

Prodigy Diabetes Care Finds Quick Growth in a Challenging Sector

Charlotte Business Journal - by Adam O'Daniel, Finance Editor

Friday, January 21, 2011, 6:00am EST

Richard Admani and his brother, Ramzi Abulhaj, are building one of the fastest-growing companies in the Charlotte area, Prodigy Diabetes Care, a medical-device maker specializing in products for diabetics.

Admani says the brothers' vision for the company comes from personal experiences.

What inspired your focus on diabetes-related devices?

My brother, Ramzi, and I have watched members of our family suffer the affects of diabetes and related complications. Ramzi has been a Type 2 diabetic for 13 years, and our grandfather was diagnosed with diabetic retinopathy.

This led to our commitment to create innovative, high-quality diabetes products to improve the health care of all diabetics, especially the low-vision and blind diabetics.

How have you been able to compete with the larger medical-device companies?

There are four dominant players in this industry, and PDC has maintained its focus on providing value and quality in all of its devices. Our business formula isn't to spend a lot of money entertaining doctors in hopes they will prescribe our products to their patients. Instead, we listen to and address the medical needs of all diabetics, and deliver savings and quality products to managed-care organizations.

Overall, it is a simple conversion for providers to recognize our mission to create high-tech, easy-to-use, innovative products and improve diabetes management for all diabetics.

What's the biggest challenge you face as a high-growth company?

When a business is successful and grows, particularly when the growth is rapid, putting strong management and leaders in play is imperative. A business is only as strong as its people, and we hire the best, from C-level to manufacturing and shipping.