



**HARNESS SOCIAL MEDIA & DATA
TO ADDRESS PROGRAM ABUSE**
FLORIDA DEPARTMENT OF HEALTH

Florida



WICEBT

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Prevention

- We Can Impact Misuse and Fraud
- How to Regulate and Inform
 - Staff of 5 regulating 2,000 grocers; or
 - Staff of 5 and 2,000 grocers
- Two Tier Approach
 - Team
 - The Challenge

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Prevention

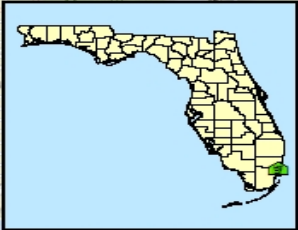
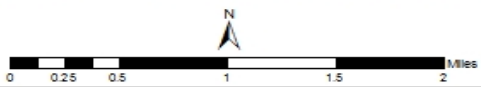
- Tier One
 - Strong Common Sense of Purpose
 - WIC Vendor Advisory Council
 - Vendor's Vision of Their Stake in Outcomes
 - Selective Authorization
 - Competitive Pressure – Unintended Consequences
 - Violations Difficult to Pursue
 - Competitive Potential Market Analysis
 - Inform Vendors
 - Value of WIC and SNAP to Vendors
 - Make Vendors A Key Part of *Tier Two*



TOTAL: \$ 4,224,844 AVERAGE: \$ 384,077



- Legend**
- 5108 Participants
 - 1 Vendor/ 464 Participants
 - ◆ 11 Vendors (1/175)
 - Req:29-Act 11=18
 - 📍 WIC Sites
 - 🔴 5 Mile Boundary
 - ▭ Miami-Dade County Line



Prevention

- Tier Two
 - COMPSTAT* – Obtaining Solutions
 - Defining the Problems – Focus
 1. Timely and Accurate Information Intelligence
 2. Rapid Deployment Of Resources
 3. Effective Tactics and
 4. Relentless Follow-up
- Vendors on-the-front-line
 - Frequent Communication
 - Valuable Intelligence
 - Track & Measure Outcomes



• COMPSTAT – a data driven performance management system focusing on prevention to achieve compliance and reduce violations. COMPSTAT emphasizes information sharing; responsibility and accountability; and improving effectiveness. It has been adopted by large and small law enforcement and regulatory activities throughout the US. See *COMPSTAT: Its Origins, Evolution, and Future In Law Enforcement Agencies* Bureau of Justice Assistance, Police Executive Research Forum, 2013. <https://www.bja.gov/Default.aspx>

“COMPSTAT is an ideology and methodology. It is a method to obtain solutions. What is the problem? What is the plan? What are the results to date?” *Garry McCarthy, Superintendent, Chicago Police Department and former NYPD Deputy Commissioner who oversaw COMPSTAT in New York for seven years.*

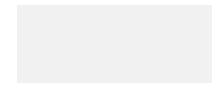
Prevention

- COMPSTAT – Obtaining Solutions
 - Social Media Provides Critical Platforms
 - Systematic Collection and Analysis of Information to Reduce Violations
- COMPSTAT Objectives
 - Identify Emerging Issues and Assign Resources
 - Focus Accountability
 - Identify Community Problems and Develop Compliance Strategies
 - Encourage Frank & Useful Information Sharing
 - Demonstrate Commitment to Compliance - Not Penalties

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Statistics

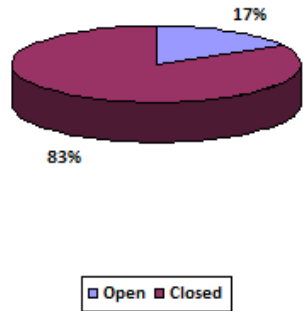
Craigslist Postings

EBT Formula Purchases

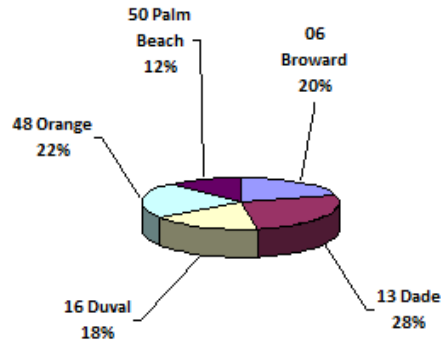
Event List

LOV

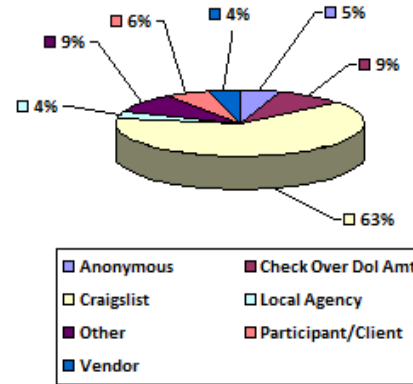
Status Percentages



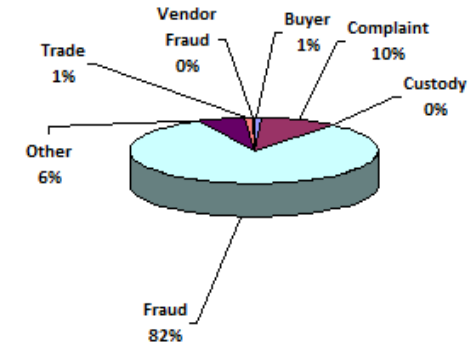
Top 5 Fraudulent Counties



Source Type Percentages Greater Than 10%



Investigation Type Percentages



Sector	A	B	C	D	E	F	G
Total Investigations	10	8	12	2	9	11	3
In Progress	2	1	3	1	2	2	1
Percent Complete	80%	87.5%	75%	50%	78%	82%	67%

- Developed in ACCESS 2010; split database design
- Frontend – user PC – links to backend ACCESS tables and EBT Oracle database
- Backend – server - with 9 ACCESS tables
- Program available with user assistance

- Status Percentages
- Top 5 Fraud Producing Counties
- Source Type Percentages
- Investigation Type Percentages

Statistics

Craigslist Postings

EBT Formula Purchases

Event List

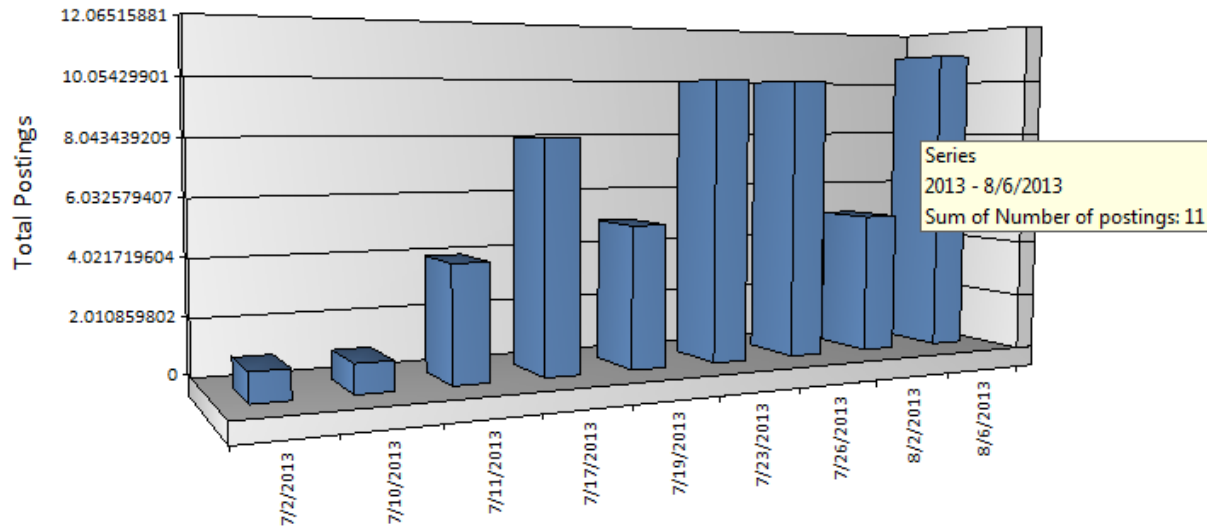
LOV

Craigslist Postings

Posting Date By Month ▾

Qtr3

Sum of Number of postings

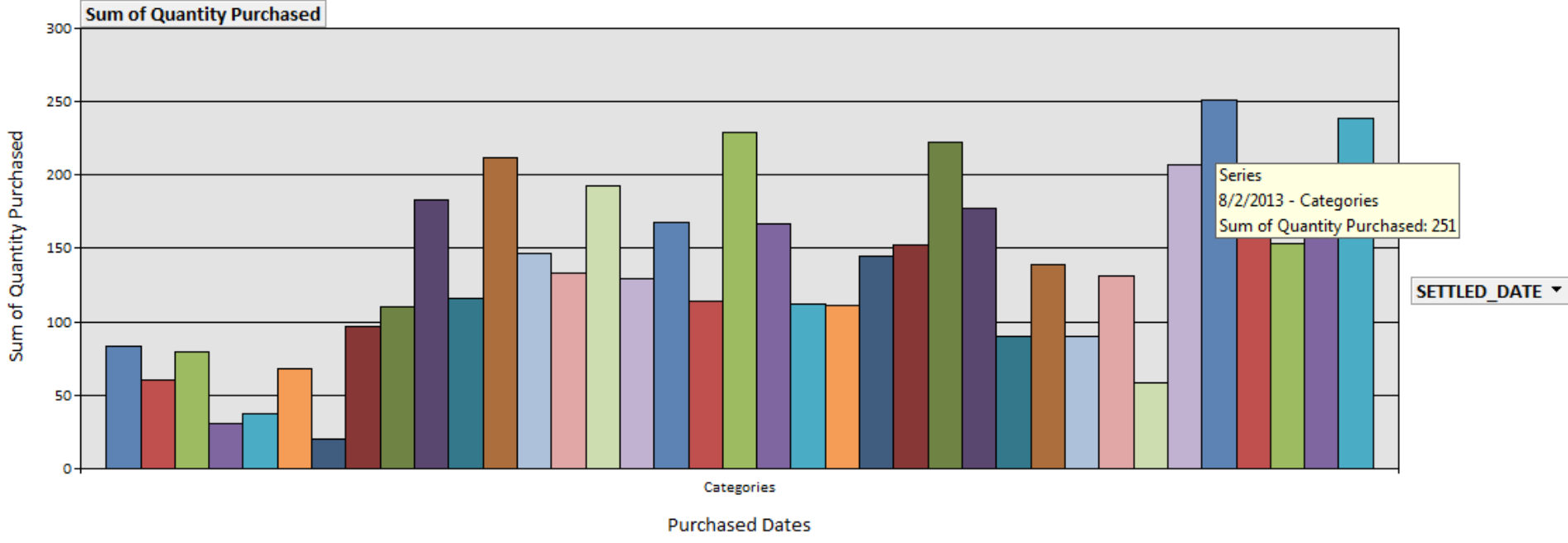


Years ▾

- Compare (With All Social Media Platforms)
 - Craigslist et. al. Postings to Prescription Date
 - Consumption to Prescriptions
- Analytics - Such as Failure to Thrive

- Statistics
- Craigslist Postings
- EBT Formula Purchases**
- Event List
- LOV

SETTLED_DATE By Month ▾	SETTLED_DATE By Week ▾
All	All



- Displaying Sum of Formula Purchased
- Analysis of Patterns: Prescription to Posting
- Proactive Analytics: Evaluate, Act and Measure Progress Using Patterns of Activity

Statistics Craigslist Postings EBT Formula Purchases **Event List** LOV

Add New Event Refresh Select Field to Sort or Filter: Filter: Sort: Remove Filter

Ref #	Status	Date	Event Type	Event Description	Description Other	LA	Site	Comments	Created Date	Created By	Updated Date	Source	Source Comment	Source Phone Number	Co
13-618	Open	8/7/2013	Fraud	Appeared to l	Selling Simil	13 Dade			8/7/2013	Parker, Ar	8/7/2013	Craigslis		(786) 269-8358	
13-617	Closed	8/6/2013	Fraud	Appeared to l	Selling Enfar	13 Dade		Same parti	8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-616	Closed	8/6/2013	Fraud	Appeared to l	Selling Gerb	13 Dade		Same parti	8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-615	Closed	8/6/2013	Fraud	Appeared to l	Selling Enfar	50 Palm E		Same parti	8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-614	Closed	8/6/2013	Fraud	Appeared to l	Selling Gerb	13 Dade			8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-613	Closed	8/6/2013	Fraud	Appeared to l	Selling Pedis	13 Dade		Same parti	8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-612	Open	8/6/2013	Fraud	Appeared to l	Selling Gerb	13 Dade		Seller is w	8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-611	Closed	8/6/2013	Fraud	Appeared to l	Selling Enfar	13 Dade			8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-610	Open	8/6/2013	Fraud	Appeared to l	Selling Gerb	06 Browa			8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-609	Closed	8/6/2013	Fraud	Appeared to l	Selling Neoc	13 Dade			8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-608	Open	8/6/2013	Fraud	Appeared to l	Selling Simil	13 Dade			8/6/2013	Parker, Ar	8/6/2013	Craigslis			
13-607	Open	8/5/2013	Compla	Disruptive be	Participant (37 Leon		She was tr	8/5/2013	McKissick	8/5/2013	Local Age	Incident repo	(850) 606-8307	
13-601	Open	8/2/2013	Fraud	Client returni	Client is excl	06 Browa	07		8/2/2013	Tranchan	8/2/2013	Publix	Craig Schlach	(954) 721-7800	
13-602	Open	8/2/2013	Fraud	Appeared to l	Selling Enfar	13 Dade	33	Listed two	8/2/2013	Tranchan	8/2/2013	Craigslis	Additional ph	(305) 205-3226	

First Previous Next Last Search

Record: 1 of 736 No Filter Search

- Invest in Accumulation of Data
 - Manual: Over 855 Cases
 - EBT: Daily Redemptions
- Continual Accumulation of “Intelligence” & Data Mining

SUMMARY

- Prevention of Abuse & Fraud
 - Prevention More Effective
 - *Enforcement Useful if Needed*
 - Community Cooperation
 - Everyone has a Stake in Success - Compliance
 - Every Can on Craigslist is One Less “Sale”
- Critical & Effective Analysis
 - EBT & Data Mining in Detail
 - Trends & Prescriptive Conduct
 - Continuous Process Improvement

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