



Focus Dynamics sets up division for online OTC healthcare products

By Azanis Shahila Aman - January 21, 2021 @ 8:42pm



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KUALA LUMPUR: Focus Dynamics Group Bhd has set up a healthcare division, Focus Medicare Sdn Bhd, to create a digital platform for over-the-counter (OTC) healthcare products.

The platform is an add-on to Focus Dynamics' strategic plan to incorporate an entire suite of food-based consumer products into its ecosystem.

The company said in addition to supplying basic OTC medical products like disposable nitrile gloves, organic plant oil based sanitisers and disposable surgical masks, Focus Medicare would also include nutritional and organic-based food supplements in its product line.

While planning to stock up on disposable masks and gloves, Focus Dynamics will look to acquire distribution rights for unique, health-based and preventive consumables that will segue nicely with nutritional supplements and other food-based products that are medical or health related.

"Focus Medicare will spearhead the development of ePharmacies, automated pharmacies and health monitoring mobile applications, which are innovative service platforms to provide consumers with seamless access to medical supplies and health products.

"It will also work with reputable partners to develop industry specialised protective care products like gloves, masks and sanitisers for the food and beverage industry, conscious of the requirements of the current norm for the safety of its diners and staff," it said.

Focus Dynamics executive director Benson Tay said the strategy to incorporate a carefully sourced list of health-focused food products, nutritional supplements, and general health consumables was another extension to the broadening ecosystem that the company was building.

"This move into OTC medical and health consumables is a low hanging fruit in the short-term. However, it will be a long and interesting journey in developing new markets, as we will source extensively from our networks globally for the best-of-breed products.

"Also, the fact that the local healthcare market is expected to grow by 127 per cent to RM127.9 billion in 2027 shows that Malaysia's healthcare sector is a hidden gem, Tay added.