The SHIP Counselor is a person who volunteers to objectively counsel people who have problems and questions with Medicare, Medicare Supplement, Medicare managed care and long term care insurance. Specifically, responsibilities of a SHIP counselor include:

- Must have or be willing to attain an email address;
- Must satisfactorily complete the initial SHIP training session;
- Must counsel clients through a SHIP sponsoring agency;
- Conduct individual health insurance counseling sessions affording complete confidentiality to the client;
- Be able to navigate the internet;
- Assist with Medicare and Medicare supplemental health insurance claims filing;
- Serve as an advocate for SHIP clients;
- Must be willing to contribute 8-10 hours per month counseling SHIP clients;
- Must complete a client contact report for each counseling session and regularly report SHIP activities on https://shipnpr.acl.gov, by the end of each month.
- Provide health insurance counseling without conflict of interest. Cannot be affiliated with the insurance industry or insurance claims filing business to the extent that serving as a SHIP volunteer could be used for personal and financial gain;
- Cannot recommend a specific insurance company or policy;
- Must attend ongoing education programs or meetings;
- Talk to community groups about SHIP or information pertinent to senior health insurance issues, at own discretion.