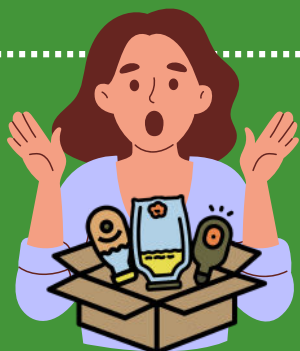


NON-MEDICAL SWITCHING OF OSTOMY SUPPLIES

Non-medical switching occurs when health insurers/suppliers substitute the products of a stable ostomate to alternative products, for non-medical reasons typically on the basis of cost. This practice is similar to when insurers force stable patients from their current effective medications to an insurer's "preferred" drug.



"Not knowing if I am going to receive the correct supplies every month is like opening a box of chocolates. I never know what I will get." ~ Keyla Ire

NON-MEDICAL SWITCHING HURTS CONSUMERS OF OSTOMY SUPPLIES BY:



Ignoring the **collaborative process** between the medical professional and patient and their choice of products.

Disrupting **quality of life.**



Potentially leading to **embarrassing pouch leaks, medical consequences and increased healthcare costs.**

Shifting **costs of care to the patient** when they can't utilize ineffective substituted supplies.



IF YOU ARE HAPPY WITH YOUR SUPPLIES, OR HAVE UNIQUE NEEDS, YOU CAN HELP PREVENT NON-MEDICAL SWITCHING OF YOUR SUPPLIES:

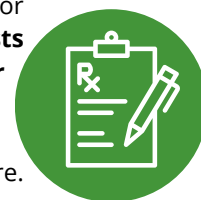


Ensure your medical provider **checks the "no product substitution" or "dispense as written" box** on the prescription form or writes this on your prescription.



Know your supplier's return policy. Most suppliers will take back unused items, but not open items.

Ensure your prescription for your ostomy supplies **lists the brand and/or specific product numbers and descriptions** you require.



Request to **review your product** order each time prior to purchasing. Most retailers will send out the invoice of supplies to review. Don't assume it will be the same every time you purchase supplies.



Know your insurer's appeal process. Include a **letter** of medical necessity to include the implications of switching them. **Include a copy of your prescription** that shows "no product substitution" or "dispense as written."



Instruct your supplier to **obtain permission** from you and your medical provider before making any substitutions so that you have time to determine if the product is appropriate. This should be noted in your customer records. If they continue to "switch", consider changing to a different distributor.