

Columbia Asia partners with MphRx to launch Patient and Clinician engagement suite, powered by Minerva and Azure

For the past 24 years, Columbia Asia Hospitals, a Kuala Lumpur based company, has been focussing on delivering their patients with excellence in healthcare services across their 29 medical facilities in Malaysia, India, Vietnam, and Indonesia.

They engaged MphRx to provide superior digital experiences to their patients, optimize processes to drive customer care team's efficiencies and enable physicians to remotely track and manage patients' care.

Powered by MphRx's FHIR based digital health platform – Minerva, the integrated patient engagement applications provide an aggregated view of patient's health data across the network's hospitals and enables online booking of health care services and physician appointments.

Columbia Asia was able to go live in 4 months with a Patient engagement platform and deployed the Clinician Engagement suite shortly thereafter. The platform integrated disparate instances of their HIS for all locations rapidly despite complexities due to their multinational and multilingual business requirements.

Today within 18 months of initial deployment, more than 5 million appointments have been booked with 32% increase in appointment completion and 4.5 million patients' records are managed on Minerva.

Deployed on Microsoft's Azure cloud infrastructure, the Minerva platform provides a unified and scalable solution for Columbia Asia to expand their digital services with a seamless user experience across all digital touchpoints.



COLUMBIA ASIA
H O S P I T A L S

At-a-glance:

Customer: Columbia Asia

Website: <https://www.columbiaasia.com/>

Customer Size: 29 medical facilities across Asia: 11 in India, 3 in Vietnam, 12 in Malaysia and 3 in Indonesia.

Country: India, Malaysia, Vietnam, Indonesia

Industry: Healthcare

Products and Services: Minerva Platform – Patient and Clinician Engagement Suite

MphRx, Columbia Asia & Microsoft Azure

Columbia Asia Challenges

- Patients needed to have consistent experiences across different touchpoints of interaction with their doctors and customer care teams
- Clinicians had access to only site specific patient data which was only available through desktop applications. This led to delays in enabling key clinical and operational workflows.
- Customer Care teams were decentralized and had to access multiple systems across sites to manage real-time patient information and doctor schedules to facilitate appointment scheduling for patients.
- Marketing teams had to manage service offerings, content and physician directories across multiple systems.

Solution Highlights

- Minerva platform deployed to drive Columbia Asia's Patient and Physician Engagement strategy at their facilities across 4 countries
- Patient users can schedule and pay for appointments, access their health records, view medications, upload past medical records and report their own data
- Physician users can view patient records and upcoming appointments, create prescriptions and service orders, edit/approve discharge summaries and add/edit clinical notes
- Centralized Helpdesk application for customer care staff to book appointments on behalf of patients and manage clinician schedules

Customer Benefits

- Minerva's capabilities enabled Columbia Asia to deliver on its patient-centric strategy by providing connected, holistic, and personalized care to its patients.
- Patients have the power to manage their health by having personalized access to the web portal and mobile app to book appointments, pay online and check-in on arrival, thus by having the convenience of not standing in the long queues to see their doctors
- Patients can access their health records from anywhere, anytime, and upload past medical records to optimize their doctor's time to focus on their diagnosis.
- Columbia Asia's IT infrastructure has been augmented with a modern consolidated data platform which integrates and orchestrates data and workflows across 29 transactional HIS applications.
- Columbia Asia's customer care team can efficiently manage physicians' schedules to make sure their time is optimized to drive value-based care.
- The platform is capable to scale with Columbia Asia's evolving digital strategy. The FHIR based APIs and widget framework ensure that future third party applications can plug and play seamlessly with the clinical and patient applications.



Speed to Delivery

4 months for the first hospital go-live



Time to Market

Pre-built integration extensions and out-of-the-box configurable applications



Lower Cost of Ownership

Leverage existing client IT investments with integrations

Contact Us:

✉ marketing@mphrx.com

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