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**Subject:** Doubling Volunteer Retention (& Satisfaction) Rates

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*Medicare Medicaid Assistance Program volunteer providing counseling at AAA 1-B in Michigan.*

## **How Older Volunteers in Michigan are Doubling Productivity**

Last month, the National Association of Area Agencies on Aging (n4a) [awarded six volunteer team awards](#). Here is one program's story.

In two years, a group of 150 volunteers at [Area Agency on Aging 1-B in Southfield, MI](#) educated and empowered twice as many Medicare beneficiaries on their benefits and plan options than the agency did in previous years. As the volunteers have helped to reinvigorate the [Medicare Medicaid Assistance Program \(MMAP\)](#), community partnerships have increased by 376%. Their success is sustainable; the agency's volunteer retention rate has risen to 82% from 39% over a two year span. [Learn more](#).

Volunteer Barbara J. Mahaffey, an MMAP Counselor, shared, "It has truly been an awarding experience, working with a team of dedicated volunteers sharing valuable information regarding Medicare and Medicaid to seniors/disabled individuals throughout the Community. I am impressed with the efficiency of the Agency, providing on-going training and up-to-date information so that we can be well informed and share with others. This means a lot."

### Got an Hour? Campaign

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