

For Immediate Release.

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Contact Name: Rick Rhyner
Phone Number: 913-451-9102
Email Address: rhyner@rhycom.com

Global Medical Direct hires Rhycom for direct to consumer advertising campaign

(Lenexa, KS)—Rhycom, a full service, strategic communications agency, has added Global Medical Direct (GMD) to its roster of healthcare clients. GMD chose Rhycom for a metro-wide multi media advertising campaign that will include television, print and online. GMD provides diabetes patients a one-stop-shop for all their related supplies.

“We decided to outsource much of our marketing and advertising needs to Rhycom. We are launching an integrated media campaign involving print, physician marketing, online advertising and network and cable television to capture greater market share and to create more awareness for our brand. The Rhycom team has been very helpful with the strategic planning, creative development, project management and financial analysis.” – Bob Shea, President & CEO, Global Medical Direct

“We are very happy to have been chosen by Global Medical Direct as their strategic marketing and advertising partner. They are a well known and respected national Durable Medical Equipment (DME) company and a great fit with our current healthcare clients,” stated Rick Rhyner, President of Rhycom. GMD was honored by the Kansas City Chamber of Commerce as a Top 10 Small Businesses for 2010 and for Rhycom to have the opportunity to work with a high growth, high service company like GMD is exciting.

About Global Medical Direct

Global Medical Direct is Kansas City’s number one supplier for home delivery of diabetic supplies, diabetic shoes/inserts, insulin pumps, and pharmacy medications. Their focus is on the delivery of exceptional patient care through providing quality products and services to help patients lead happier and healthier lives. Global Medical Direct has a staff of Care Coordinators that attend to patient’s needs and answer questions regarding benefits and how they impact their diabetes treatment. Global Medical Direct is a one-stop resource for all diabetic products and supplies.

About Rhycom

Rhycom focuses on strategy, creativity and commitment to clients, and ranks in the *Kansas City Business Journal’s* "Top 25 Interactive Advertising Agencies." Founded in 1999, Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Our clients include start-ups, established brands, and national and international corporations all with a common goal—to grow their business and their brand. Rhycom’s services include strategic planning, research, advertising, interactive, web development, public relations and event promotion.

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