

# Understanding Competitive Bidding Impact on Ostomy Supplies

## 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 Ostomy Supplies?

***Adding ostomy supplies to the bid program puts ostomates at risk of avoidable complications.***

Medicare proposes awarding contracts to only 8 companies nationwide to provide ostomy supplies under a remote delivery model. These products are highly individualized & require expert knowledge, ongoing support, & product adjustment to ensure proper fit and product selection to maintain skin health, mobility, & dignity. Under this program, thousands of ostomates are at risk of product mismatches, poor outcomes, & reduced independence. Further, Medicare does not have the statutory authority to include them in the program since covered under its prosthetic device benefit.

### How this Affects You:

*Lose the ability to choose a supplier who understands your condition and product needs*

*Limited options for product fit, quality, & skin protection*

*Reduced support that helps ostomates adapt post-surgery & maintain quality of life*

*Increased risk of complications, infections, & ER visits or hospitalizations*

*“Our ostomy and urological supplies give us health and freedom, but under the proposed Competitive Bidding Program, patients will suffer and healthcare costs rise with a one-size fits all solution.”*

*Cheryl Ory, President, United Ostomy Associations of America*

### SUBMIT COMMENTS - DUE 8/29

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

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

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