Strategies that Enhance the WIC Shopping Experience

WIC EBT Shopping App

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CMA CONSULTING

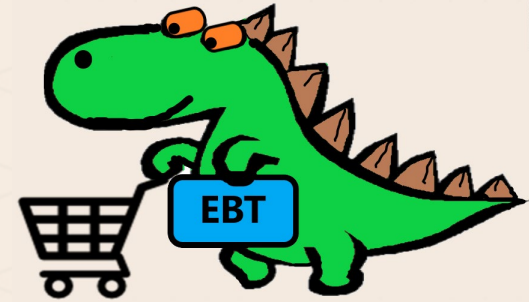# Agenda

➢Why Have a WIC EBT Shopping App?
➢Useful Functions
  ➢Benefit Balance
  ➢UPC Scanning
  ➢Reminders
  ➢Mapping
  ➢Submit UPC's Not in APL

➢Lessons Learned
  ➢Registration
  ➢UPC Scanner
  ➢APL Version
  ➢Maintenance Windows
  ➢Save Login Password

Why A WIC EBT Shopping App?

➤ The Most Complicated Nutrition Services & Food Distribution Program in the United States (McNSAFDPUS)

➤ Shopping Aid: Prior to WIC EBT, WIC Customers could get away with purchasing ALMOST the correct food items.
  ➤ Ensure with Fiber vs. Ensure Regular
  ➤ 1% Lactose Free Milk vs. 2% Lactose Free Milk
  ➤ Canned Fruits/Vegetable where Water is the 1st Ingredient

➤ Easier Shopping for the WIC Customer

Useful Functions—Benefit Balance

Useful Functions–UPC Scanning

➢ Scan UPC's to Determine WIC Approved Status

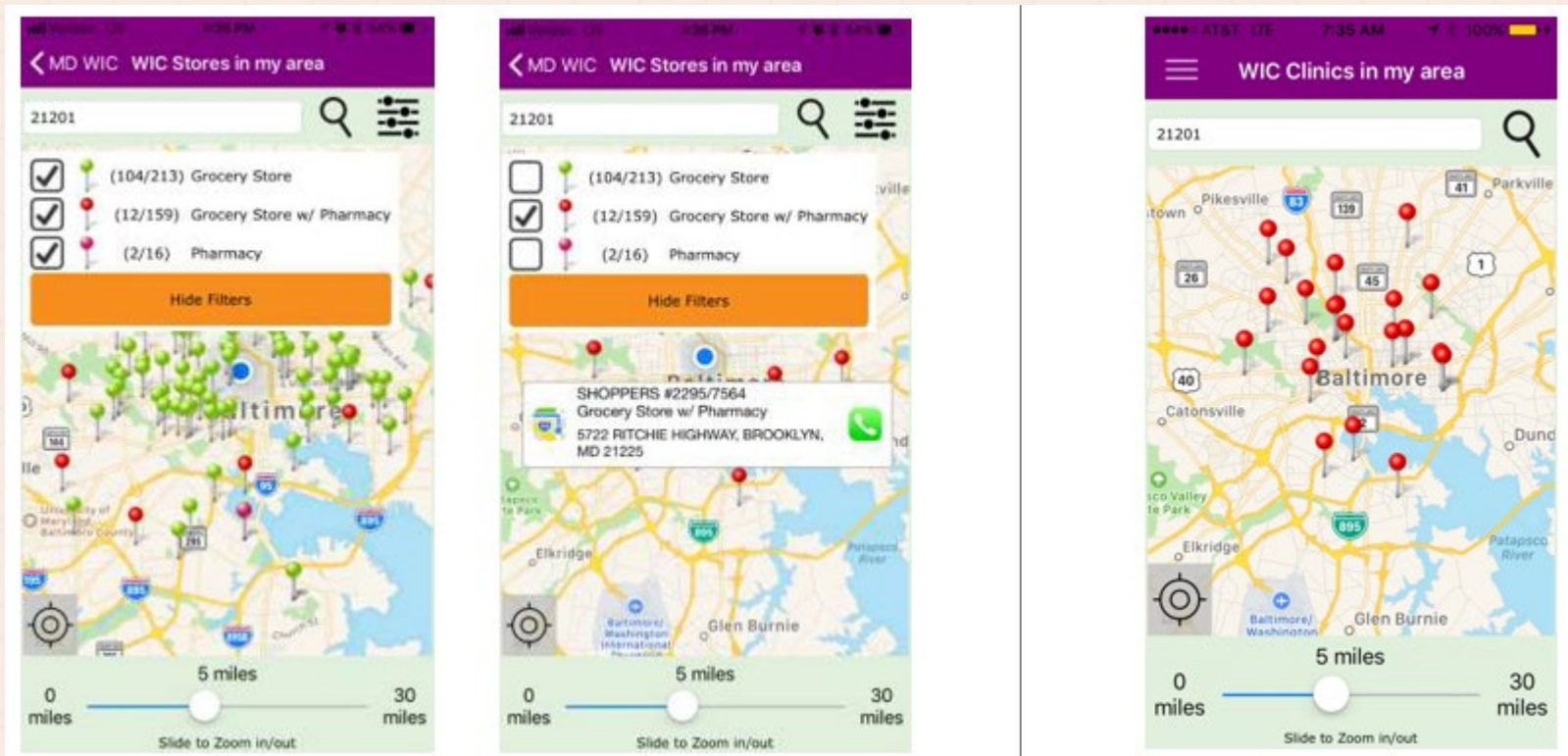➢ Scan UPC's to Determine if the food item is in the Family's Current Available Benefits

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Useful Functions Reminders

➢ Your family has an Appointment on Tuesday, April 9 at 1:30 p.m at the WIC Clinic at 101 Main Street, Baltimore. Please bring Proof of Identification and Proof of Income

➢ Your family's benefits will expire on Tuesday, May 5 at midnight

➢ Your family's next set of benefits will load to your account on May 6

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Useful Functions—Mapping

Useful Functions–Submit UPC's

➢ UPC's that do not scan as WIC Approved may be submitted through the App with a comment

> ➢ Allows the WIC Customer to have input into the WIC food items selection process. This increases "Buy-In" from the WIC Family, & the State may even provide feedback to the WIC Customer about why items are not WIC approved

> ➢ Assists State WIC Program Staff when New Food Items are available.

> ➢ Nutritionist Reviews & Approves/Denies the Submission

Lessons Learned Registration

➤ PAN Number; DOB; ZIP Code (Mailing Address)

➤ PAN Number – Do Not provide Leading PAN Numbers. Confusing for PPTs.

➤ Cardholder DOB – Android Date Picker – Click on the year displayed, then select the birth year prior to scrolling through the months.

➤ ZIP Code – Mailing Address

Lessons Learned UPC Scanner

➤ Mapped UPC's do not scan as WIC Approved. Provide a message that "Not all WIC Allowable F/V will scan as WIC Approved..."

➤ Loss of Connectivity – If the cell phone loses connectivity, it may provide a message that the scanned item is "Not WIC Approved", even though it is in the APL. Instead, make sure the App provides a message to the user that there is "No Cellular Service"

➤ UPC Scanner Driver – Some drivers are better than others.

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Lessons Learned APL

➢ APL – Authorized Product List

➢There will be different versions of the APL
  ➢Test APL
  ➢State's APL Management Tool
  ➢MIS APL
  ➢WIC EBT Processor APL
  ➢Other?

➢Ensure the App is pointing to the most current version of the <u>Production</u> APL

➢Removal of items from the APL should be on a schedule, and coordinated with stakeholders.

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Lessons Learned Maintenance

➢ Maintenance Windows occur in every IT environment.

➢ Ensure your State's WIC EBT App is pointed to a backup server during any Scheduled Maintenance

➢ Failure to account for Maintenance Windows will result in a lot of negative feedback from users

Lessons Learned—Password

➢ Passwords are now complicated and may be difficult to key into the phone
- ➢ Eight or more Characters
- ➢ Upper Case
- ➢ Lower Case
- ➢ Number
- ➢ Symbol

➢ You can no longer use the password, "password".

➢ Save the Password so it does not have to be entered each time the App is opened.

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THANK YOU!

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