



Senior Health Insurance Benefit Assistance (SHIBA) Mission

SHIBA strives to provide Medicare beneficiaries with a competent, committed and consumer-focused network of staff and Counselors who provide accurate, understandable, objective education, and personalized counseling through innovative state and local community programs

SHIBA Goals

- ◆ Increase and enhance the volunteer work force, including adding sponsoring organizations in five new counties or regions in the state
- ◆ Increase the number of individual beneficiaries who receive locally based individual counseling services
- ◆ Provide targeted outreach to seniors and hard-to-reach populations across Oregon
- ◆ Work with sponsoring organizations and state agency partners to better capture client contact information and media or public relations activities
- ◆ Meet federal and state performance measures and standards