**Suggested E-Mail to End User Customers About Competitive Bidding**

***Subject****: Medicare Changes Could Limit Access to Medical Products & Care*

As your trusted home medical equipment supplier, we want to make sure you’re aware of the proposed Medicare changes that could affect your access to the products and support you count on to manage your medical needs safely at home.

**WHY IT MATTERS**

Medicare is reviving a program called “Competitive Bidding” for home medical equipment and supplies that awards contracts to just a few of the lowest-bidding companies – without factoring experience, product quality, or supportive services.

In the past, 75% of companies were excluded from the program. This time, Medicare may award contracts to as few as two companies per area for the products you need, drastically reducing choice and jeopardizing access to quality products and support while risking disruptions in care.

Prices set through low-ball bids often don’t reflect the real cost of care, making it harder to access the right equipment and services. In fact, Medicare previously paused the program out of concerns for access to care. Since other insurance companies tend to follow Medicare’s leads, this could ripple across the health care system.

**WHAT YOU CAN DO**

If you or someone you love uses home medical equipment and supplies, now is the time to speak up.

Medicare is accepting comments on its proposal through **Friday, August 29th**. Tell them to protect access to quality care, experienced suppliers, and the right products for your needs.

* **Use this short guide** to help you submit comments: *[here](https://link.aahomecare.org/CBP-Comment-Guide)*
* **Want more background?** Full info [*here*](https://link.aahomecare.org/CBP-Education-Overview)
* **Learn how the program impacts** *[insert product category relevant to your company]***:**
  + Urological Supplies [*here*](https://link.aahomecare.org/CBP-Impact-Uro)
  + Ostomy Supplies [*here*](https://link.aahomecare.org/CBP-Impact-Ost)
  + CGM Therapy [*here*](https://link.aahomecare.org/CBP-Impact-CGM)
  + Non-Invasive Ventilators [*here*](https://link.aahomecare.org/CBP-Impact-NIV)

**Click** [**here**](https://www.federalregister.gov/documents/2025/07/02/2025-12347/medicare-and-medicaid-programs-calendar-year-2026-home-health-prospective-payment-system-hh-pps-rate) **to submit comments!**

**SPREAD THE WORD**

Let others know what’s happening by sharing these on social media: *[add the images that you’d like them to share]*

* [*aahomecare.org/get/files/image/galleries/CBP\_Social\_Post\_End\_Users\_01-0001.png*](https://aahomecare.org/get/files/image/galleries/CBP_Social_Post_End_Users_01-0001.png)
* [*aahomecare.org/get/files/image/galleries/CBP\_Social\_Post\_End\_Users\_02-0001.png*](https://aahomecare.org/get/files/image/galleries/CBP_Social_Post_End_Users_02-0001.png)
* [*aahomecare.org/get/files/image/galleries/CBP\_Social\_Post\_End\_Users\_03-0001.png*](https://aahomecare.org/get/files/image/galleries/CBP_Social_Post_End_Users_03-0001.png)

Speaking up takes just a few minutes, and it makes a difference. **Submit your comment by August 29th, 2025.**

Sincerely,

*[Your Company]*