



PHOTO: YEN MENG JIN

MACH7 Technologies

A blue ocean in neutrality

THE co-founder and chairman of homegrown healthcare company Mach 7 Technologies (M7T) already had a 25-year track record in the industry with solid contacts and products.

Yet, Rudy Sugiarto (*above right*) still found that in order to make it big internationally, he had to establish his four-year-old company in the US first. "No one, even if they know you well, would want to be guinea pigs. So we proved our solutions in the US despite significantly higher costs," said Mr Sugiarto, who was with GE Healthcare for 15 years.

After two years of research and development (R&D) and countless trips to US, the healthcare image management solutions provider succeeded in clinching deals with established medical organisations such as the Massachusetts General Hospital Imaging in Boston and the Montefiore Medical Center in New York City.

"There's this carte blanche trust if you are deployed in the US," explained Ravi Krishnan (*above left*), co-founder and chief technical officer of M7T. Visitors from Doha to the US took an immediate interest in M7T's Keystone Suite software solution, which puts clinical requirements before technical requirements.

By simplifying sophisticated healthcare systems, M7T's Keystone Suite enables healthcare professionals and organisations to streamline their workflow, which is essential in shortening time for diagnosis and improving patient care as well as raising business and operational efficiency.

The software solution also ensures continuity by keeping data in a neutral format and hence enables healthcare enterprises to better control, share and access medical their imaging data.

"Hospitals think that they own the data but when they need it, they have to go through the vendors, who are adamant that they hold the images," said Mr Krishnan. "Hospitals are facing this problem now, and that's where we come into this equation."

Globally, data ownership is increasingly important for the healthcare industry, particularly for researchers in commercialising their work. With translational research, research – previously viewed as a cost burden – could now see greater returns on investments.

"They want to home their own data, and this is the ace up our sleeve – we give them both the lock and the key," said Mr Krishnan. In April this year, M7T signed a joint venture with Saudi-based firm Medisys to distribute their image management solutions in Saudi Arabia.

With most competitors kept busy within the US, the four-year-old company believes that it found its blue ocean in its PACS-neutral software solution.

"It is difficult to find another company that does what we do in Asia. The other four to five competitors are in the States, like Acuo Technologies and Dejeanette," said Mr Krishnan.

In their own backyard, homegrown M7T's solutions have been deployed in the Singapore General Hospital's (SGH) nuclear medicine department; and Mr Sugiarto said that he believes that it will soon catch on in Asia.

"With the advent of the vendor neutral platform, there are reverberations in the market and customers are wising up. First the Americans, the Middle Easterners, now in Asia," said Mr Sugiarto.

The experienced duo, currently in talks with several medical organisations in Malaysia as well as the United Kingdom, is confident of a 120 per cent growth in revenue on a year-on-year basis and of its plans to expand globally.

Mr Sugiarto added: "We could just conquer the Qatar and Saudi areas, and our investors would be happy. But there's a passion in our hearts to make this technology all encompassing ... We want to be the Rolls-Royce of imaging industry."