



## **Business in Action: Global Medical Direct**

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Global Medical Direct is helping diabetes patients get a better handle on their treatment through care, education and convenience.

"We are certainly a product driven business, but I think that it is the educational side and the service side that we do for our patients that excites me," said Mark Franz, chief financial officer for the Lenexa-based company.

Global Medical Direct ships diabetes testing supplies and medications to patients around the country.

The company has been gaining momentum for the past nine months.

"Diabetes is unfortunately growing at double digit rates and those people need to have products and need to be managed efficiently," said Global Medical Direct President and CEO Bob Shea.

The company starts with its call center, which offers a platform of information to patients.

"We're able to be a service to them, to educate them, to know what is available for them out there, to know what their insurance benefits are," said Franz.

While everything from blood sugar monitors to drugs to syringes are boxed up and shipped across the country, local patients can take advantage of in-house opportunities. The company offers weekly fitting clinics for special diabetic shoes, which is a little known benefit covered by Medicare for seniors.

"That's really one of the main reasons we got into the business, because no one else in the business provides the education that we are," said Shea.

And that education is important because diabetes is a fast changing disease. And laws and benefits seem to change almost as fast.

"A lot of people aren't aware of them or what their benefits are going to be. Or that they even exist or are coming," said Franz, "So it's really important for patients to know what their full benefits are so they don't pay more out of pocket than necessary.

Global Medical Direct expects to expand its client base by about 100,000 people by this time next year, which means more jobs for the metro to keep up with the demand.