



# Camden Coalition of Healthcare Providers

## FOR IMMEDIATE RELEASE:

**Contact:** Hannah Mogul-Adlin, [617-519-3025](tel:617-519-3025)  
[hmogul-adlin@camdenhealth.org](mailto:hmogul-adlin@camdenhealth.org)

### **The Camden Coalition of Healthcare Providers launches a groundbreaking new social services search tool for Camden**

[Camdenhealth.auntbertha.com](http://Camdenhealth.auntbertha.com) will link individuals in need with social service providers

Camden, New Jersey - June 2016 - [The Camden Coalition of Healthcare Providers](#) (Camden Coalition) has launched an exciting new online social service tool:

[camdenhealth.auntbertha.com](http://camdenhealth.auntbertha.com), which seamlessly connects individuals in need in Camden County with social services. Designed in partnership with public benefit corporation [Aunt Bertha](#), the free, customized search platform provides a user-friendly, continuously updated and rated “Yelp for social services” to assist the county’s most vulnerable citizens.

Designed around the 10 domains of care developed by the Coalition over a decade of working with individuals with complex health and social challenges, the online resource scours the web for information on Camden County social services such as food pantries, housing agencies, health centers, legal services, and more. Individuals in need or providers looking for services can search online by zipcode and type of service, and then check eligibility criteria and location for needed services.

“It’s a common problem that individual providers have extensive knowledge of local resources, but that information only lives in their brain,” said Dr. Jeffrey Brenner, founder and executive director of the Camden Coalition. “Aunt Bertha is so powerful because it combines the institutional knowledge of providers across Camden and makes that knowledge publicly available.”

Free trainings on how the tool can help healthcare providers and other institutions coordinate services for their clients are being held at locations across the county, including the Camden Diocese, Cooper Medical School, Rutgers University Behavioral Health Care and in Northgate II, Camden’s Fair Share Housing Development. “This resource is not just for hospitals and clinics,” said Danielle Wilkin, Community Center Coordinator at Northgate II, “Our tenants often struggle to find the services they need, and the Aunt Bertha tool puts the power to get connected in their hands.”

In Camden, as elsewhere, the sickest and most complex 1% of patients drive up to 30% of health care costs. The Camden Coalition has developed a national profile for their work in Camden, illuminating the ways in which underserved social needs have become a driving force behind ever-increasing health care spending. Chronically ill patients who lack housing, transportation, food, employment, or social support often find it impossible to manage their health effectively, landing repeatedly in emergency departments and inpatient hospital units when their health spirals out of control. The Coalition strives to integrate effective social services with human-centered medical care to provide better care at lower cost to all Camden



# Camden Coalition of Healthcare Providers

residents. For more information on [camdenhealth.auntbertha.com](http://camdenhealth.auntbertha.com), please contact [careplanning@camdenhealth.org](mailto:careplanning@camdenhealth.org).

## **About the Camden Coalition**

The Camden Coalition of Healthcare Providers (Camden Coalition) is a citywide coalition of over 25 hospitals, primary care providers and community organizations working together to deliver better health care to vulnerable citizens in Camden, NJ. Founded by Dr. Jeffrey Brenner in 2002, the Coalition knits together a fragmented health care system for patients with complex needs and repeated, ineffective and expensive hospitalizations, using smart data and holistic, multi-disciplinary team care. We believe if we can deliver better care at lower cost here in Camden, it can be done for everyone, everywhere in America.

## **About Aunt Bertha**

Aunt Bertha is a Public Benefit Corporation based in Austin, TX, with a mission to make human services information accessible to people and programs. For people in need, Aunt Bertha is building the country's most comprehensive online directory of social service organizations. By putting the information in their hands, we're bringing dignity to the experience of finding help. For organizations offering help, we are giving them tools and insights to deliver the right services to the right places and to do more with less.