

Mobile Technology for WIC

2017 NWA WIC Technology Conference

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Why an app?

It is really, really hard to shop for WIC foods

And eWIC only solves part of the problem.

The eWIC Revolution

- ✓ No more paper checks
- ✓ Redeem food as needed
- ✓ Shop at multiple stores
- ✓ Streamlined Checkout
- ✓ Less Stigma

Nobody
wants this.



In some ways ...

It can be more frustrating to shop using eWIC than with checks

- ✓ What benefits do I have left?
- ✓ The Point of Sale *enforces precision*
- ✓ No more "Gray Area"

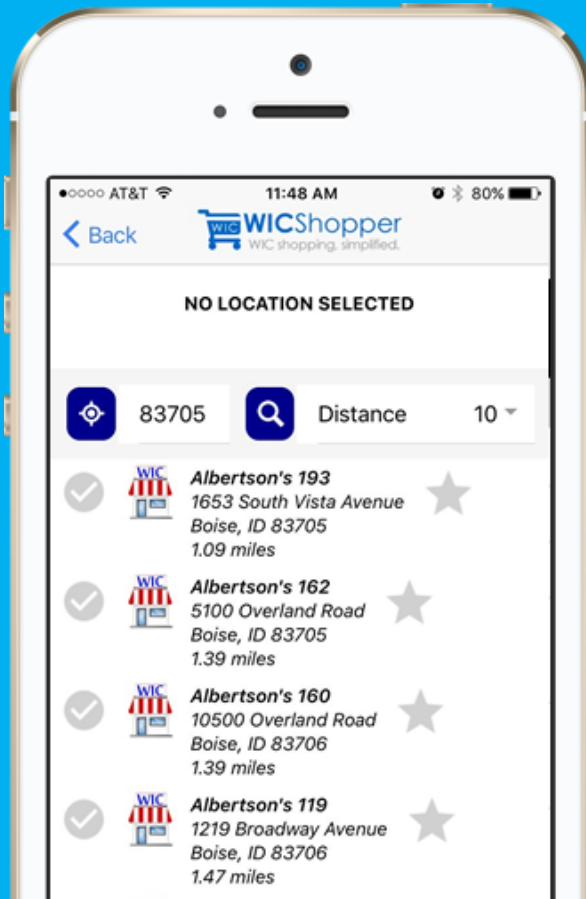
*"I always keep my last
receipt!"*

Said no Millennial ever...

Objective we started with:

Simplify the shopping experience.

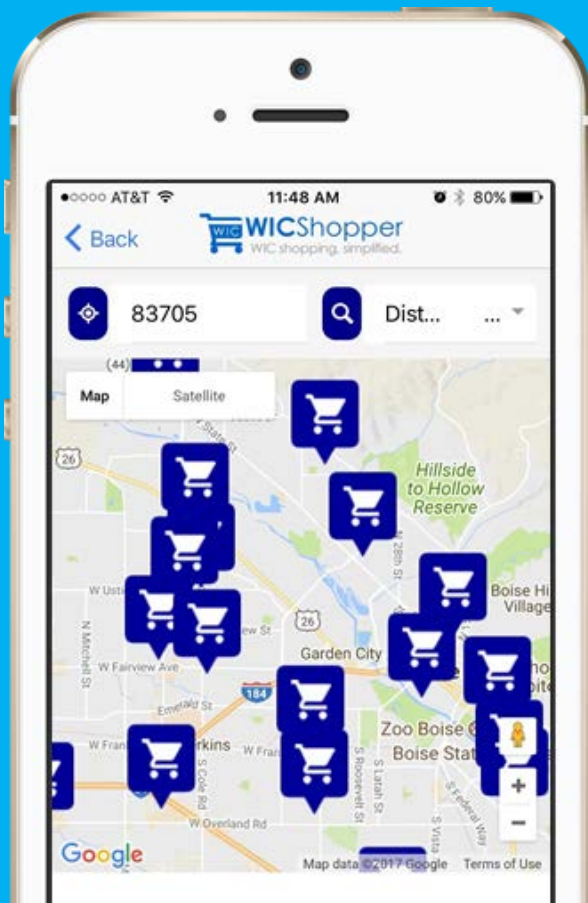
Locate Stores...



✓ Where to shop

✓ WIC Office Locations

And clinics

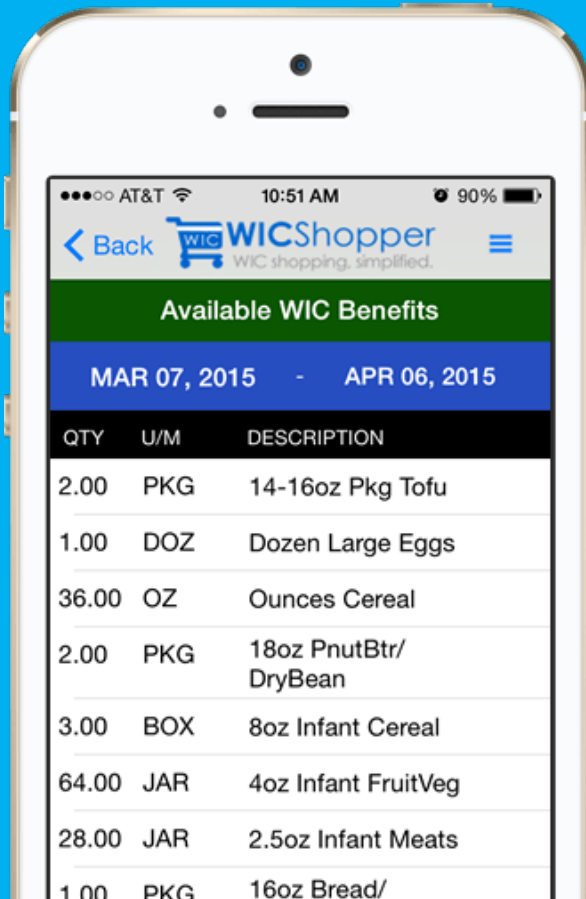


✓ Where to shop

✓ WIC Office Locations

What do I have?

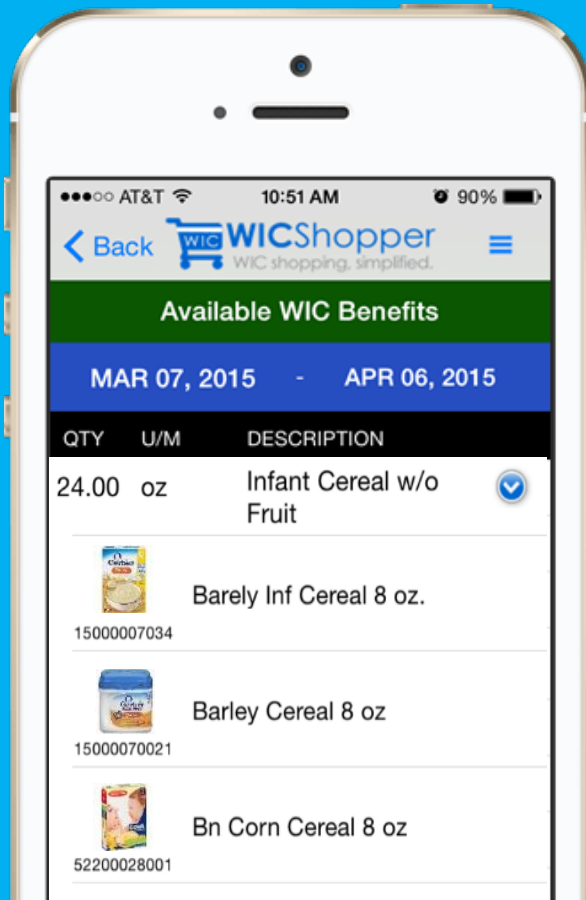
Download and
display participant
benefits.



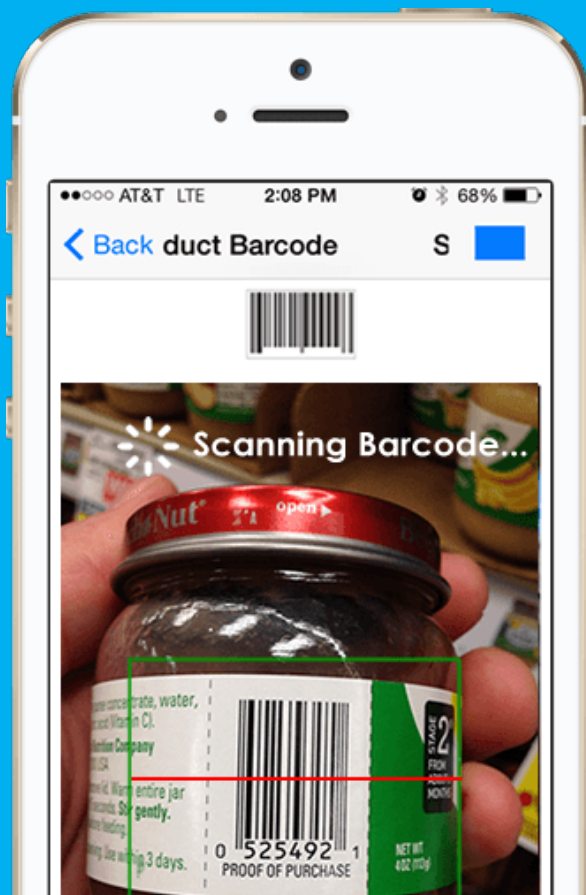
The image shows a smartphone screen displaying the WICShopper app. The status bar at the top shows AT&T, 10:51 AM, and 90% battery. The app header includes a 'Back' button, the WICShopper logo, and a menu icon. Below the header, a green bar indicates 'Available WIC Benefits' for the period 'MAR 07, 2015 - APR 06, 2015'. A table lists the available benefits with columns for QTY, U/M, and DESCRIPTION.

QTY	U/M	DESCRIPTION
2.00	PKG	14-16oz Pkg Tofu
1.00	DOZ	Dozen Large Eggs
36.00	OZ	Ounces Cereal
2.00	PKG	18oz PnutBtr/ DryBean
3.00	BOX	8oz Infant Cereal
64.00	JAR	4oz Infant FruitVeg
28.00	JAR	2.5oz Infant Meats
1.00	PKG	16oz Bread/

Once at the store...

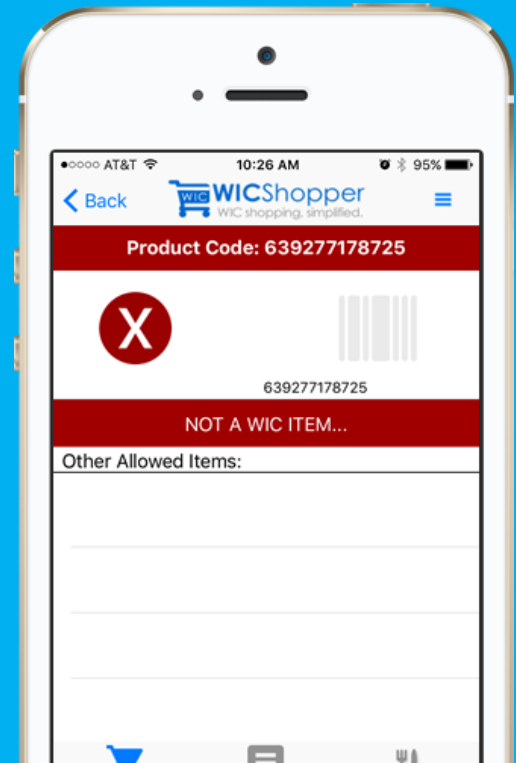
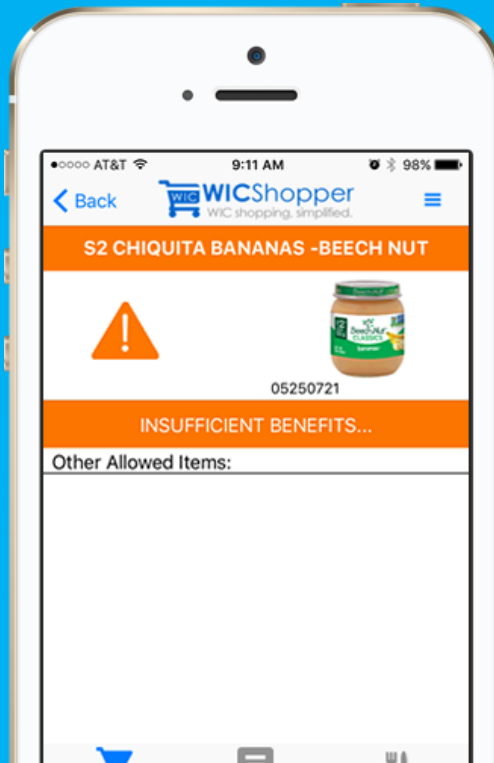
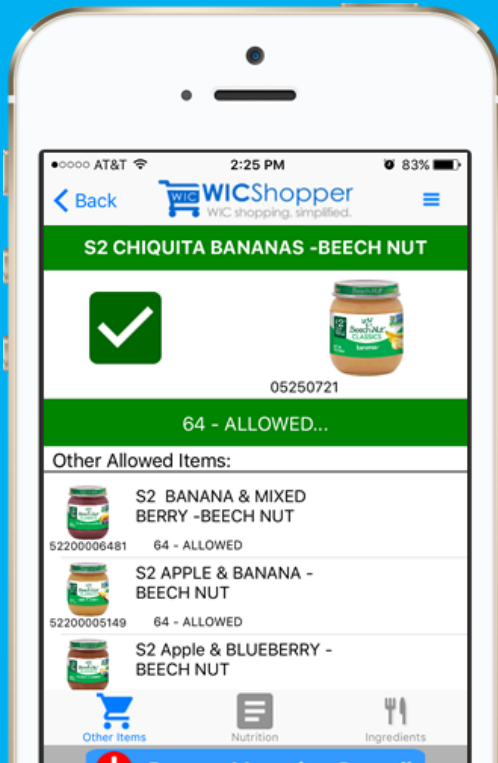


Display the
products that are
available for *your*
prescription



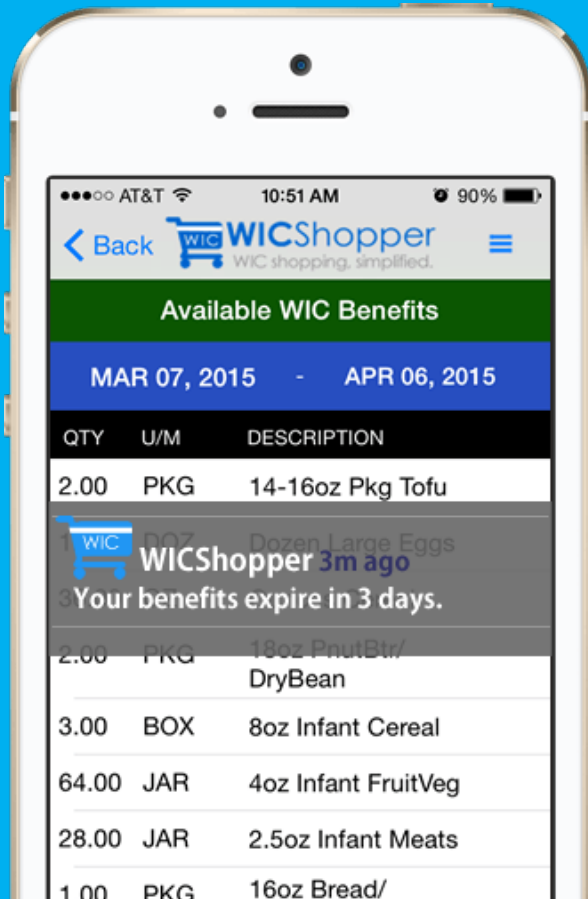
Scan
products to
verify WIC
eligibility.

Possible results...



Notifications

"Pssst - Your benefits are about to expire..."



Reactions to
these features?

Participants use **WICShopper**
each time they shop

On average, over 3 shopping trips per
month per family.

650,000

Registered Families

1,150,000

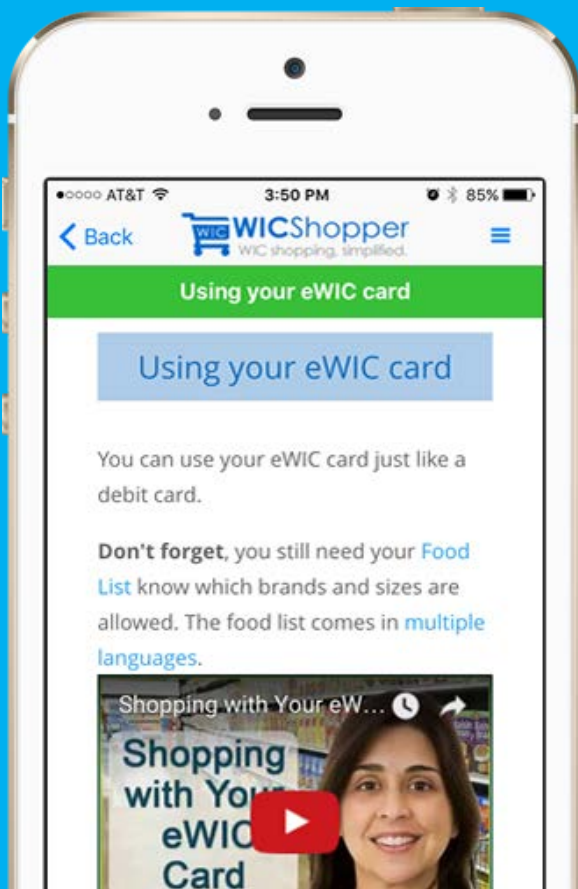
Shopping trips per month

35,000 – 55,000

unique families use **WICShopper daily.**

Over a **million**
opportunities each month
for WIC to **engage**
participants.

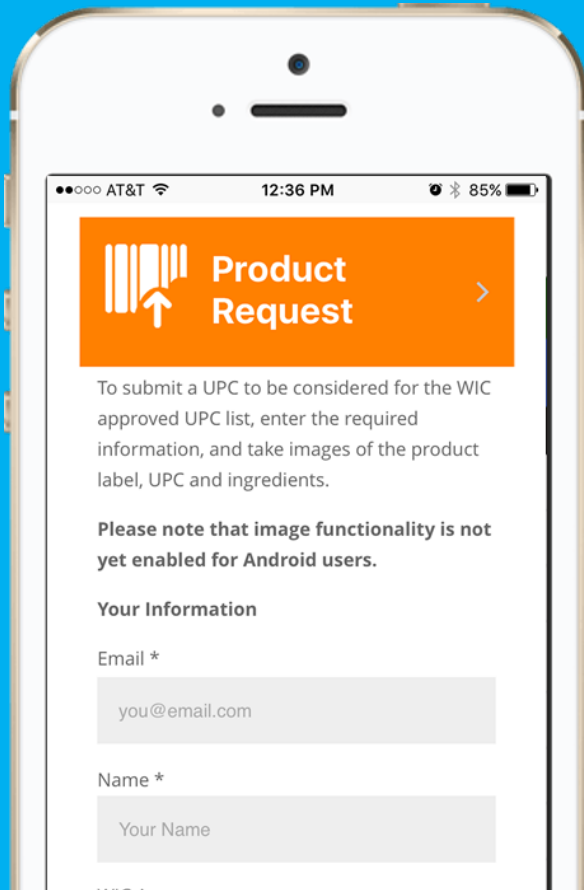
GET HELP!



Videos from WIC agencies to teach Participants how to shop with eWIC and what to do if you lose your card.

I can't buy this!

Crowdsource APL corrections



The image shows a smartphone screen displaying the 'Product Request' form. The status bar at the top shows 'AT&T', '12:36 PM', and '85%' battery. The form has an orange header with a barcode icon and an upward arrow. Below the header, there is a paragraph of instructions, a note about image functionality, and two input fields for 'Email' and 'Name'.

Product Request >

To submit a UPC to be considered for the WIC approved UPC list, enter the required information, and take images of the product label, UPC and ingredients.

Please note that image functionality is not yet enabled for Android users.

Your Information

Email *

you@email.com

Name *

Your Name

www.EBTShopper.com

Interactive Food Lists

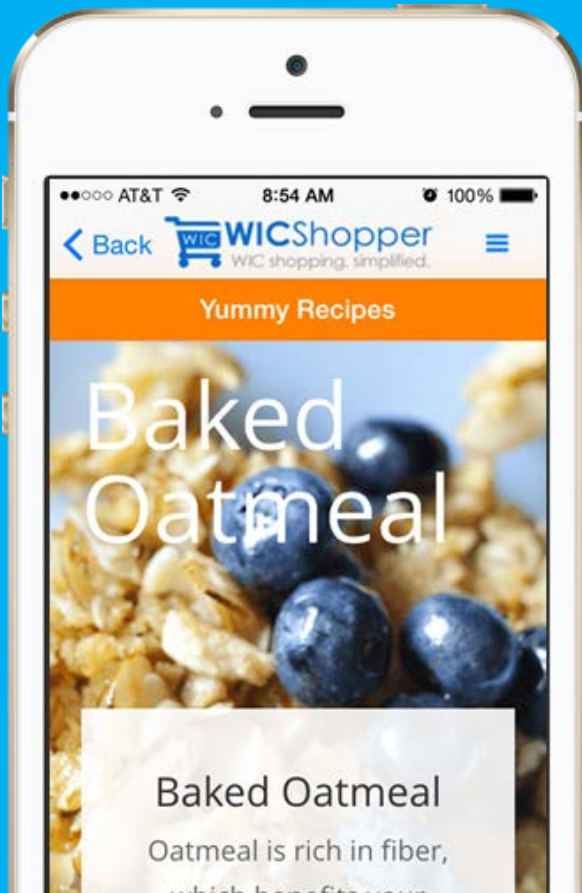
We redesign food lists to look beautiful on mobile and make sure participants have it every time they shop.



www.EBTShopper.com

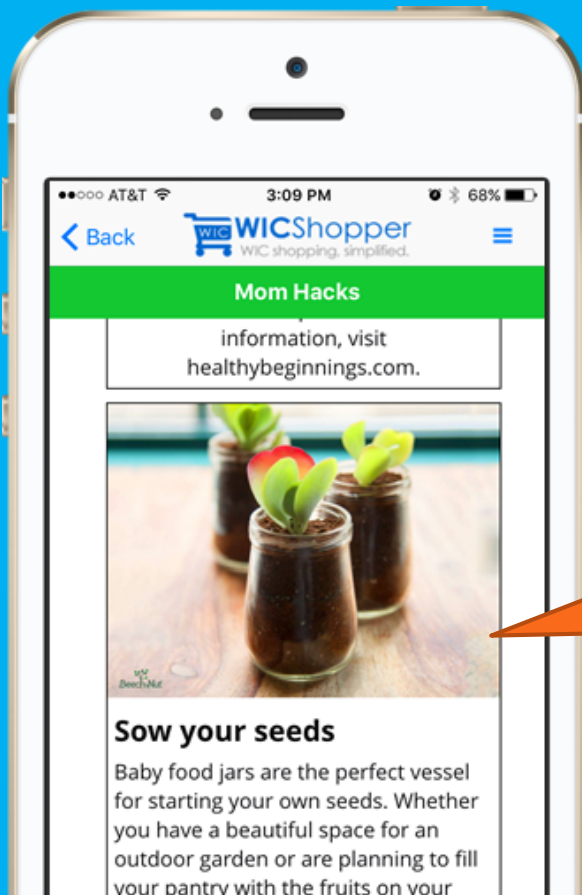
Recipes

Educate participants
on ways to prepare
their WIC foods



www.EBTShopper.com

Life Hacks

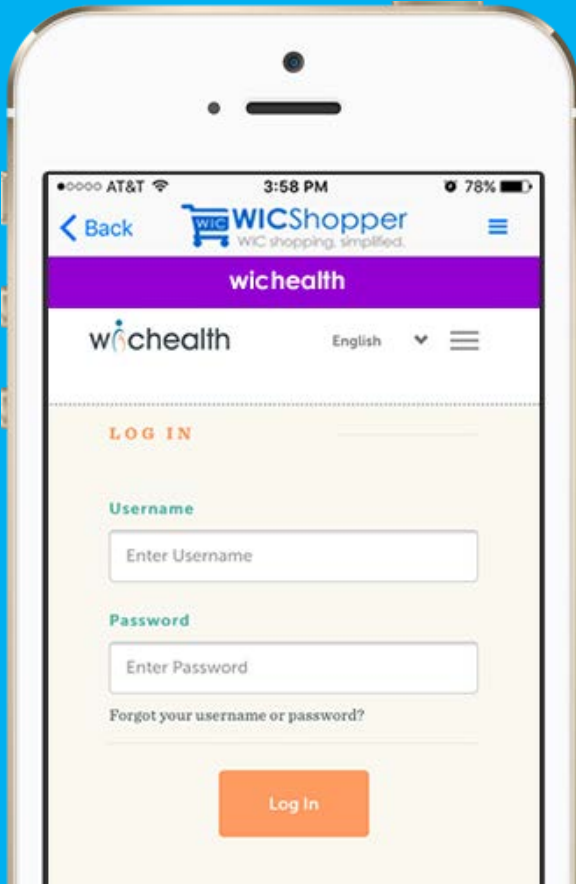


Fun tips to help
and engage
clients

www.EBTShopper.com

Education

Launch 3rd party services



www.EBTShopper.com

Notices



Recall – Frozen Produce

Frozen Vegetable Recall

National Frozen Foods is voluntarily recalling frozen peas and frozen mixed vegetables because they have the potential to be contaminated with *Listeria monocytogenes*, an organism that can cause serious and sometimes fatal illness in very young children.

www.EBTShopper.com

Mobile devices can be used as a 'Palette'


- Food Packages
- Announcements
- Recall Notices
- Family Health
- Survey Participants
- Life Hacks, etc.
- Domestic abuse




AT&T 4:32 PM 49%

WICShopper
WIC shopping, simplified.

Starting \$8.00 Remaining \$1.29



Name	\$/lb	lb	\$	
Tomato	0.99	2.0lb	\$1.99	✓
Product 2	2.49	1.5lb	\$3.73	✓
Product 2	1.49	2.0lb	\$2.98	✓

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	

Coming Soon

Produce Calculator
Ounces Calculator

www.EBTShopper.com

Coming Soon

Off-line functionality

Future Benefits

Lost card / PIN Reset

Appointment Reminders

Too Small To Fail



Talk!
Read!
Sing!

Objectives then:

Simplify WIC shopping.

Objectives now:

Deliver the tools participants need to thrive in the WIC program.

Resulting in:

- ✓ **Increased** redemption.
- ✓ **Reverse** declining participation by making WIC less complex.
- ✓ **Retain** participant long enough to meet nutritional objectives WIC has prescribed



Thank you!

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