

COUNTY OF THE YEAR NOMINATION FORM for 2017-2018 Grant Year

Nominator: Lisa Barker		County: Camden
Data Summary	Client Contacts	Public and Media Activities
Goals for 2017-2018/Actual	97 / 130	5155 / 22803
Goals for 2016-2017/Actual	107 actual	948 actual

This county is a smaller county, but the counselors are truly passionate, excited and fired up when someone needs help with Medicare and have a keen ability to reach out to beneficiaries. The SHIIP Site is located in the senior center and the SHIIP Counselors are few, but they do their best daily to reach their goals. They met and surpassed their 5% Client Contacts and reached more than 50% of the counties' population with Public and Media Events, and accounted for these activities in SHIP Talk in a timely fashion.

This county has seen some great changes in the past 2 years. The Coordinator started as a volunteer in 2011 and in 2016 became the SHIIP Coordinator and recruited a family member to be a SHIIP Counselor. These ladies are a dynamic duo. They do their best to coordinate and assist in surrounding counties, whenever possible. Recently a new pharmacy came to the area and they reached out to educate the pharmacy about SHIIP and utilized grant funds to advertise on the pharmacy bags to reach a potentially underserved population.

This county has reviewed and ordered publications available on CMS and through the NCSHIIP Site and has created a Medicare Basis folder that is used across the NE Region for New to Medicare and Medicare Basics seminars. They have offered to support other counties in the region when counselors were on medical leave or unavailable due to family emergencies.

The SHIIP Counselors initiated participation in a community event for 72 churches and they not only have a vendor table, but have been a presenter. They have invited SHIIP staff to participate in events and help educate the community about changes to Medicare and the new Medicare card.

The Senior Center SHIIP Site recently partnered with the neighboring county Cooperative Extension SHIIP Site to create a commercial about how SHIIP can help Medicare Beneficiaries.

They have partnered with the Albemarle Commission and have done outreach via Senior Games, Home Delivered Meals and congregate meal sites. They have attended other agencies workshops to stay well versed about State Health Plan and other insurance issues.

They have a great relationship with their county commissioners and have invited other dignitaries to attend SHIIP Outreach events. They regularly offer Medicare 101 events for the community, that are well attended.

They truly have a passion for SHIIP. Jasmine Wilson and Ruth White "the Dynamic Duo" are why Camden County is nominated as the County of the year for the NE Region.