

Oxygen Access for Life



Impact Report 2025



Table of Contents



3

Background &
Purpose

4

Advocacy
Partners

5

SOAR Act

6

Graphic Campaign

7

Media Reactions

8

Email Newsletter

9

Website Views

10

Social Media
Highlights

11

Press Coverage

12

Thank You

Background

For decades, medical oxygen therapy has been essential for millions of people around the world living with breathing problems. From premature babies to elder family members, people of all ages rely upon oxygen therapy. In some cases, it helps to relieve symptoms caused by chronic diseases like COPD and pulmonary hypertension. In others, it provides people with critical illnesses like pneumonia and tuberculosis with the chance to survive.

Despite its ability to improve duration and quality of life, medical oxygen has often been overlooked by health care systems and policymakers. Many of those who could benefit from oxygen therapy are never diagnosed correctly. Some choose to forgo it because of the inconvenience, cost, or stigma. Still others never get the education they need to use their oxygen equipment to its full potential.

Evolving political and economic issues continue to challenge health care systems around the world, and supply chains strained by the COVID-19 pandemic have still not fully recovered. Access to medical oxygen remains tenuous in many regions, particularly in low- and middle-income countries.

Our Purpose

World Oxygen Day was launched in 2023 as an annual campaign to highlight the many issues facing access to medical oxygen, improve awareness about the impact of oxygen therapy, dispel myths and stigmas, and highlight important technological and policy innovations in the space.

The Lancet Global Health Commission on Medical Oxygen Access describes World Oxygen Day as “an example of a platform on which to build” events and projects focused on medical oxygen advocacy. We describe it simply as promoting “oxygen access for life.”



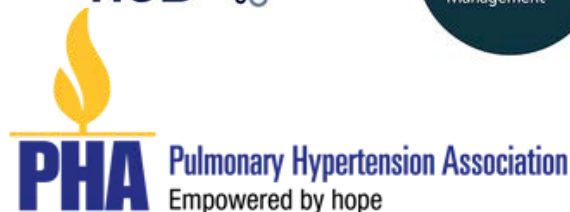


Welcome New Advocacy Partners!

World Oxygen Day Corporate Supporters:



World Oxygen Day Advocacy Partners:





SOAR Act

The World Oxygen Day campaign supports health policy initiatives that improve access to appropriate supplemental oxygen therapy equipment. In 2024, this included a key piece of legislation introduced in the U.S. The Supplemental Oxygen Access Reform (SOAR) Act aims to modernize the provision of long-term oxygen therapy through four key pillars of policy improvements:

1. Making oxygen therapy patient-centric

By modernizing terminology (like using “ambulatory oxygen” or “supplemental oxygen” rather than “home oxygen” to reflect portability improvements) and creating a “oxygen patient bill of rights,” people are more likely to receive the most appropriate equipment for their needs and goals, rather than simply the least expensive.

2. Rationalizing reimbursement for oxygen equipment

Decades of poor policy decisions have slashed Medicare payments for oxygen equipment. Suppliers often cannot afford to provide basic services to patients, leading to widespread issues. Some forms of oxygen equipment (like liquid oxygen) have all but vanished, not because they are outdated but because servicing them would put suppliers out of business. SOAR would set equipment reimbursement rates reflective of the true costs of providing care rather than the lowest bid.

3. Providing access to respiratory therapy services

Respiratory therapists have unique skills and expertise that support oxygen therapy users. Unfortunately, these services have historically not been considered “medically necessary,” so Medicare has not paid for them. This has led to nearly 4 out of 5 oxygen therapy users reporting they were trained on the use of their equipment not by a clinician, but by a delivery driver. SOAR would allow, for the first time, reimbursement for a respiratory therapist to go to oxygen therapy users’ homes and provide professional education on how to use their equipment safely and effectively.

4. Establishing standardized documentation requirements

Due to efforts to reduce fraud, administrative requirements for prescribing oxygen therapy have been redundant. Efforts to reduce the paperwork burden have resulted in nebulous guidelines enforced by subjective reviews of medical records, leading to care delays. Creating a clear, concise, and consistent national prescription template will reduce errors, improve care coordination, and still protect against fraud, waste, and abuse.

The World Oxygen Day campaign proudly highlighted the efforts of more than two dozen patient advocacy organizations to promote the SOAR Act to the U.S. Congress, including days on Capitol Hill, call- and write-in campaigns, webinars, and other outreach.



Graphic Campaign

Oxygen Access for Life

This year's graphic campaign highlighted the unique groups impacted by oxygen access. Oxygen cannulas were highlighted by the tagline "Oxygen Access for Life."





Media Reactions

On this #WorldOxygenDay, it is important to remember that everyone has the right to access oxygen.

- American Thoracic Society (twitter)

On #WorldOxygenDay, we highlight the need for better access to medical oxygen, equipment and infrastructure, and a trained workforce to ensure #HealthForAll.

- Tedros Adhanom Ghebreyesus, WHO Director-General

On #WorldOxygenDay, @UNICEF marks a critical milestone: the 101st oxygen plant has been commissioned [across Africa] this week. Across 31 countries, these plants are now set to deliver life-saving oxygen to more than 360,000 children under five each year.

- UNICEF

Despite being essential for life, many people still struggle to access the oxygen equipment they need. On #WorldOxygenDay, we're proud to support efforts to improve access to oxygen therapy.

- Forum of International Respiratory Societies

“Building community awareness and knowledge could also increase the likelihood that communities will advocate for better services and report poor-quality services, strengthening accountability. We also encourage donors to invest in civil society organisations and advocacy groups so that these groups can become more active in oxygen advocacy. World Oxygen Day, which was launched on Oct 2, 2023, by the COPD Foundation (a patient advocacy group), is an example of a platform on which to build.”

Reducing global inequities in medical oxygen access: the Lancet Global Health Commission on medical oxygen security Graham, Hamish R et al. The Lancet Global Health, Volume 13, Issue 3, e528 - e584



Email Newsletter

World Oxygen Collective

Our emails kept people informed about the campaign's progress while highlighting news and resources. In 2025, we added the World Oxygen Forum for more industry engagement.



World Oxygen Day Is Almost Here!

Join us in the fight to improve [#OxygenAccessForLife](#)! On October 2 ("O-2"), the third annual World Oxygen Day will feature activities and events across the globe. Keep an eye on COPD Foundation social media channels for updates and a final schedule in the days leading up to the main event! In the meantime, read on for updates on our latest medical oxygen projects.



World Oxygen Collective Forum

This global advocacy group meets on the first Wednesday of every month at 10:00 a.m. Eastern Time (UTC-4:00) to discuss updates across the oxygen therapy community. [View the recording and chat log](#) of September's meeting, including our featured presentation described below.

Innovation Update:

The PulmO2 Concentrator: Built Differently

Sanrai International worked closely with Drive-DeVilbiss Healthcare and UNICEF to create a concentrator specifically designed to meet the challenge of providing oxygen in austere and rugged environments. Sanrai's [Amarpreet Rai](#) and Drive-DeVilbiss's [Alexander Wood](#) walked through the process of developing the product profile, engineering the device, and deploying it to the market. [View the slide deck](#)



105% Subscriber increase from 2024



1,130 Total Subscribers



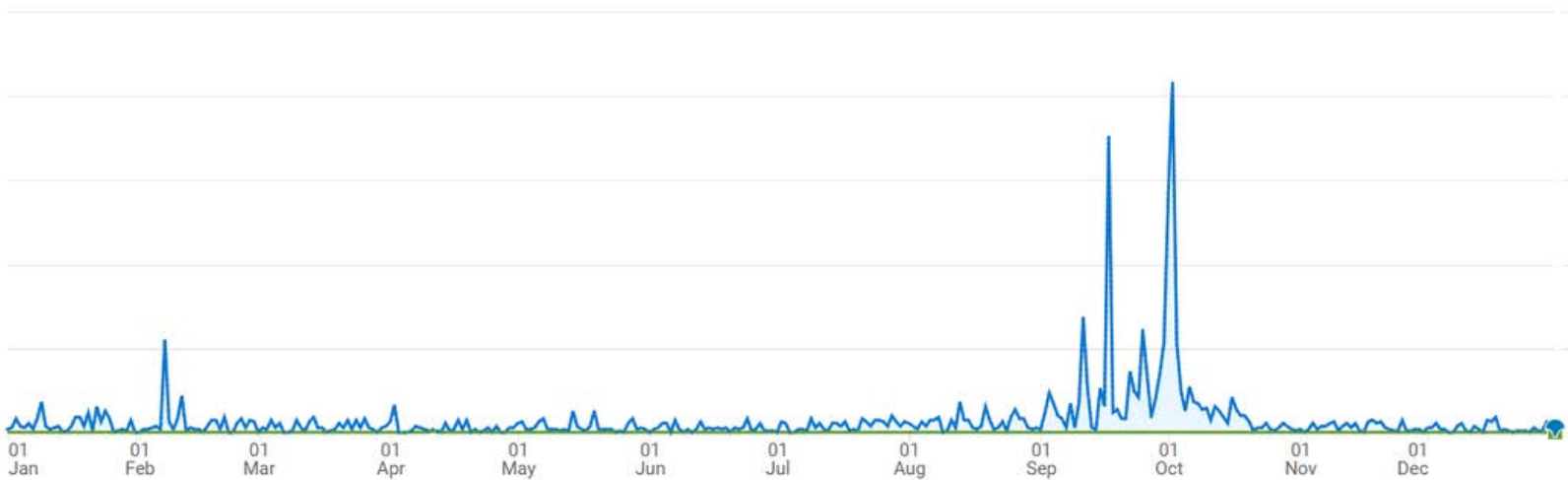
OxyTalk Discussion Group

Join us on the second Wednesday of each month at 4:00 p.m. Eastern Time (UTC-4:00) for our long-running oxygen community virtual social group! Whether you have used supplemental oxygen for years or are just getting started, OxyTalk is a great way to share



Website Views

The COPD Foundation-owned WorldOxygenDay.org domain provides a landing place for public-facing information about the campaign, resources, and more. The site also features a prime recognition space for partners and sponsors.



WorldOxygenDay.org



Learn More About Our Oxygen Therapy Projects



Spread the Word on Social Media



Order Merchandise



Donations



What Is 'Team Oxyphile'?



World Oxygen Day 2023 Impact

5,218

Total Views in 2025

11,859

User events in 2025



Social Media Highlights





Press Coverage

Press coverage surrounding World Oxygen Day included diverse and wide-reaching channels targeting health care professionals, business, and patient audiences.

Notable publication mentions:

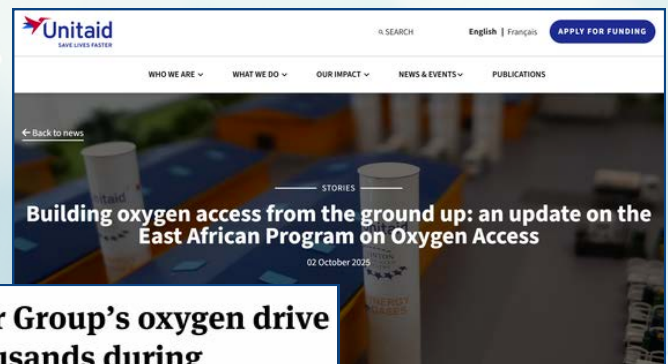
- [Respiratory Therapy](#) published a story about World Oxygen Day.
- [Unitaid](#) published a story about World Oxygen Day, focused on the East African Program on Oxygen Access.
- BKANK group (Ghana) issued a press release about World Oxygen Day. [Modern Ghana](#), [The Ghanaian Standard](#), [Business Week Ghana](#), [Ghana News Agency](#), and [Peace FM](#) picked up the release.
- The [American Lung Association](#) issued a press release about World Oxygen Day and the SOAR Act. [CHEST](#) and [Patient Daily](#) picked up the release.
- [Prothom Alo](#) (Bangladesh) published a story about World Oxygen Day.
- World Oxygen Day was mentioned in the American Lung Association's [Mission Moment](#).
- [The Business Standard](#) (Bangladesh) did a story on Abul Khair Group's oxygen drive with a mention of World Oxygen Day.

7.03M

Media Reach

\$65,056

Ad value equivalence



Abul Khair Group's oxygen drive saved thousands during pandemic





We thank you for your
ongoing support of
World Oxygen Day



COPD Foundation
3300 Ponce de Leon Blvd
Miami, Florida 33134
1-866-731-COPD (2673)
info@copdfoundation.org