

EBT Development and Implementation in West Virginia

Speed Bumps on the Crossroads

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Session Objectives

- **Project Background**
- **Preparing State Staff for eWIC**
- **Preparing Local Staff for eWIC**
- **Preparing Vendors for eWIC**
- **Summary of Lessons Learned**

West Virginia WIC Program

- **Piloted eWIC March 29, 2013**
- **Rolled out Statewide June 24 – October 21, 2013**
- **2014 caseload average 43,783/month**
- **8 local agencies, 57 clinic sites**
- **295 authorized stores**
- **\$31.3 million redeemed food benefits in Fiscal Year 2014**
- **Separated eWIC from Crossroads rollout due to delay in Crossroads**

- **Develop communication plan and obtain stakeholder input.**
- **Prepare not only WIC staff, also EBT Office, Treasurer's Office, Auditor's Office, DHHR Fiscal Office.**
- **Identify policies that need updated for eWIC (include forms and monitoring).**
- **Order equipment early; get extra for testing and unanticipated needs.**
- **Anticipate increased demand for State Help Desk and technical support during pilot and rollouts.**
- **Design, print and distribute eWIC cards.**
- **Develop UPC/PLU database.**
- **Assess selection criteria and revise eligible food list.**

- **Anticipate changes in clinic flow, staff duties.**
- **Develop training – new/updated policies, how to generate and read balances, issue/replace cards and change food packages, PIN numbers, aggregate family food benefits.**
- **Engage local staff with state staff on educational buys so they know participant experience at store.**
- **Outline procedures for trouble shooting – common problems, who and when to call.**
- **Use lessons learned from pilot to update training and materials before rollout.**
- **Use staff from other sites/agencies to help with rollout.**

Vendors

- **Revise policies and addendum to vendor agreement.**
- **Revise Minimum Stock Requirements.**
- **Sign contracts early so EBT equipment can be shipped in a timely manner.**
- **Hold meetings to prepare vendors for change.**
- **Train face-to-face with functioning equipment.**
- **Give State Office same training to provide technical assistance.**
- **Perform on-site educational buys to ensure store readiness.**
- **Avoid holidays!**
- **Know your vendor mix – 45% stand-beside pilot, 59% rest of rollout.**

Summary

- **Communications – clear, frequent, detailed.**
- **Training – can't have enough, as close to live (both function and timing) as possible.**
- **Anticipate increased complaints with eWIC from prior purchasing habits with paper Food Instruments.**
- **Make sure UPC/PLU database ready.**
- **Assess during process (pilot, rollouts, post implementation) and be ready to change what is not working.**
- **There will be problems; do not panic!**

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