

Small HUB-Designated Company Goes National Thanks to GPO

About RD Plastics

RD Plastics, a provider of medical bags and packaging for the healthcare industry, was founded in the 1970s in Atlanta, Georgia and later relocated to Nashville, Tennessee. As a woman-owned business, RD Plastics has been a HUB-designated supplier since 2000. It employs 28 people. For more about the company, go to www.rdplastics.com.

Why GPO Involvement is Important

To RD Plastics, being a part of the **MY GPO** has made a huge difference. It has allowed the small company to invest in itself, growing its product line from 50 products to more than 400 today, all of which are on contract with the **MY GPO**.

Like most start-up businesses, RD Plastics began with a few products and a direct sales approach. The regional player found it hard to penetrate the Georgia healthcare market which was dominated by larger competitors. Then it became a part of the **MY GPO** in 1997.

Since then, RD Plastics has grown from a regional company to one with a national presence. Due to the recognition and marketing it receives from **MY GPO** as a HUB-designated supplier, the leadership at RD Plastics feels it competes on a more level playing field with much larger competitors. Since 2005, its annual revenue has almost doubled thanks to the business it receives from GPO member institutions across the country and the fact that it can invest its earnings in new product development instead of supporting the overhead associated with a distributed sales force.

The Benefits of GPOs

When speaking about the benefits of being a GPO supplier, Jeff Loveless, director of national accounts and David Dahlroos, general manager for RD Plastics, believed the biggest asset was the relationship that exists between them and the **MY GPO** contracting team. The contracting team focuses on keeping the lines of communication open between **MY GPO** suppliers and members, so that suppliers get constant feedback that helps them further improve their products. RD Plastics also takes advantage of the marketing opportunities provided by **MY GPO** as a

HUB-designated supplier, including special recognition at company events that allows them to meet potential customers and quarterly Group Buy advertising that allows them to introduce new products and contracts to thousands of **MY GPO** members. Since more and more healthcare providers are looking to further diversify their supply chains, being a HUB-designated supplier helps the two parties easily connect.

“GPOs help small businesses compete and keep prices competitive for healthcare providers,” Dalhroos said. “Being a part of **MY GPO** gives us the opportunity to get our foot in the door with an audience we couldn’t otherwise access. Thanks to our GPO involvement, we’ve been successful and the HUB-program has enhanced that success even more.”

For more information about RD Plastics, please contact Jeff Loveless at jeffl@rdplastics.com.