



UOAA Advocacy Agenda[®]

United Ostomy Associations of America, Inc. (UOAA) is the leading organization proactively advocating on behalf of all people living with an ostomy or continent diversion in the United States. Our Advocacy Agenda is grounded in the core values that form UOAA's vision:

A society where people with ostomies or continent diversions are universally accepted and supported socially, economically, medically, and psychologically.

To this end, UOAA strives to:

- Ensure public and private health insurance options, including those under the Affordable Care Act, Medicare, Children's Health Programs, and Medicaid, provide affordable coverage and access to high quality healthcare services, technology, and products to meet the needs of people living with an ostomy or continent diversion so that they may participate fully in society
- Protect* the rights of people with an ostomy or continent diversion and eliminate discrimination at school, work, and elsewhere in their lives to ensure they are accepted as normal, healthy individuals by sharing information and resources for individuals to self-advocate
- Dispel the fear about undergoing this life-saving and life-restoring surgery and erase the myths, stigma and embarrassment that are sometimes associated with having an ostomy

* UOAA does not offer legal advice nor does it provide legal services.

To achieve this vision UOAA will execute the following strategies:

- Promote alliances, identify and partner with coalitions and organizations that will take collective action and achieve one strong voice before key decision-makers, thereby advancing UOAA's advocacy goals.
- Advocate for policies and legislation that ensure people living with an ostomy or continent diversion receive quality health care that meets their needs.
- Develop a comprehensive UOAA-branded advocacy program to reach and engage constituents.
- Provide resources and information on access to quality care and ostomy supplies to educate various audiences including but not limited to UOAA constituents, families, public policymakers, insurance decision-makers and the public at-large.
- Increase public understanding of "ostomy".

UOAA advocates on every front for the issues our constituents care about most. We regularly reach out to:

- Congress
- Federal Regulators such as the Centers for Medicare and Medicaid Services (CMS) and
- Other healthcare organizations and coalitions including partnering with Digestive Diseases National Coalition (DDNC) and the Access&Care Coalition and their constituent organizations, as well as the American College of Surgeons (ACS) and the Wound, Ostomy and Continent Nurses (WOCN) Society.