

Understanding Competitive Bidding Impact on Continuous Glucose Monitors

What is Competitive Bidding?

Medicare wants to restart a flawed program called “Competitive Bidding” that sets rates for home medical equipment (HME) & supplies by awarding a few contracts to the HME suppliers who bid the lowest – regardless of the true costs of providing quality care. In the past, this excluded 75% of suppliers from being able to provide care for end users & resulted in 37% HME locations closing across the country, leaving end users with fewer choices, longer wait times, or no access at all. After pausing the program due to problems, Medicare wants to restart it with changes that would make access even worse. Since many Medicaid programs & other insurers follow Medicare’s lead, this could impact everyone who needs home medical equipment nationwide. **If you or a loved one use HME & supplies, submit comments via the QR code below to voice concerns on the proposed rule for the new round of the bid program by the 8/29/25 deadline.**

How Does This Affect Access to CGM Therapy?

Proposed changes could make it harder for you to get the Continuous Glucose Monitor (CGM) support you need to manage diabetes safely & mitigate life-threatening blood sugar events.

Currently, many diabetes-focused suppliers provide CGMs directly to end users with personalized support. However, Medicare wants to fold CGMs into the revamped bid program, allowing only 9 companies nationwide to serve all Medicare beneficiaries under this model. The plan threatens the personalized service and ongoing education many CGM users receive to ensure safe, effective use. This program introduces major changes that haven’t been tested yet to ensure it will not harm access to care. Including CGMs prematurely puts your diabetes management at risk of life-threatening hypo- or hyperglycemic events.

How this Affects You:

Fewer suppliers available to provide deliver CGMs and troubleshoot issues

Loss of supplier choice and ongoing product support, critical for therapy adherence and health outcomes

Increased delays and potential gaps in diabetes care, leading to avoidable complications

SUBMIT COMMENTS - DUE 8/29

Scan QR Code for Medicare comment page
Follow Prompts to “Submit a Public Comment”

Share what access to CGM therapy & support from your trusted supplier mean to you. Explain your concerns with expanding Competitive Bidding to CGM therapy.

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