

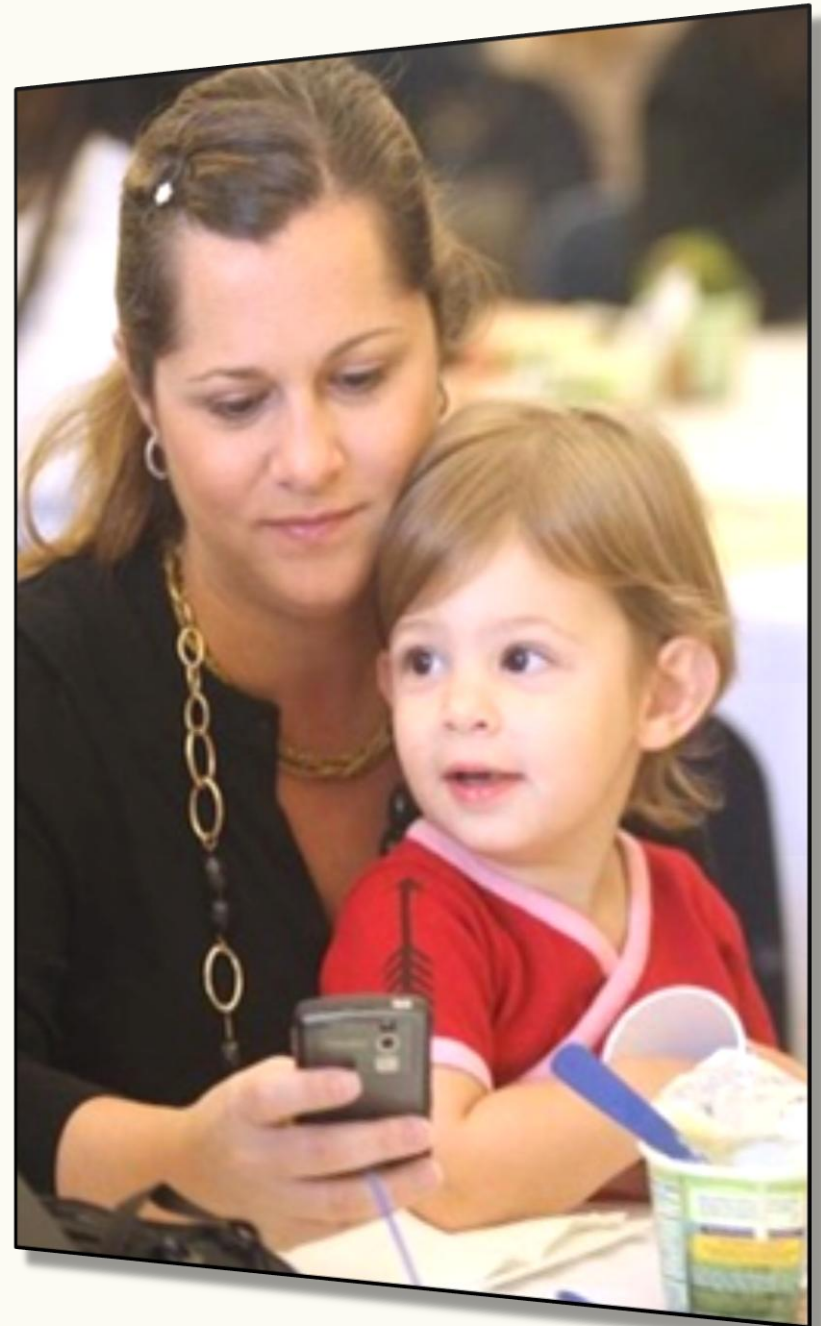
Connecting Technology to Clients: MyWIC App



Julie Scott
The Chickasaw Nation

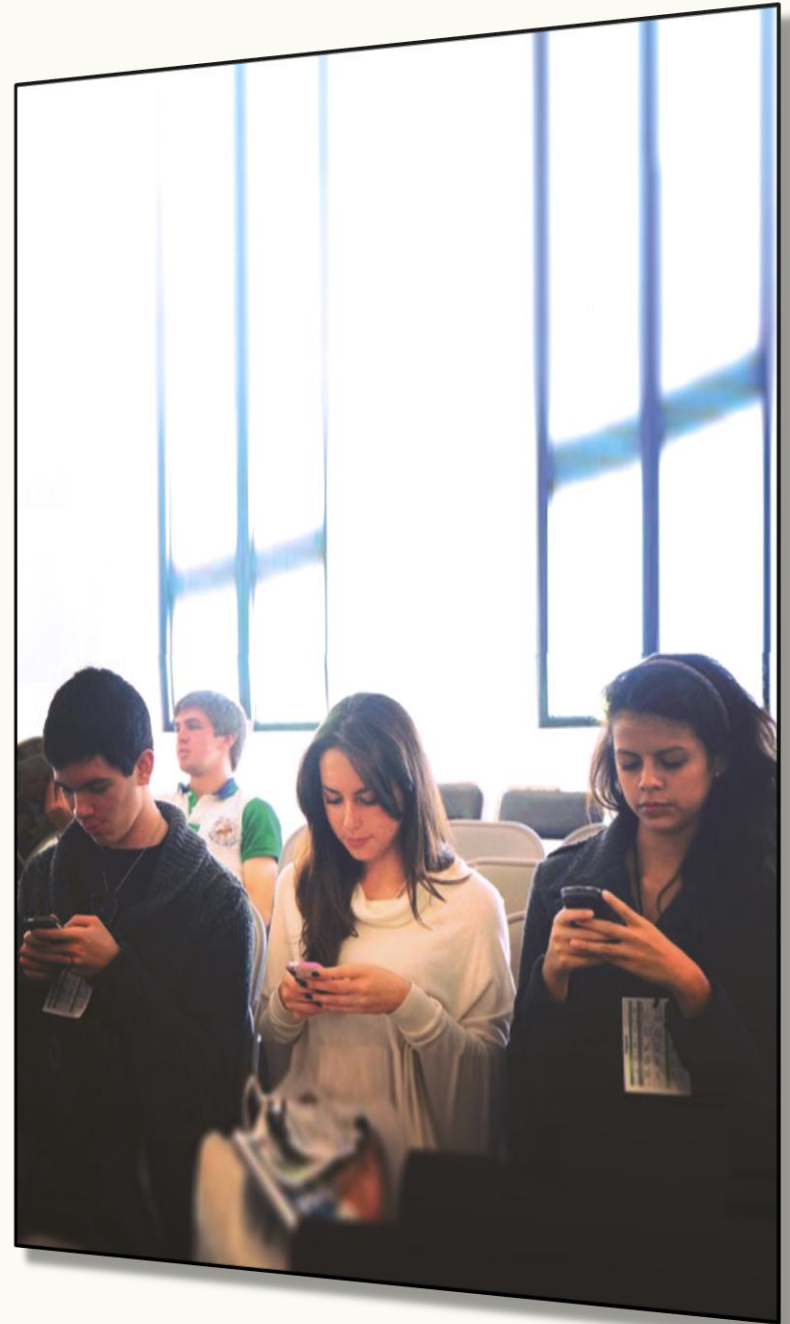
An Opportunity

- 80% of WIC moms have a smartphone
- *85%* of moms use social media
- Moms check their phones **41x** *per day*.
- Moms visit WIC clinics 6 times per year.



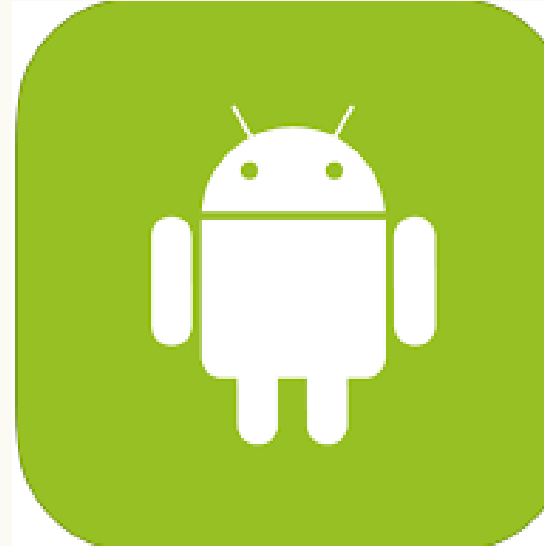
Preparing for the Future

- The Millennial moms are here.
- In 2 years, new WIC moms will be born after the year 2000.
- This generation is highly mobile. We want to meet them halfway.



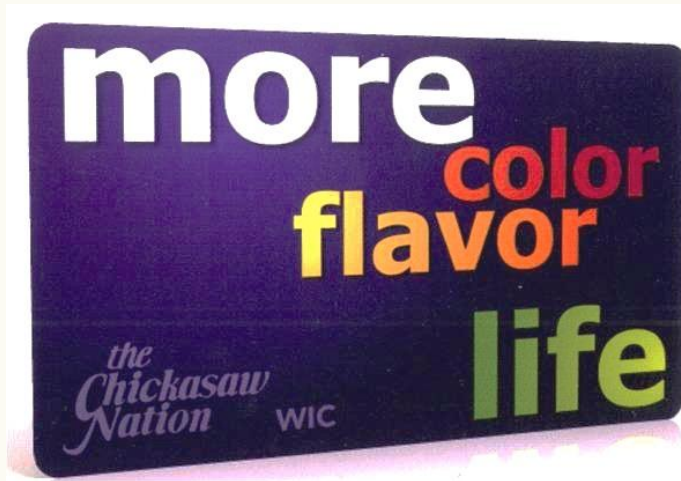
Project Goal: Both Common Platforms

Available on iOS and Android platforms



Project Goal: A Seamless User Experience

The app branding matches the WIC card experience



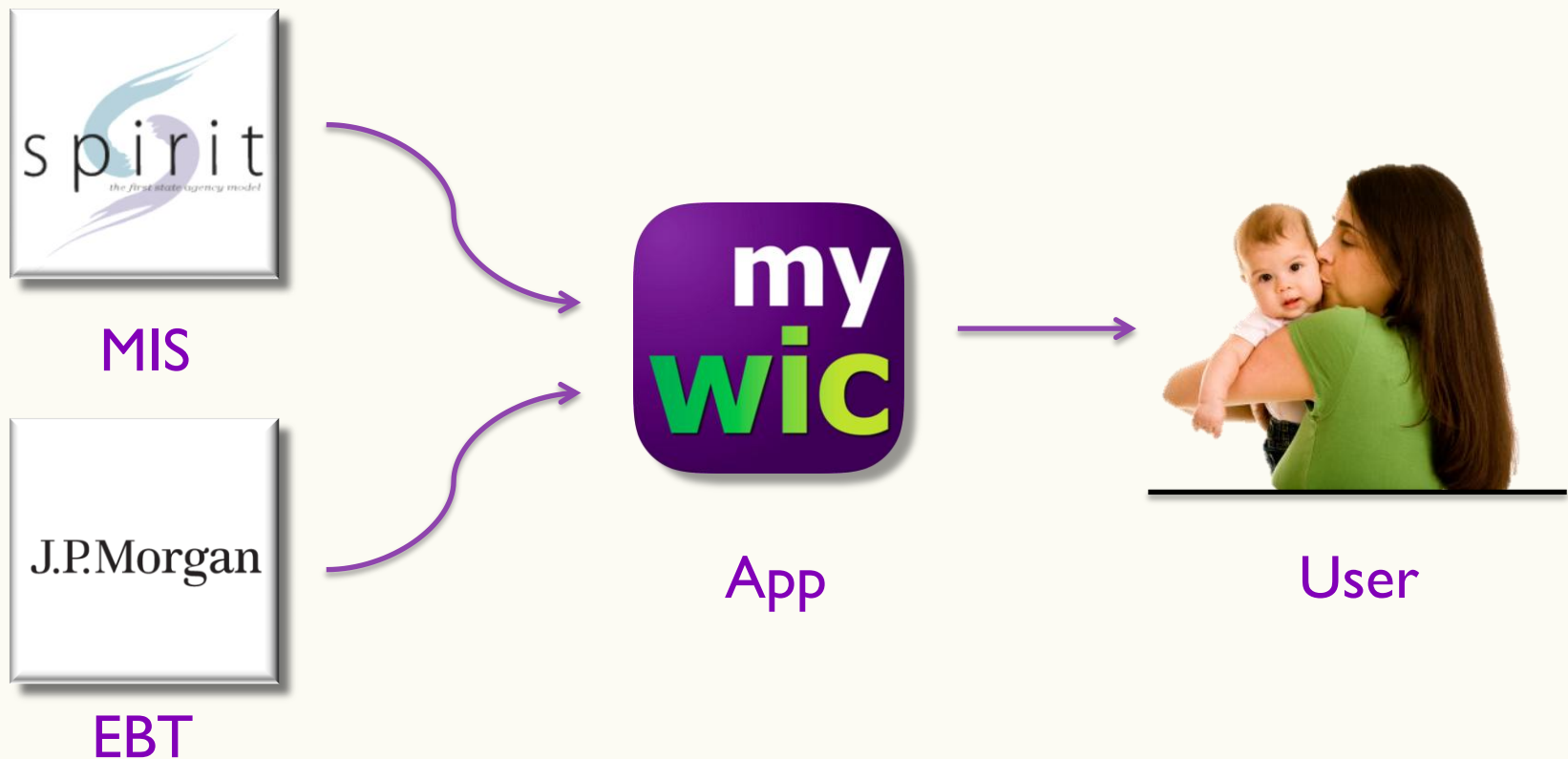
EBT Card



App Branding

Project Goal: Connect EBT and MIS

The app matches EBT data with personal account information



Project Purpose: Better WIC Experience

- Check balance any time
- Browse products available to them
- Scan barcodes in the store
 - WIC Approved?
 - In my balance?
- Next appointments



ENDING BALANCES
ACCOUNT # *****2346
Start: 03/01/2013, End: 03/31/2013
0.00 GAL MILK SKIM 1/2% 1% 2%
2.00 QT MILK SKIM 1/2% 1% 2% QT
0.00 LB CHEESE
0.00 DOZEN EGGS-A OR AA LARGE/MED/SM
0.00 CTNR JUICE 64 OZ &/OR 16 OZ FR
0.00 CTNR JUICE 48 OZ &/OR 12 OZ FR
72.00 OUNCE CEREAL
2.00 ITEM DRY OR CAN BEANS/PEANUT B
0.00 CAN SIMILAC ADVANCE PWD 12.40
0.00 LB BREAD/TORTILLAS/RICE/OATH
0.17 VALUE FRUIT & VEGETABLES-CVB

Easy Registration

- EULA
- Verify identify with phone number and birthday
- Create secure user account and password

my
wic

CREATE ACCOUNT

LOG IN

*the
Chickasaw
Nation*

Real-Time Balance

- Balance is updated in real-time
- Shows actual product images
- Products sorted by category

my
wic

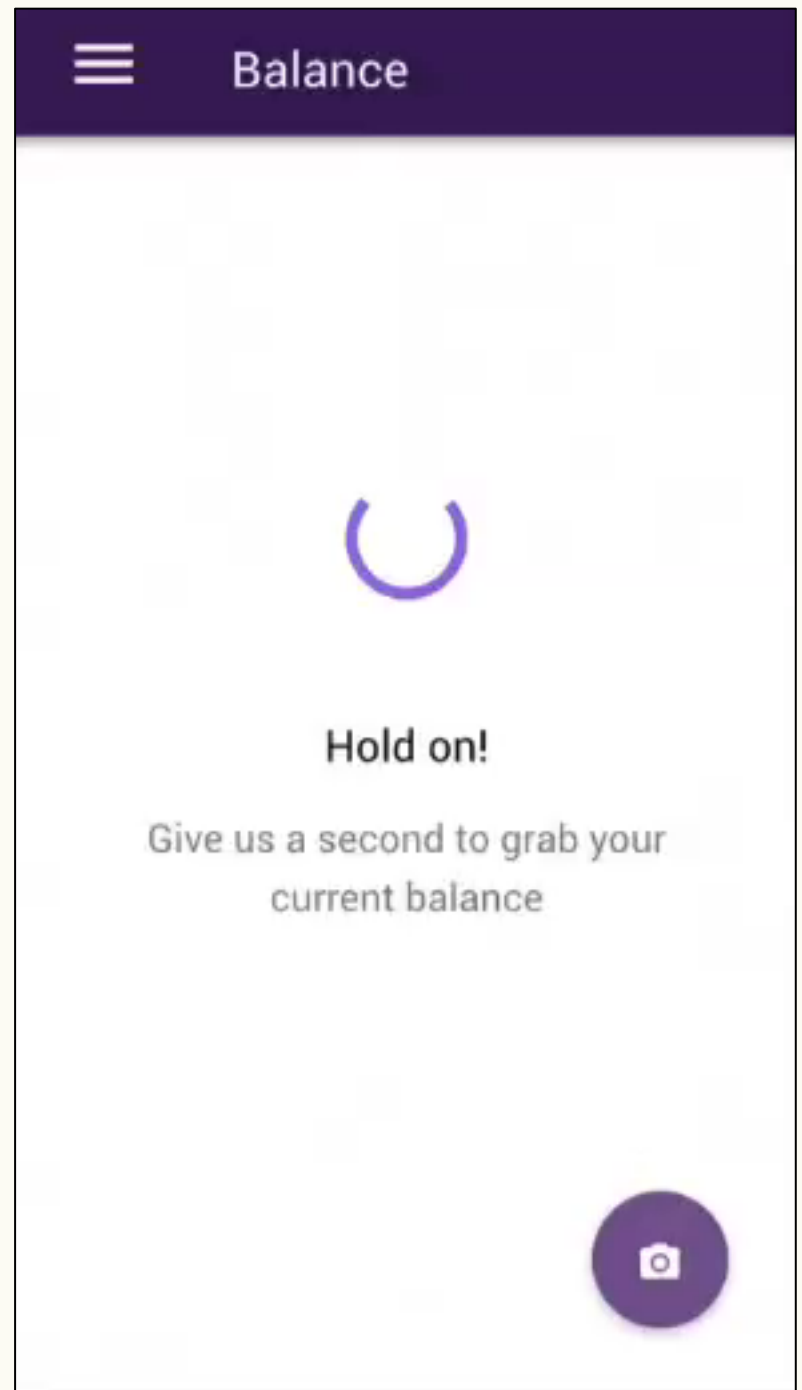
CREATE ACCOUNT

LOG IN

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Barcode Scanning

- Scan products in-store
- See instant approval status
- Get product details



Steps to Success

- Funding from FNS
- Contracted with Mobile Benefits (QuickWIC)
- Worked the project
 - Requirements
 - Development (3 contractors)
 - Testing
 - Awaiting approval for launch

my
wic

Rollout Next Month!



**Another great
app for you!**

With the MyWIC app you can:

- Check your next appointment date
- Scan foods in the store if you're unsure
- Check your benefits balance

Download it for free now!



App Vendor: QuickWIC

The app was made by QuickWIC

 QuickWIC

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