

2025 UOAA Advocacy Goals and Priorities

UOAA is the leading organization advocating for the 725,000 to 1,000,000 people living with an ostomy or continent diversion in the United States as well as the approximate 100,000 new patients facing ostomy surgery annually. The following list, not all-inclusive, includes some of the advocacy work we will be doing in 2025:

Collaborative Advocacy Efforts

- As part of UOAA's ongoing efforts to advocate for more ostomy nurses and increase ostomy education with medical professionals, we are spearheading a new campaign entitled "Back to Your Nursing Roots" and the WOCN Society has agreed to partner with us. Together we are recruiting nurses with an ostomy certification and participants will "return to their roots" (nursing school alma mater) to talk with current students about their role as a certified ostomy nurse and "plant seeds" for the profession and encourage more time added in the curriculum for ostomy education
- With the Digestive Disease National Coalition continue to support the legislative priorities for the new 120th Congress including the Safe Step Act, HELP Copays Act and Medical Nutrition Therapy Act and items for enhancing the workforce for access to WOC nurses and access to ostomy supplies

Ostomy and Continent Diversion Patient Bill of Rights (PBOR)

- We will be rebranding the [PBOR](#) to continue to drive systemic change in ostomy care and improve patient outcomes across the United States

Access to Quality Ostomy Care and Supplies

- Continue to advocate for proper coverage of ostomy supplies under Medicare/Medicaid and commercial plans including the collaborative efforts with the Access and Care Coalition to simplify the current Centers for Medicare and Medicaid Services' policy that allows beneficiaries to receive medically necessary ostomy supplies above the usual maximum amount
- Continue efforts for the Non-Medical Switching of Ostomy Supplies [campaign](#) to prevent this barrier to supplies and ensure the collaborative decision-making between patients and medical professionals remains intact

Ostomy Awareness

- Special Advocacy Session at UOAA's National Conference in Orlando, FL in August
- Celebrate World Ostomy Day in the United States on October 4, 2025

To learn more about all of our public policy priorities visit this [web page](#).

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