

2026 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 2026:

Collaborative Advocacy Efforts

- With key stakeholders including industry, supply providers, and patient advocacy organizations, UOAA will continue to advocate against the CMS ruling to include ostomy and urological supplies in the Competitive Bidding Program with a multi-prong approach including both government affairs and public affairs campaigns. Stay abreast [here](#). In addition to the advocacy efforts, UOAA will be creating resources to educate and prepare the ostomy community should this continue to move forward including a FAQs resource, patient advocate training, and a webinar to explain what it means to the community
- As part of UOAA's ongoing efforts to advocate for more ostomy nurses and increase ostomy education with medical professionals, we will continue the "Back to Your Nursing Roots" [campaign](#) in partnership with the WOCN Society. 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 we will continue to support the legislative priorities for the new 119th Congress including the Safe Step Act, HELP Copays Act and Medical Nutrition Therapy Act

Access to Quality Ostomy Care and Supplies

- 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
- Continue promotion of the rebranded Ostomy and Continent Diversion Patient Bill of Rights ([PBOR](#)) to drive systemic change in ostomy care and improve patient outcomes across the United States

Ostomy Awareness

- Celebrate Ostomy Awareness Day in the United States on October 3, 2026

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

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