



Senior Health Insurance Benefits Assistance (SHIBA) Mission, Vision and Strategic Objectives

SHIBA's mission is to empower, educate and assist Medicare-eligible individuals, their families, and caregivers through objective outreach, counseling and training, to make informed health insurance decisions that optimize access to care and benefits.

SHIBA's vision is to be the known and trusted community resource for Medicare information. Four strategic themes provide support for that vision. They are:

- ❖ Service Excellence,
- ❖ Capacity Building,
- ❖ Operational Excellence, and
- ❖ Innovation

Within each theme there are strategic objectives and goals (set and evaluated annually) to help achieve the vision.

SHIBA's strategic objectives:

- ❖ Consistently and confidentially provide accurate, objective, and comprehensive information and assistance about Medicare and related insurance.
- ❖ Promote awareness, knowledge, and visibility of the program.
- ❖ Deliver effective statewide personalized counseling assistance to beneficiaries needing or preferring locally-based individual assistance.
- ❖ Efficiently engage beneficiaries in statewide public forums through community outreach.
- ❖ Recruit, train, and retain a diverse sufficient and effective workforce at all levels.

Note: Detailed information on the State Health Insurance Assistance Programs (SHIP, dba. SHIBA) Mission, Vision and Strategic Objectives can be found on the SHIP Technical Assistance Center website along with a recording at: <https://www.shiptacenter.org/resource-published/r4/ship-program-evaluation-new-ship-mission-vision-and-strategic-objectives-4-14-16-webinar/>