

From Waiting Rooms to Living Rooms:

How DirectMeds Is Giving Australian Men a Telehealth Option for ED Care

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Australian telehealth platform [DirectMeds](#) is outlining how it is helping men across the country access care for erectile dysfunction (ED) and other men's health concerns, offering online consultation as an additional option alongside standard GP care for these specific conditions. Below, the company outlines its service structure and clinical model, and the data on ED prevalence that underpins the case for accessible treatment options.

Why This Matters

Healthdirect, the Australian Government's health information service, estimates that more than one in ten Australian men live with [erectile dysfunction](#), with prevalence increasing with age. A 2013 study of 108,477 men aged 45 and over in New South Wales, published in the Medical Journal of Australia (Weber et al., "Risk factors for erectile dysfunction in a cohort of 108,477 Australian men"), found that the likelihood of moderate to complete ED rises with age and is linked to factors including smoking, low physical activity, and higher BMI.

Long GP wait times, limited appointment availability, and a general reluctance among many men to seek routine medical care can all delay men from seeking treatment. DirectMeds says its patient data reflects this pattern: many men using the service report that it is their first time seeking treatment for ED, despite having noticed symptoms for months or years prior.

Dedicated men's health telehealth services, DirectMeds among them, aim to offer a same-week or same-day alternative to a standard GP booking for this specific category of care.

The DirectMeds Patient Journey

DirectMeds is a 100% Australian-owned telehealth platform that connects patients with AHPRA-registered doctors for assessments related to erectile dysfunction, with additional men's health services in development. The company outlines its process as follows:

- Patients complete an online health assessment, which DirectMeds states takes under five minutes to fill out.
- An AHPRA-registered Australian doctor reviews the assessment and conducts a phone consultation with the patient, giving each patient the time the doctor considers clinically appropriate before any treatment decision is made.
- Where appropriate, the doctor issues a personalised treatment plan using TGA-approved medications.
- Prescriptions are dispensed through licensed Australian pharmacies and delivered to the patient's address in discreet, unbranded packaging.
- Patients who are prescribed ongoing treatment can access repeat medication without needing to repeat the full assessment each time, subject to standard clinical review.

DirectMeds says every assessment involves real-time review by a registered doctor, and that patients are encouraged to verify any treating doctor's credentials directly on the public AHPRA register. DirectMeds currently focuses on erectile dysfunction treatment, with skin (acne) and hair loss consultations coming soon.

Privacy, Choice and Convenience

A central part of DirectMeds' positioning is patient privacy and flexibility rather than any suggestion that in-person GP care is inadequate. Standard general practice remains an appropriate and often preferred option for many patients, particularly where ongoing, whole-of-health management or a longstanding GP relationship is involved. DirectMeds instead positions itself as an additional option for men who want to manage a specific, sensitive health matter on their own schedule, with end-to-end data handling that DirectMeds states complies with the Australian Privacy Act, and delivery in packaging that does not identify the contents.

For men balancing work, family, or travel commitments, or those living in regional areas with limited access to a bulk-billing GP, DirectMeds argues that a same-day online consultation adds a practical option alongside, rather than instead of, standard GP care.

Service Details

- **Service:** Online medical assessments, currently focused on erectile dysfunction treatment, with skin (acne) and hair loss consultations coming soon.
- **Availability:** Nationwide across Australia, online only.
- **Clinical model:** Consultations conducted exclusively by AHPRA-registered doctors; medications are TGA-approved and dispensed by licensed Australian pharmacies.
- **Cost:** Consultation and treatment pricing is published on the DirectMeds website before booking.
- **Website:** <https://www.directmeds.com.au>

About DirectMeds

DirectMeds is a 100% Australian-owned telehealth platform providing online medical assessments for men's health conditions, beginning with erectile dysfunction. Consultations are conducted by AHPRA-registered doctors, and prescribed treatments are TGA-approved and dispensed by licensed Australian pharmacies.

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This release is for general information purposes only and does not constitute medical advice. Men experiencing symptoms of ED or other health concerns should consult a registered healthcare practitioner for personalised advice and treatment.