2021

An Evaluation of the Rollout of Aunt Bertha, a Community-Centered Directory, Across the MaineHealth Network

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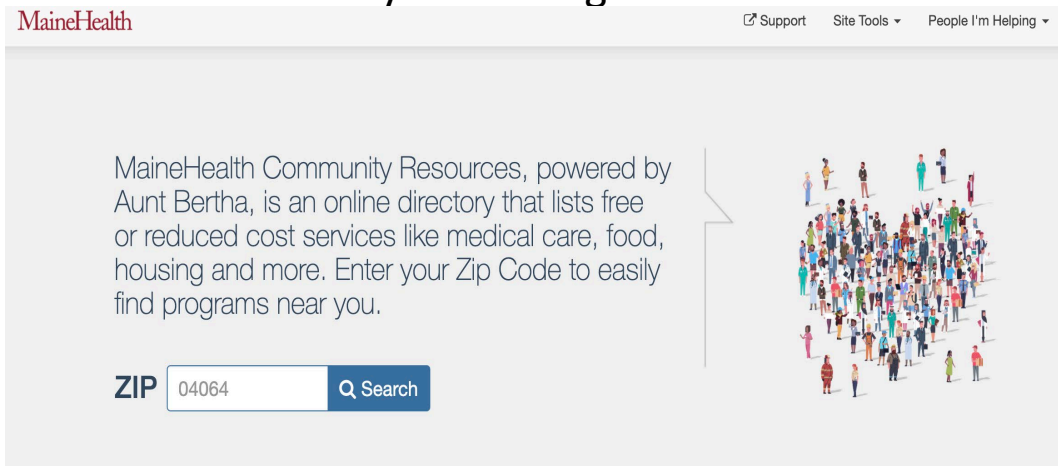
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Aunt Bertha

- Aunt Bertha is a community-resource directory MaineHealth adopted in January 2020.
- The platform covers federal, state, and local free or reduced-cost services offered to community members in Maine.
- The directory is categorized by social determinants of health needs.
  - It provides programs and services offered by community-based organizations.

MaineHealth Community Resources, powered by Aunt Bertha, is an online directory that lists free or reduced cost services like medical care, food, housing and more. Enter your Zip Code to easily find programs near you.
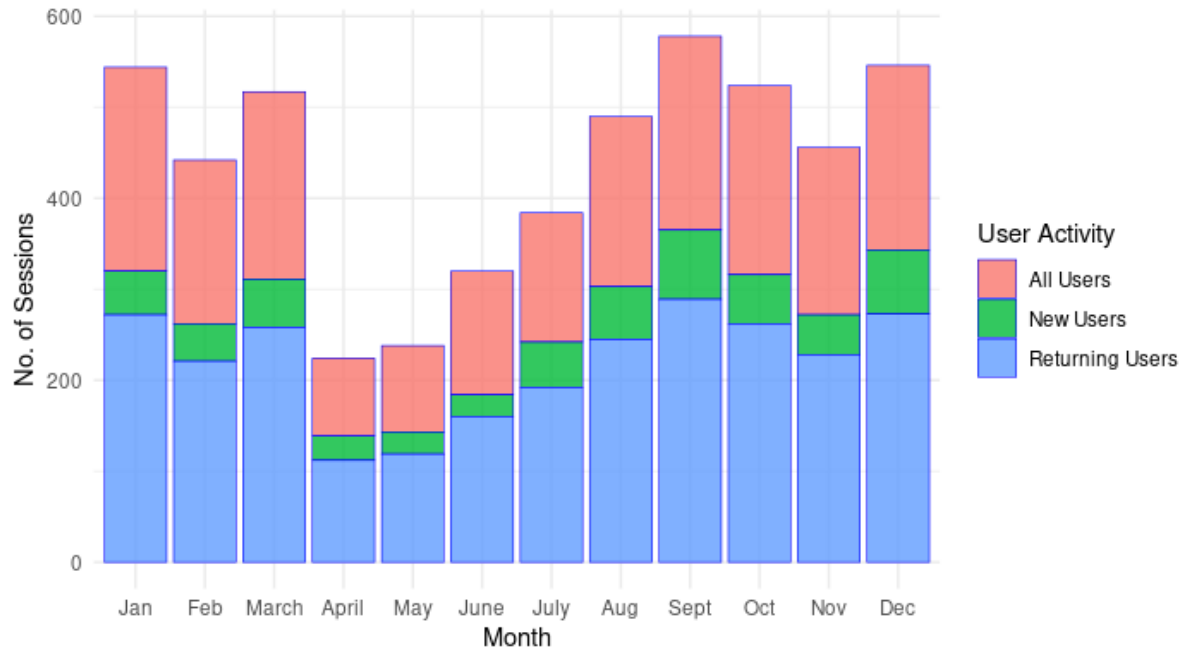
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Project Analysis

Quantitative and qualitative data analysis was conducted.

- Quantitative: Using the program R, site analytics were exported from the Aunt Bertha platform.
  - Programs added, claimed, and user activity were analyzed across several Maine counties.
- Qualitative: Remote interviews were conducted with community-based organizations across Maine to gain insight to their perspective of Aunt Bertha's use and potential.

QUANTITATIVE DATA

Oxford County's User Activity

Monthly User Sessions on Aunt Bertha in 2020: Oxford County

QUALITATIVE DATA

Opinions of Aunt Bertha

Barriers to Aunt Bertha