



第25屆國家磐石獎

The 25th National Award of Outstanding SMEs

**onyx**  
Smart Healthcare an ASUS assoc. co.

醫揚科技股份有限公司

ONYX HEALTHCARE INC.

負責人：莊永順

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推薦單位：台北市電腦商業同業公會

營業項目：研究、開發、設計、製造及銷售醫療電腦及其週邊設備

產品名稱：醫療電腦

Owner : Chuang, Yung-Shun

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Recommended by :

Taipei Computer Association

Business Items :

Reserch、Develop、Design、Manufacture and Sales of Medical PC

Main Products :

Medical PC



董事長 莊永順先生及執行副總 王鳳翔先生  
Chairman and Exective VP.



智慧型高階醫療影像處理系統  
Smart View Medical Solution



<http://www.onyx-healthcare.com>



智慧床邊系統  
Healthcare Infotainment Solution



公司大門 Front Door

醫揚科技創立於2010年，於2016年以生技醫療業股興櫃掛牌，專業研發、生產、銷售醫療用電腦及相關週邊產品，致力深耕醫療用電腦市場，以Onyx自有品牌行銷全球。身為工業電腦(IPC)產業領頭羊的醫揚科技，投入醫療市場後，與歐美前三大醫療設備商合作，開發醫療設備及行動輔具，提供客製化醫療用電腦的設計與製造服務，是將資通訊技術(ICT)與醫療科技結合，並推向國際的台灣企業，協助許多歐美醫院導入電子病歷(EMR)、醫療影像擷取與傳輸(PACS)及病床娛樂資訊系統。

#### 切入利基市場 突破認證難關

從IPC產業涉足醫療產業，對比過去IPC產業競爭模式，董事長莊永順先生注意到醫療市場的利基，高階醫療設備客

戶採購合約長，單價高，決心轉換路線，專注做醫療市場。

「透過IPC技術應用到醫療領域，我們期盼在世界能擁有一席之地。」莊董事長眼光放得長遠。不過，醫療用電腦比IPC產品更加複雜，產品皆牽涉人體的檢驗與治療，認證程序比傳統IPC更加嚴謹冗長，讓醫揚科技面臨更多挑戰。公司95%

以上客戶都在歐美，認證皆採歐美標準，醫療產業知識與歐美客戶一起成長，也練就一身武功。「我們在認證與研發上，投資相當多的心血。」王鳳翔執行副總表示。

#### 看準長照趨勢 專注才能成功

因應少子化與老年化的趨勢，醫揚科技研發的長照多媒體機、可攜式醫療終端機及行動護理站，在市場上炙手可熱。能配合客戶需求，彈性製造、少量多樣的客製化能力，是醫揚科技的競爭優勢，讓世界級客戶紛紛找上醫



美國醫療資訊與管理系統大會 USA HIMSS



揚的理由。站穩市場，醫揚科技的成功秘訣在於「專注投入」，莊永順董事長表示：「既然選擇醫療領域當作我們未來的發展產業，要在這一行出人頭地，我們必須專注，這是台灣在打世界盃應有的方式。」，以市場面來看，台灣豐沛的IPC產業鏈與軟硬體動能，也是全球龍頭醫療設備公司不得不尋求台灣協助的原因。

### 追求第二次成長曲線



未來醫揚科技將在生理監測、行動護理、長照照護以及行動輔具等四大領域投入更多心力，並與產業界夥伴攜手合作，整廠輸出智慧化醫院的硬體、軟體與服

護理推車專用電腦 Venus Cart Computer

務，服務範圍遍及中國大陸、日本與印度，追求公司第二次的成長曲線。

### 關懷社會公益 善盡企業責任

醫揚科技除了研發，更在意社會企業責任。看到血汗護士奔波交班，所研發的行動護理站，大幅減輕護理人員的負擔。醫揚科技董事長夫人個人慷慨捐款1億元給技職體系龍頭台科大(NTUST)，興建產業營運中心「醫揚大樓」，雙方將進行產學合作，培育台灣醫療工程人才。莊董事長秉持『以人為本』的理念，帶領全體員工與企業一同成長。完善的組織規劃、保險及福利制度，提供員工安全、公平之工作機會。除員工能力之培養，更重視員工生活與工作之平衡。在社會公益及培育人才上更不遺餘力。所研發之綠色醫療產品，通過各項安規認證，更為保護大眾及環境盡到企業責任。■



社會公益-二手物捐贈 Welfare Activities-Second-hand Donate



尾牙旺年會 Year End Banquet

ONYX Healthcare Inc. (ONYX), founded in 2010, has made its initial public offering (IPO) in biotechnology segment on January 15th, 2016. The company focuses on designing, manufacturing, and distribution of ONYX branded medical grade computers and custom built medical device solutions for worldwide medical computing industry.

As a pioneer in embedded computing industry to transfer its business model into medically focus computing design manufacturing business, ONYX formed strategic partnership with top tier medical device companies to develop custom built radiology, patient engagement, telemedicine solutions to enhance interoperability within the hospitals and achieved global revenue of US\$ 29.5 million in 2015.

### Segment Focus Strategy in Medical and Product Differentiation by Advanced Medical Certification

#### Niche Market Strategy and Advanced Medical Certification

Unlike the industrial PC segment, medical technology focuses on long product life support and custom design solution for high acuity treatment application. Witnessing the unique nature of market and its long term business demand,

Chairman of ONYX, Yung-Shun Chuang, made the decision for ONYX to focus 100% on medical market leveraging embedded computing technology. “Our experiences in embedded computing technology and in medical grade computing platform design present unique advantages for us in medical technology sector”, says Mr. Chuang.

Despite the challenging certification policies regulating the complexity and liability of medical technology, ONYX solutions are certified with medical electronics certifications throughout America, Europe, and Asia markets to support top tier medical device customization. “Investing in medical grade design and specializing in medical certification are ONYX’s main resource focuses”, says Bob Wang, Global Vice President of ONYX Healthcare Inc.

### Focus on Growing Trend of Long Term Care Infrastructure

Observing the major boost in long term care industry by baby boomers, custom built bedside patient infotainment terminals, portable nursing workstations, and mobile home care devices by ONYX have captured market shares in both acute care hospitals and long term care facilities.

Custom design capability for different medical application is the main reason for world class medical device companies to outsource their medical computing platform design to ONYX.



生產作業情形 Production Line



“Our medical only focus in sales support, product marketing, engineering design, production, quality control, and customer service aligns our corporate model with our medical device customers. This is the key to successfully service world class medical device customers.”, says Yung-Shun Chuang, Chairman of ONYX Healthcare Inc.

Leveraging the manufacturing supply chains in Taiwan, ONYX will further focus on applications such as vital sign monitoring, mobile healthcare, long term care, and portable assistive medical device, etc. to enhance interoperability of smart connected hospital and expand future growth through strategic partnership with various medical solution providers.

### Corporate Social Responsibility in Healthcare

At ONYX Healthcare Inc., the focus of corporate social responsibility is just as important as the focus to improve the quality of care. Marian Huang, CEO of ONYX Healthcare Foundation, has made a personal donation of US\$ 3.3 million to fund the construction of ONYX building at NTUST. In the future, ONYX building will be the designated training ground for medical informatics experts to develop next generation healthcare solutions to enhance medical technology expertise in Taiwan.

Under Chairman Chuang’s leadership, ONYX Healthcare Inc. is a people oriented corporation driven by equal employment opportunities, comprehensive trainings, and work/life balance initiatives. “At ONYX, we are proud of the best people we have



專利及獎項 Patent and Award

within the organization working together to create a society of high quality care towards its people.” ■



### 綜合評語 Commentary

專注於醫療領域，以全民健康導向為訴求，其核心競爭優勢為針對醫療系統整合商提供整合性的網路技術、電腦平台及客製化的醫療資訊產品解決方案。創立自有品牌 Onyx 品牌行銷全球，重視研發創新，獲得多項專利，近年營收快速增長，獲利情形良好，實力值得肯定。

ONYX is a healthcare company that specializes in public health. Its core specialty is integrated networking technologies, computer platforms and tailored medical information product solutions for medical system integrators. The company's products are marketed worldwide under its own "ONYX" brand. Innovative R&D is emphasized and the company has received numerous patents. Revenue has grown rapidly in recent years making ONYX a company well worth keeping any eye on.