

SPECIAL eBULLETIN

FOR PROFESSIONAL AND FACILITY PROVIDERS

APRIL 28, 2020

NEW ONLINE REFERRAL TOOL LAUNCHED TO ASSIST WITH URGENT NEEDS

“AUNT BERTHA” CONNECTS PEOPLE TO SERVICES

The COVID-19 pandemic has had a dramatic impact on every aspect of our lives in just a short period of time. With widespread job losses and financial strain, there is an increased need for access to the resources that can help address basic needs such as food, housing, and transportation as well as the resulting emotional stress. In this critical time, navigating the system to get needed assistance can be difficult, time consuming, and frustrating for those in need.

Highmark is making it a priority to connect people with nearby community benefit organizations (CBOs) that can address their needs during this time by implementing “Aunt Bertha.” Aunt Bertha is an electronic social service resource directory and referral tool to connect individuals and families with the programs that can serve them.

The directory is available to Highmark members across all lines of business across Pennsylvania, Delaware, West Virginia, and nationally. In addition, it can be used as a referral tool by providers who are caring for and supporting our members with urgent needs.

Aunt Bertha analytics will help us to better understand the social determinants of health needs of our Highmark members, providing us with timely insights for addressing the evolving needs of our members during this pandemic and beyond.

ACCESSING AUNT BERTHA

Aunt Bertha can be accessed by visiting [Highmark Aunt Bertha.com](https://www.highmark.com/auntbertha).

CREATE AN AUNT BERTHA ACCOUNT

Our members and providers can create an Aunt Bertha account at no cost to save lists of favorite programs, keep notes, and manage referrals to programs. Select **Sign Up** in the upper right corner of the screen and complete the form.

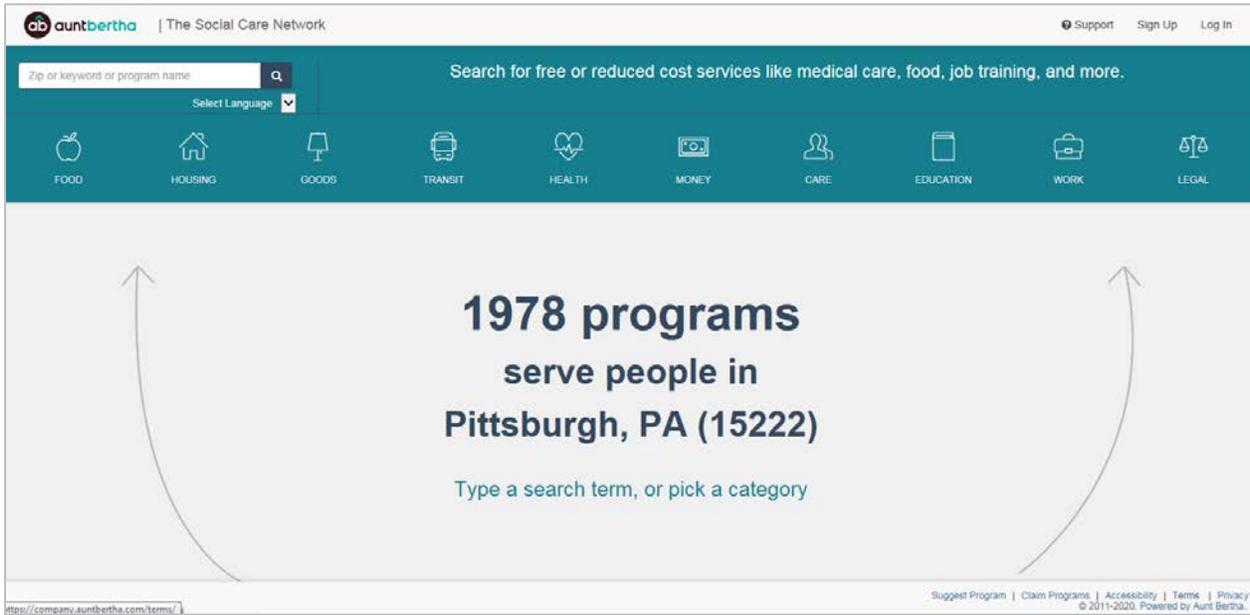


SEARCHING VIA AUNT BERTHA

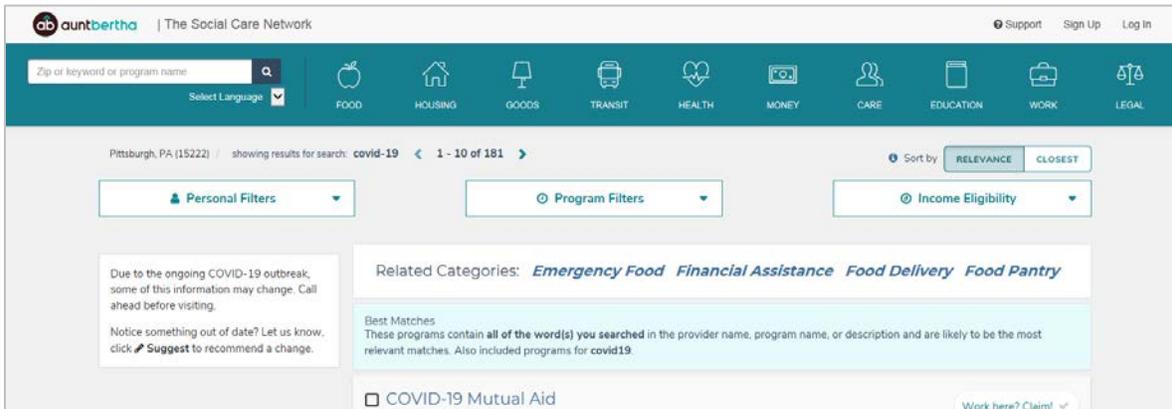
Every search starts with a ZIP code to ensure the service is offered in an area where someone is looking receive services. Hundreds of no cost or low cost resources are listed in every U.S. ZIP code.



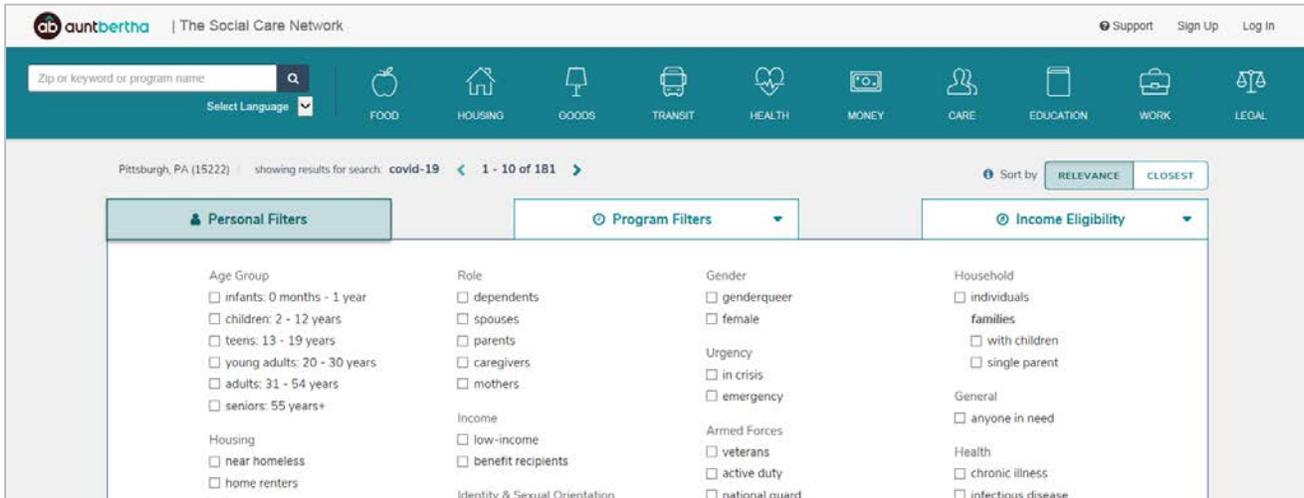
After the ZIP code search, users can pick a category or enter a search term. The tool supports searching for resources responding to needs from the pandemic. Enter related terms, such as coronavirus or COVID-19, in the search option to access information on those resources.



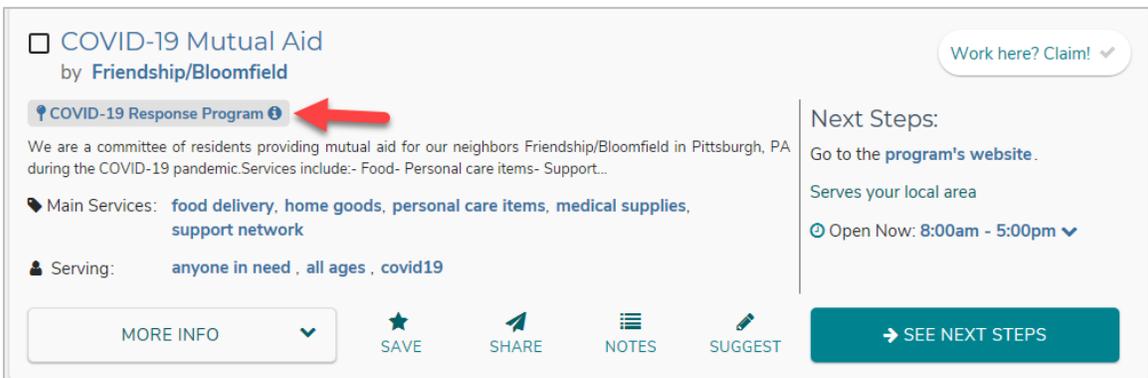
Search results can be further filtered by Personal Filters, Program Filters, or Income Eligibility.



For example, Personal Filters can narrow the results by Age Group, Gender, Household, etc.



Programs serving in response to COVID-19 will be highlighted in search results. Aunt Bertha recognizes that the social care landscape is evolving quickly in the wake of the pandemic and prompts the user to call and confirm resource eligibility.



You have many options to explore from the search results as shown above. Click on **SHARE** to share program information with others via email or text message. **MORE INFO** provides more detail about the program and creates a printer friendly summary.