



Company Backgrounder

MedPlanner is a clinician-led AI health technology company connecting hospitals, clinicians, and patients through HEMI (Health Medical Intelligence), a proprietary clinical AI platform built on an ensemble of leading AI models, orchestrated into a unified clinical intelligence layer, trained for medical context and designed from the ground up in South East Asia for multilingual operation across the languages and clinical cultures of every market it serves. Its three solutions form a complete care journey ecosystem: HEMI Teams (hospital clinical care coordination), HEMI Health (AI medical scribe with medicolegal protection), and AskHEMI (multilingual AI health companion for patients and carers). Founded by Dr Ezam Mat Ali FRCPCH, Consultant Paediatrician and Ex-Medicolegal Advisor to the Medical Protection Society, MedPlanner is headquartered in Kuala Lumpur, Malaysia, with international operations through HEMI Limited in London, UK.

Our Vision

To become the leading global brand for clinical intelligence — the platform health systems trust to make better decisions, more efficiently.

Our Mission

To improve health outcomes for patients and the work experience of the clinicians who care for them — through intelligence that protects, technology that coordinates, and partnerships that grow.

COMPANY FACTS

Legal entity name:	MedPlanner Sdn. Bhd.
Company registration number:	201701038564 (1252735-W)
Headquarters:	B-09-01, Tower B, Menara UOA Bangsar 5, Jalan Bangsar Utama 1, Bangsar, 59000 Kuala Lumpur
Phone number:	+60 13 3301940
UK location:	71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom
Email:	contact@medplanner.io
Websites:	<ul style="list-style-type: none"> • www.medplanner.io (Corporate) • www.hemiteams.ai (HEMI Teams) • www.hemihealth.ai (HEMI Health) • www.askhemi.ai (AskHEMI)
Social media:	Facebook: MedPlannerClinicalMessagingApp LinkedIn: medplannerhealthai, hemi-health, askhemi
Industry:	Health technology Sub-categories: Digital health, Clinical communication technology, SaaS/B2B health tech.
Employees:	Six full time
Year of incorporation (if applicable):	October 2017 (Malaysia)
Status:	Privately held
Business model:	Business-to-Business (B2B) and Business-to-Consumer (B2C)
Target market(s):	Malaysia, United Kingdom and Southeast Asia
Funding:	Privately funded by angel investor (Ahmad Shahizam Mohd Shariff, ex- group CEO of IHH); Malaysia Digital Catalyst Grant (MDCG) from MDEC
Key People:	<ul style="list-style-type: none"> • Ezam Mat Ali • Liliyana Latiff • Saifol Bahri Shamlan • Hemy Sorfina Halim

THE ORIGIN STORY

From an NHS ward in London to the future of global healthcare.

The story of MedPlanner begins not in a boardroom, but in an NHS ward in London. It was the late 2000s, and Dr Ezam Mat Ali, then a Consultant Paediatrician and Neonatologist at London North West Healthcare NHS Trust, noticed something that stayed with him. Junior doctors, during what little downtime they had, were not resting. They were huddled over their phones, trying to sort out patient management matters, coordinating care, chasing updates, following up on cases, because there was simply no proper tool to help them do it. No structured system for clinical coordination. No way to efficiently communicate across teams without stepping away from the ward entirely. Medicine at the frontline was running on improvisation, and the people paying the price were the clinicians themselves and, ultimately, their patients.

Dr Ezam was not a passive observer. Educated at the University of Nottingham and UCL where he completed a pioneering MA in Technology in Clinical Practice, and later a Medicolegal Advisor at the Medical Protection Society, he understood the clinical and systemic dimensions of the problem with unusual depth.

In 2014, he founded Hailadoc Ltd. in London, a tele-consultation company designed to connect patients with doctors online. The idea was ahead of its time: the UK, it quickly became clear, was not yet ready for this model of care delivery. Rather than persisting with a market that was not ready, Dr Ezam pivoted. The tele-consultation experiment had sharpened his thinking, and his earlier observation of the junior doctors had never left him. The real problem, he concluded, was not access to doctors. It was the absence of proper tools for clinical coordination and communication, and that was a problem he knew how to solve.

Still in London, Dr Ezam began building. Working under the Hailadoc entity, he developed a minimum viable product (MVP), a structured digital platform for clinical teams to coordinate patient care properly. He did not theorize about whether it would work. He tested it. At a clinic in Harley Street, London (nope) the results were striking before the platform, the clinic was managing 32 cases over four months. After adopting the MVP, that number rose to 120 cases in the same period. Revenues grew alongside it. The numbers were not just encouraging, they were proof. The problem was real, the solution worked, and the opportunity was larger than anything he had anticipated.

With that confidence behind him, Dr Ezam decided it was time to go home to Malaysia. In October 2017, he returned to Malaysia and founded MedPlanner Sdn Bhd in Kuala Lumpur, with a vision that had grown far beyond its origins. Malaysia's public hospitals, he knew, carried the same coordination failures he had seen in London, but under greater pressure and with fewer systemic safeguards. In 2019, MedPlanner launched its first product at the APHM International Healthcare Conference. Then COVID arrived, disrupting everything, but the pandemic also made the problem more visible than ever — clinicians overwhelmed, handovers breaking down, patients discharged without adequate support. Dr Ezam used the interruption to rebuild, and to think bigger.

In January 2024, MedPlanner relaunched with a new founding team and something new at its core: HEMI — Health Medical Intelligence. A proprietary clinical AI engine, purpose-built by a clinician who had spent two decades understanding precisely where healthcare systems fail, HEMI powers three interconnected solutions: HEMI Teams for hospitals, HEMI Health for clinicians, and AskHEMI for patients. Together, they address the full care journey within a single, secure, compliance-first ecosystem. In 2026, MedPlanner is entering the United Kingdom — the very place where the founding insight was first formed — as its first international market.

COMPANY TIMELINE

2017	MedPlanner Sdn. Bhd. incorporated in Malaysia
February 2024	New line-up of Founders, strengthened with specialist expertise across technology, finance, strategy, and healthcare commercialization
June 2024	Successful user testing of MedPlanner 2.0 with clinicians across the Klang Valley, validating core communication workflows
October 2024	Awarded Malaysia Digital (MD) status by MDEC - recognition of MedPlanner's contribution to Malaysia's
April 2025	Received Malaysia Digital Catalyst Grant (MDCG) from MDEC
August 2025	Hospital trials conducted with a private hospital group
September 2025	First release of HEMI Health AI and AskHEMI -- completing the three-solution ecosystem
October 2025	"Best in Healthcare Tech" award at the AYEC (ASEAN Youth Entrepreneurs Council) 2025
November 2025	First public sector delivery — integration with a government hospital system
April 2026	Jointly awarded a research grant with Management & Science University (MSU) from the Ministry of Higher Education (MOHE)
April 2026	Registered with Medicines & Healthcare products Regulatory Agency (MHRA) of the United Kingdom
May 2026	Rebranded MedPlanner One to HEMI Teams
May 2026	Opened a global distribution office in London, UK
June 2026	Exhibited at NHS ConfedExpo in Manchester, UK

THE PROBLEM

The problem is not the people. It is the system.

Across every health system in the world — from the NHS to hospital networks in Asia, the Middle East, and beyond — the same failures recur. Clinicians spend more time on documentation than on patients. Handovers break down. Referrals are lost. Multidisciplinary Team (MDT) gaps go undetected until they become clinical incidents. Patients are discharged with no reliable way to get the support they need until something goes wrong. These are not problems of clinical incompetence. They are problems of communication, coordination, and information flow. And they are expensive — in patient outcomes, in clinician burnout, in avoidable readmissions, in medicolegal risk, and in the billions spent managing crises that should never have occurred.

MedPlanner was founded by a clinician who could no longer accept that these failures were inevitable. Dr Ezam Mat Ali spent over two decades working inside this problem — as a pediatric registrar in NHS hospitals across London and Wessex, as a Consultant and Head of Department at London North West Healthcare NHS Trust, and as a medicolegal advisor who saw what happened when the system fails and a patient is harmed. He did not build MedPlanner because he saw a market opportunity but built it because he had run out of patience with a preventable problem.

MedPlanner and HEMI are the answer to that problem — built by someone who lived it, designed for the systems that still do.

SOLUTIONS

The HEMI Ecosystem

At the heart of MedPlanner is HEMI — Health Medical Intelligence — a proprietary clinical AI engine purpose-built for the demands of real-world healthcare. HEMI is not a general-purpose AI adapted for healthcare. It is a purpose-built clinical intelligence system founded on structured reasoning, safety-first design, and real-world clinical workflow — designed by a clinician who spent two decades understanding precisely where healthcare systems break down, and what kind of intelligence is needed to prevent that. HEMI powers three interconnected solutions, each optimized for the audience it serves.



HEMI Teams

HEMI Teams is MedPlanner’s unified clinical communication and care coordination platform designed for hospitals, health networks, and care teams. Powered by the proprietary HEMI AI engine, HEMI Teams replaces the fragmented mix of unsecured messaging apps, disconnected documentation systems, and siloed departmental tools that burden healthcare organizations today — consolidating essential clinical workflows into a single, secure, compliance-first platform.

HEMI Teams delivers six core capabilities to hospitals and care teams:

- Secure clinical messaging provides healthcare-grade communication across departments, specialties, and care settings.
- Real-time patient documentation ensures that clinical records are updated and accessible across the care team as care is delivered.
- Streamlined referral management enables frictionless handovers and shared care between clinicians and departments.
- Multidisciplinary team (MDT) collaboration brings surgeons, radiologists, nurses, therapists, and specialists into a single coordinated digital space.
- Task management provides clear, structured workflows that reduce cognitive load and ensure accountability across the care team.
- HEMI-powered MDT Gap Analysis — one of HEMI Teams’ most distinctive capabilities — uses AI to surface unaddressed care pathway gaps before the MDT convenes, giving teams the intelligence they need to walk into every meeting fully prepared and, reducing the risk of critical steps being missed.

HEMI Teams is built to international healthcare standards including GDPR, NHS DTAC, NHS DCB0129, NHS DSPT, and Cyber Essentials, making it suited for deployment across regulated health systems in Malaysia, the United Kingdom, and beyond. HEMI Teams is available across multiple platforms — as an app on both iOS and Android, via web browser, and as a desktop application.



HEMI Health is MedPlanner’s AI clinical assistant and medical scribe designed for doctors and clinicians. Powered by the proprietary HEMI AI engine, HEMI Health addresses one of the most persistent and damaging problems in modern healthcare — the administrative burden that pulls clinicians away from patients, increases the risk of documentation errors, and exposes practitioners to medicolegal risk. Built by clinicians with direct medicolegal expertise, HEMI Health is designed around a non-negotiable principle: the clinician is always in the loop. Every capability within the platform is oriented toward reducing burden, protecting clinical judgment, and giving doctors the tools they need to practice with greater confidence and safety.

HEMI Health delivers four core capabilities:

- Its AI medical scribe listens to clinical consultations in real time and transforms them into structured, EHR-ready notes and SOAP summaries with clinical language precision — every note reviewed and approved by the clinician before it enters any record.
- Its AI Clinical Assistant delivers evidence-backed answers, citation-linked references, multilingual patient communication, and structured decision support, designed to extend clinical thinking without replacing clinical judgment.
- Its Instant File Interpretation capability allows clinicians to analyze skin photos, chest X-rays, PDF reports, laboratory results, and audio recordings within a single secure, compliant environment.
- Its Medicolegal Protection Suite — HEMI Health's defining differentiator — enables clinicians to document clinical reasoning in real time, respond to complaints safely and professionally, and build a contemporaneous record of reflective practice that protects their career when it matters most.

HEMI Health is compliant with GDPR, NHS DTAC, NHS DCB0129, NHS DSPT, and Cyber Essentials, and is available on iOS and Android.



AskHEMI is MedPlanner’s AI-powered health companion designed for patients — particularly those living with chronic conditions, complex diagnoses, or the daily challenges of managing their health between clinical appointments. Powered by the proprietary HEMI AI engine, AskHEMI bridges the gap that exists in every health system in the world: the space between a clinic visit and the next one, where patients are left with unanswered questions, mounting concerns, and no reliable source of trusted guidance.

AskHEMI provides condition-specific support across five key areas:

- It offers emotional support and validation for the psychological weight of living with a chronic or complex condition. It provides treatment understanding — clear, jargon-free explanations of diagnoses, test results, and care plans.
- It answers medication questions, including guidance on side effects, interactions, and missed doses.
- It supports lifestyle decisions, giving patients practical guidance on nutrition, exercise, and daily living that is specific to their condition.
- It addresses symptom concerns, helping patients understand whether what they are experiencing requires urgent attention or can safely wait — reducing avoidable emergency visits and hospital readmissions.

AskHEMI supports a wide range of conditions including diabetes, hypertension, heart disease, kidney disease, respiratory conditions, autoimmune disorders, chronic pain, cancer care and survivorship, and mental health challenges including depression, anxiety, and PTSD. It is available as a mobile app, supports multi languages, and accessible on iOS and Android.

MANAGEMENT TEAM



Dr. Ezam Mat Ali

Founder and Chief Executive Officer

MedPlanner is the brainchild of Dr. Ezam Mat Ali MD, who trained and worked as a specialist pediatrician in the UK. He is a Fellow of the Royal College of Pediatrics and Child Health who trained and practiced as a consultant at one of the largest NHS Trusts in England. He did not come to healthcare technology as an outsider looking for a problem to solve — he came to it as a clinician who had spent two decades living the problem he eventually built the solution for.

Educated at the University of Nottingham and University College London, Dr. Ezam trained as a pediatrician across NHS hospitals in London and Wessex before rising to Consultant Pediatrician and Neonatologist at London North West Healthcare NHS Trust — where he served as Head of Department for seven years. In 2009, he established the first high-fidelity clinical simulation laboratory in London for emergency clinical training. In 2012, he became one of the pioneer students of the MA in Technology in Clinical Practice at UCL, a curriculum that studied how clinicians interface with technology in real-world practice.

In 2014, he served as a Medicolegal Advisor at the Medical Protection Society in London — giving him direct, authoritative exposure to the consequences of clinical communication failure. That same year he founded Hailadoc Ltd. in London, his first clinical technology venture. In 2017, he returned to Malaysia and founded MedPlanner Sdn. Bhd., and by 2024 the HEMI ecosystem was fully operational across hospitals, clinicians, and patients.

His is not the story of a technologist who discovered healthcare. It is the story of a clinician who refused to accept that the systems around him could not be better — and who had the training, the experience, and the conviction to build something that proved they could.

Key Credentials

FRCPCH: Fellow, Royal College of Pediatrics and Child Health, United Kingdom.

BMBS: Bachelor of Medicine, Bachelor of Surgery, University of Nottingham (1997).

BSc: Bachelor of Science, University of Nottingham (1995).

MA Technology in Clinical Practice: University College London (2012), Pioneer Cohort.

NHS Clinical Career: Specialist Registrar, NHS Hospitals London & Wessex (2001–2006); Consultant Pediatrician & Head of Department, London North West Healthcare NHS Trust (2006–2014).

Medicolegal Expertise: Medicolegal Advisor, Medical Protection Society, London (2014).

International Presenting: Presented across Czech Republic, Turkey, Russia, Cyprus, and the UK on neonatology, developmental care, and clinical simulation.



Saifol Bahri Shamlan

Co-Founder, CFO/COO

Dr. Saifol Shamlan graduated in the United States with a degree in Computer Science and Business Management and holds a Professional Doctor of Philosophy in Digital Economy, Platform Innovation and Intelligent Enterprise Systems. His career spans software engineering at NEC in Boston, technical roles at Esso Malaysia and Standard Chartered Bank Asia-Pacific, and leadership roles as CEO of the Dagang Net group (SaaS), Director of Technology Strategy at UEM Group Bhd, VP of Industry Development at MDEC, Deputy CEO of SME Corp, and Head of Investor Management at ECERDC. As Co-Founder and CFO/COO, Saifol brings financial governance, operational discipline, and an institutional network that provides MedPlanner with the infrastructure to scale.



Lilyana Abdul Latiff

Co-Founder, CTO

Lilyana Latiff is an entrepreneur and technology leader with over 20 years' experience building products across education, consulting, social media, and healthcare. Known for creating scalable, robust-architecture technology within the real constraints of growing companies, she has founded several technology businesses and remains deeply hands-on with engineering. As CTO, Lilyana leads MedPlanner's platform architecture, ensuring that HEMI AI and all three solutions are built for scale, efficiency, and long-term clinical relevance.



Hemy Sorfina Halim

Co-Founder, CMO

Hemy Halim is a commercially astute key account and business development leader with more than ten years' experience delivering high-growth revenue across ICT, telecommunications, healthcare, and biotech. Her healthcare and biotech expertise spans DoctorOnCall, Sorfina Hal, and DNA Biosciences. As CMO, Hemy brings commercial strategy, market knowledge, and a network of decisionmakers across Malaysia's government and private healthcare sectors, positioning MedPlanner for rapid market growth.

Strategic Advisors & Senior Support



Ahmad Shahizam Shariff – Strategic Advisor, Healthcare & Finance

Senior career spanning HSBC, ING Barings, and Citigroup, with a Director of Investments role at Khazanah Nasional. C-level roles at IHH Healthcare (Pantai Holdings) and as President & Managing Director of KPJ Healthcare — two of Malaysia’s largest private healthcare groups. Brings unrivalled healthcare leadership and an investor network.



Dr Richard Barlow MBBCH MD FRCP FACMS - Co-Founder | Clinical Advisor

Consultant Dermatologist in private and academic practice in Kuala Lumpur and London. Former Head of the Dermatological Surgery Unit at St John’s Institute of Dermatology, Guy’s Hospital, and President of the British Cosmetic Dermatology Group. Equity Adviser to The Skin Diary (London & Dubai).



Tharmizy Abdul Razak – Financial & Accounting Advisor

Finance leader with 30 years of experience across entrepreneurial and corporate environments. Specializes in sustainable growth, disciplined financial management, and strengthening business fundamentals from the inside out.

KEY DIFFERENTIATORS

Most healthcare technology companies solve one part of the problem. As a company, MedPlanner solves all of it.

Full care journey coverage — MedPlanner is one of the very few healthcare AI companies in the world that addresses the entire care journey in a single ecosystem — from the hospital ward to the doctor’s consultation room, to the patient’s home. Most solutions stop at one audience. MedPlanner serves all three: hospitals, clinicians, and patients.

Clinician-founded, not engineer-built — MedPlanner was founded by a practicing NHS consultant with over two decades of frontline clinical experience. Every product decision begins with a deep, lived understanding of how healthcare actually works — and where it breaks down.

One proprietary AI engine powering everything — Unlike competitors that stitch together third-party AI tools, MedPlanner’s three solutions are all powered by a single proprietary clinical AI engine — HEMI. This means consistent clinical intelligence, unified data architecture, and a coherent user experience across every touchpoint in the care journey.

Built for the real world of healthcare — MedPlanner’s products are designed around the constraints clinicians and hospitals actually face — limited time, high cognitive load, strict data security requirements, and the ever-present risk of medicolegal exposure. The solutions reduce burden. They do not add to it.

Global compliance from day one — MedPlanner did not build for one market and then adapt for others. Its products are built to international healthcare standards including GDPR, NHS DTAC, NHS DCB0129, NHS DSPT, and Cyber Essentials — making them ready for deployment in regulated health systems worldwide.

Recognized and supported by Malaysia's digital economy authority — MedPlanner holds MD Status awarded by MDEC, Malaysia’s leading digital economy agency, and is a recipient of the Malaysia Digital Catalyst Grant (MDCG) — institutional recognition of its potential to drive meaningful digital transformation in healthcare.

AWARDS AND RECOGNITION

MedPlanner's innovation and impact have been recognized by leading industry bodies across the region and beyond.

Best in Healthcare Tech — ASEAN Youth Entrepreneurs Council (AYEC) 2025

MedPlanner was named Best in Healthcare Tech at AYEC 2025, one of Southeast Asia's most prominent platforms celebrating entrepreneurial excellence and innovation. The award recognizes MedPlanner's breakthrough approach to clinical communication and AI-powered healthcare management.

MD Status — Malaysia Digital Economy Corporation (MDEC), October 2024

MedPlanner was awarded MD Status by MDEC, Malaysia's leading agency for the digital economy. MD Status is granted to high-impact technology companies that demonstrate strong potential to drive Malaysia's digital transformation agenda — a recognition that places MedPlanner among the country's most promising homegrown technology ventures.

MDCG Grant — Malaysia Digital Economy Corporation (MDEC), April 2025

MedPlanner was awarded the Malaysia Digital Catalyst Grant by MDEC, providing recognition and support for the company's continued development of its AI-powered healthcare ecosystem.

MARKET OVERVIEW

The Global Healthcare IT Opportunity

The healthcare technology sector represents one of the most significant growth opportunities in the global economy today. According to a report by Fortune Business Insights (Healthcare IT Market Size, Share, Trends | Growth Report — <https://www.fortunebusinessinsights.com/healthcare-it-market-109359>), the global healthcare IT market was valued at USD 354 billion in 2025 and is projected to grow to USD 1.38 trillion by 2034, at a compound annual growth rate (CAGR) of 16.65%. Within this broader landscape, the medical practice management software segment — the category most directly relevant to MedPlanner — is projected to grow from USD 10.49 billion in 2025 to USD 21.22 billion by 2033, at a CAGR of 9.2%, according to a report by SkyQuest Technology Group (Medical Practice Management Software Market Growth | Market Dynamics Report 2033 — <https://www.skyquestt.com/report/medical-practice-software-market>), underscoring the scale of the opportunity for purpose-built healthcare management solutions.

Malaysia — A Market at a Digital Health Inflection Point

Malaysia represents both MedPlanner's home market and a compelling case study in national-scale healthcare digitalization. According to an article published by OpenGov Asia in January 2026 (Malaysia: Driving Next-Generation Digital Health Reform — <https://opengovasia.com/malaysia-driving-next-generation-digital-health-reform/>), the Malaysian Ministry of Health was planning to expand its Total Hospital Information System across 16 hospitals and deploy a cloud-based clinic management platform to 2,489 health facilities nationwide, enabling integrated digital records, automated workflows, and more consistent data access across secondary and tertiary care settings. According to an article by HealthTechX Asia (Propel Malaysia's Digital Healthcare Transformation to the Next Level — <https://www.healthtechx-asia.com/articles/takes-propel-malaysias-digital-healthcare-transformation-next-level>), the nationwide Electronic Medical Record (EMR) rollout was targeted for completion by 2026, and according to market intelligence published by the U.S. International Trade Administration (Malaysia Digital Health — <https://www.trade.gov/market-intelligence/malaysia-digital-health>), the government had allocated approximately USD 31 million to expand information technology systems under the Ministry of Health, including the deployment of Clinic Management System subscriptions across 100 health clinics — creating immediate and tangible demand for solutions like MedPlanner.

United Kingdom — NHS Driving Systemic Digital Transformation

The United Kingdom presents a large and strategically mature market for healthcare management solutions. According to a report by Fortune Business Insights (Healthcare IT Market Size, Share, Trends | Growth Report — <https://www.fortunebusinessinsights.com/healthcare-it-market-109359>), the UK healthcare IT market is projected to reach USD 18 billion by 2026. This growth is underpinned by the NHS 10 Year Health

Plan, which, according to NHS England (Digital Transformation — <https://www.england.nhs.uk/digitaltechnology/>), was published in July 2025 and sets out the critical role of technology in delivering a step change in how care is provided to citizens across England. NHS trusts are actively investing in Electronic Patient Record (EPR) implementations, AI-assisted clinical tools, and digital maturity programs, creating strong and sustained demand for purpose-built healthcare management platforms that can integrate seamlessly into complex health system environments.

Southeast Asia — The Region's Fastest-Growing Digital Health Frontier

Southeast Asia is emerging as one of the world's most dynamic regions for healthcare technology adoption. According to a report by Source of Asia published in November 2025 (Med-Tech Market in Southeast Asia 2025–2026 — <https://www.sourceofasia.com/med-tech-market-in-southeast-asia-2025-2026/>), Singapore, Malaysia, Thailand, Vietnam, and Indonesia are now critical players in the digital health industry, each building strong ecosystems for medical innovation and digital transformation, while the region's rapidly aging population — with ASEAN's share of citizens aged over 60 projected to double from 11% in 2020 to 22% by 2050 — is creating sustained demand for care coordination and digital health management solutions. According to a report by MarketsandMarkets (Asia Pacific Healthcare IT Market — <https://www.marketsandmarkets.com/Market-Reports/asia-pacific-healthcare-it-market-244576837.html>), the Asia Pacific healthcare IT market is projected to grow from USD 80.69 billion in 2025 to USD 181.30 billion by 2030 at a CAGR of 17.6%, positioning Asia Pacific as the fastest-growing region in the global healthcare IT landscape, driven by expanding healthcare infrastructure, government digitalization initiatives, and the rapid adoption of cloud, AI, and analytics solutions across the region.

Key Market Drivers

Across all three markets, several converging forces are accelerating the adoption of healthcare management solutions:

Aging Populations: Demographic shifts across Southeast Asia and the United Kingdom are placing mounting pressure on health systems to deliver more with less, driving urgent demand for smarter, more efficient care management tools.

Government Mandates for Digitalization: Governments in Malaysia, the UK, and across ASEAN are requiring healthcare providers to adopt electronic records, interoperability frameworks, and digital management platforms, creating both urgency and opportunity for solutions like MedPlanner.

Post-Pandemic Expectations: The COVID-19 pandemic permanently shifted provider and patient expectations around digital access and remote care coordination, accelerating the adoption of digital health platforms across all care settings.

Shift to Value-Based Care: The broader industry transition from fee-for-service to outcomes-based care models is driving investment in data tools that can track, measure, and improve patient outcomes at scale.

Advances in AI and Cloud Infrastructure: Rapid progress in artificial intelligence and cloud technology is making sophisticated healthcare management capabilities accessible to providers of all sizes — from large hospital networks to independent clinics — positioning solutions like MedPlanner at the center of a rapidly evolving global healthcare landscape.

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This document was last updated in May 2026

PR Contact: Kam Hashim, +6017-387-3281 (Malaysia) - Voice/WhatsApp, kam@hashimpr.com