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Magentus takes flight to create a healthier society

Health tech company connecting health ecosystem at scale in wake of NHS procurements

Fast-growing Australian health tech company **Magentus** is accelerating its global expansion on the back of a series of major acquisitions and significant contract wins.

[Magentus](#) is consolidating leading health tech companies **Citadel Health**, **Wellbeing Software** and **Genie Solutions** under one new brand, drawing together operations across the UK and Australia and catapulting its world-class solutions into untapped regions.

Citadel Health has recently made significant inroads into the UK pathology market after a long period leading the field in Australia. The company had already networked the Southern Hemisphere's largest single instance public health Laboratory Information Management Systems (LIMS) in Queensland with Evolution vLab®. Leading oncology information management system Charm Evolution® is also supporting more than 70,000 treatments annually across more than 140 health sites.

Wellbeing Software is the UK's leading provider of data management and digital healthcare solutions across radiology and maternity information systems, supporting around 80 per cent of NHS Trusts and hospitals in the UK and Ireland.

Since being founded in 1995, Genie Solutions has grown to become a market leader in software that helps medical specialists manage their practices more effectively and efficiently. It supports over 22,000 medical professionals across more than 5,000 practices, streamlining their workflows to provide a better experience for clinicians and patients alike.

Magentus is now drawing together the best of every solution to help connect the health ecosystem at scale, empowering intelligent healthcare to create a healthier society. It will soon be rolling out the UK's most extensive connected LIMS networks via implementation of the national framework across Scotland and regional deployments in Birmingham and Lancashire & South Cumbria.

Stephen Lynch, Magentus Executive General Manager, said that the launch of Magentus is the logical next step after decades refining health technology solutions, delivering constant innovation that challenges the status quo.

"We're answering the call for greater interoperability and smarter collaboration, laying the groundwork for more efficient, personalised and preventative care. We may have a new name, but our focus remains on world-class diagnostics, supporting complex pathways and providing the clinical, analytical and organisational tools that support the very best care. Our vendor-neutral solutions break down silos across clinical domains and geographies, and are focused upon enabling smarter collaboration to deliver better healthcare outcomes."

Stephen said the recent series of contract wins in the UK reflect the global appetite for world-class clinical systems and health informatics that improve productivity with streamlined workflows and combine powerful insights to support more effective decision making.

“Greater demand being placed upon limited resources has renewed focus on connected health and care solutions that share expertise and break geographical boundaries. Our focus is on helping improve productivity across healthcare networks by reducing wasted time and duplicated effort. Our significant market penetration with many new customers across one of the largest public health systems in the world is testament to our approach and the innovative work by our team of specialists.”

Supporting NHS vision

Connected pathology and radiology networks, interoperability and data management are central to the [NHS Long Term Plan](#). Lord Carter of Coles’ landmark *Report of the Review of NHS Pathology Services in England* identified the urgent need for end-to-end IT connectivity for pathology services to enable nationwide order communications and decision support, health protection, disease surveillance and the management of long-term conditions and chronic disease. The COVID-19 pandemic highlighted the urgency of dealing with these challenges and accelerated the NHS move to better workflows via connected diagnostic services.

Mark McConnell, Magentus Group Chief Executive Officer, said the growing global demand for consolidation and seamless clinical collaboration across networks to improve patient outcomes illustrates why Magentus remains the natural choice to evolve digital health solutions.

“Care providers in markets such as North America and the Asia Pacific have their eyes on the UK health service as they look to integrate regionalised clinical systems across their organisation. Before you enter a new market, you need to have the foundations in place to prove your model and show you are delivering a product or service nobody else can match, driving emerging opportunities and offering solutions to difficult challenges. We look forward to continuing to expand our partnerships in new regions to help make a real difference to patient outcomes worldwide.”

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Interviews and images available upon request

Media contact: Benjamin Millar, Content and Communication Manager,
ben.millar@magentus.com, +61 421 399 251

About Magentus

Magentus is empowering intelligent healthcare to create a healthier society. We are building a future where healthcare harnesses the full power of digital technology. We continuously innovate our world-class clinical systems, practice management software and health informatics to deliver greater insights and streamlined workflows. These advances enable clinicians to focus their expertise and resources towards improving patient care and delivering better healthcare outcomes. Together with our customers across pathology, radiology, oncology, maternity, practice management and health informatics, we connect the health ecosystem and transform digital healthcare at scale. Visit: [Magentus.com](https://magentus.com)