solutions that met our requirements. We’ve been impressed with the products’ performance, and we’re happy to be working with products that were designed in New Zealand.”

New Zealand is rapidly developing a reputation for providing the global market with innovative and world-class IT health software, aggressively competing with international vendors. With overseas buyers becoming aware of this, it was encouraging to have Sam Merkouriou, CEO of health technology consultants Rhodes Group, visit the country. His visit was 50% funded by a grant from Industry NZ under their Expert Advisor Assistance Scheme, to carry out consulting services in relation to the technical requirements to meet US Government regulations.

It was through conversations with Sam Merkouriou that Orion and Sysmex Delphic were initially put in touch with HNL.

Sysmex Delphic’s browser based product Eclair (Electronic Clinical Information Repository) was provided to HNL, enabling them immediate and secure access to their patient clinical results.

Complementing Eclair is the Orion’s Rhapsody Integration Engine, responsible for translating and streamlining laboratory data. Rhapsody allows HNL to link different

kinds of computer systems together to share data, and uses graphical tools to allow staff to monitor and upgrade its IT infrastructure.

Headquartered in Auckland, Sysmex Delphic & Orion develop health IT product solutions for clinical laboratories, hospitals and healthcare organisations worldwide. Together, these two Auckland-based companies are working symbiotically, to benefit HNL, ultimately improving the overall level of patient care.

Sysmex Delphic & Orion are both members of the NZ Health IT Cluster - a group of over 20 kiwi based health technology companies, who have agreed to cooperate and assist each other in exporting to overseas markets and provide mutual support for global business development

Mark Cox, Sales and Marketing Director of Sysmex Delphic Ltd says "this is a great example of the benefits of the NZ Health IT Cluster. Both companies were willing to help each other during the sales process, resulting in a win-win-win situation for Sysmex Delphic, Orion Systems International and New Zealand."

"Relative to the entire North American IT market for health, New Zealand companies need only to make a small penetration to vastly increase our revenues," says Ian McCrae, CEO of IT vendor Orion Systems International. "For example, if our cluster as a whole could gain even a one per cent share of the US Health IT market, this would roughly double the size of the software export industry in New Zealand. Thus clustering with other firms in our sector is an increasingly useful strategy."

The HNL sale of a combined NZ based solution is strong evidence that companies working together in a competitive marketplace, within a Health IT cluster environment can win overseas business contracts, benefiting both the health of the US public and the NZ economy simultaneously.