

2015 NWA
TECHNOLOGY &
INTEGRITY
CONFERENCE



HOW TO GET THE MOST OUT OF YOUR WIC DATA

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MI-WIC & EBT

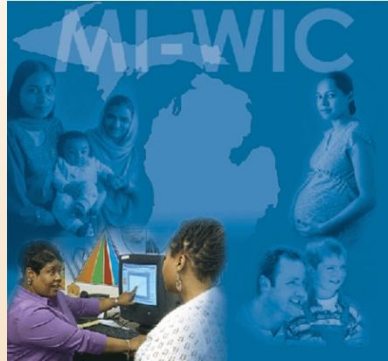
1. MI-WIC & EBT

2. Program Management

3. Vendor Management

4. Client Redemption
Patterns

5. Program Integrity



MI-WIC (Management Information for WIC) Michigan's Client Eligibility System:

- Implemented Statewide in May 2009
- Web-based application
- Interfaces with many external systems
- 3 Sigma Software

EPPIC (Electronic Payment Processing Information Control) Michigan's EBT system:

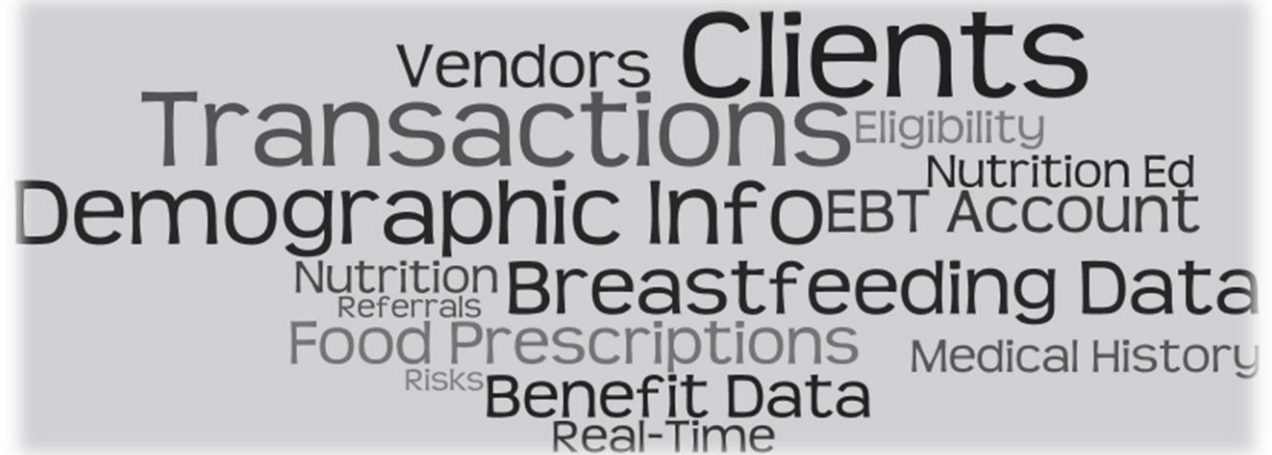
- Implemented Statewide in November 2008
- Online technology
- Real-time interface to MI-WIC
- Processes client benefits, pays the retailer
- The Xerox Company



Data Mining

- Michigan data includes nearly all aspects of the WIC program.
 - The data collection process begins on-site at one of over 200 WIC clinics, and continues as clients redeem their benefits at any of nearly 2,000 WIC authorized vendors statewide.
- In September 2015, Michigan served **251,183** active WIC Clients.

What can we do with all of that data?



1. MI-WIC & EBT

2. PROGRAM
MANAGEMENT

3. VENDOR
MANAGEMENT

4. CLIENT
REDEMPTION
PATTERNS

5. PROGRAM
INTEGRITY

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Informed Program Management

- Balancing client food preferences with food availability in stores, manufacturer changes, and USDA regulations.
- Evaluate the effectiveness of Nutrition Education
 - Increasing clients stage of change
 - Evaluating effect of Nutrition Education on actual transactions.
- Understand trends among clients and vendors.



Measuring the Efficacy of Nutrition Education

1. MI-WIC & EBT

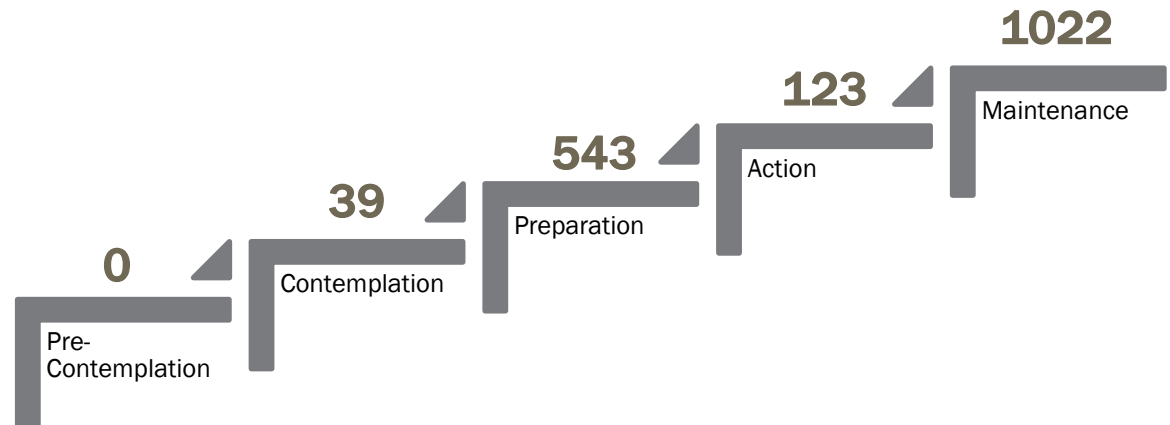
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Clients Stage of Change Before Whole Grain Nutrition Ed



Stages of change for clients who took WICHealth.org
Whole Grains Nutrition Education from 01/2015 – 7/2015

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MANAGEMENT

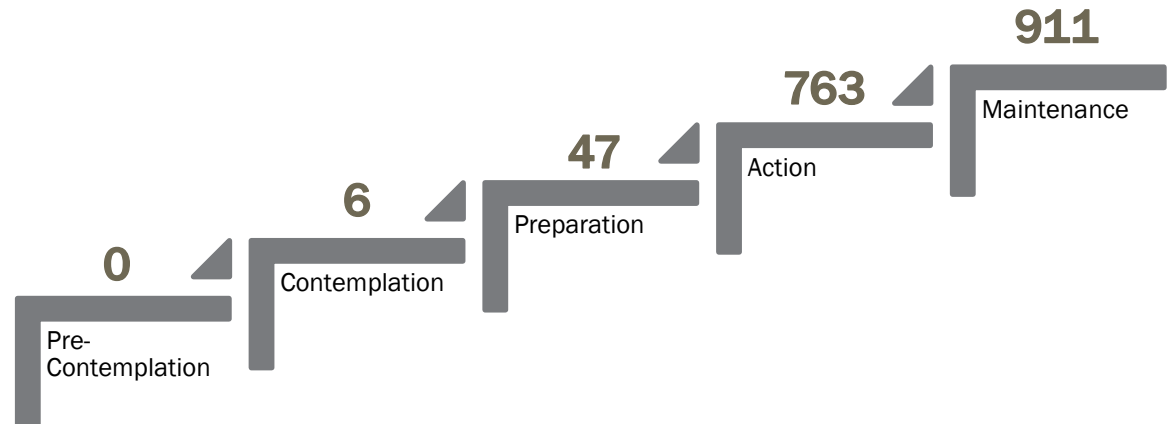
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Measuring the Efficacy of Nutrition Education

After Whole Grain Nutrition Ed



Stages of change for clients who took WICHealth.org
Whole Grains Nutrition Education from 01/2015 - 7/2015

Vendor Distribution across State

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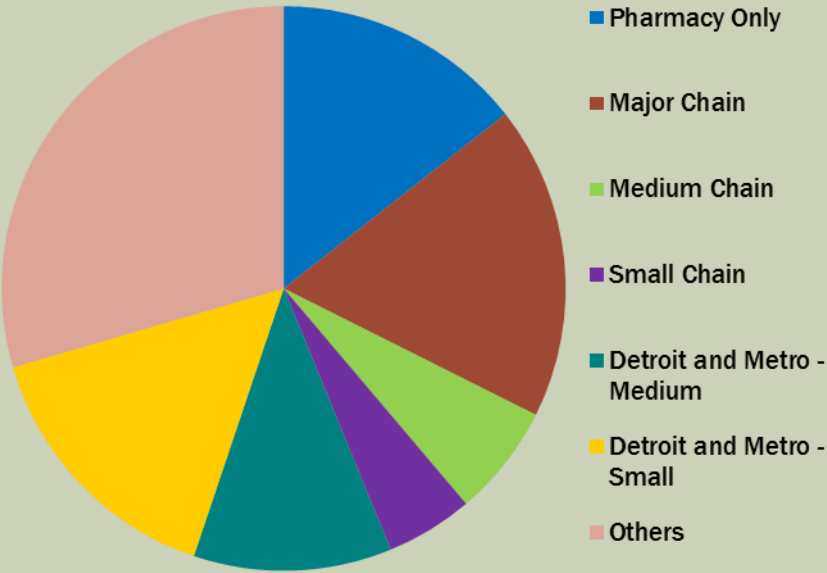
5. PROGRAM
INTEGRITY

Store Type	Rural	Urban	Total	Detroit	Metro
Pharmacy Only	5	260	265	35	11
Major Chain ¹	4	327	331	2	19
Medium Chain ²	13	105	118	0	11
Small Chain ³	12	80	92	0	5
Detroit and Metro – Medium ⁴	1	208	209	140	32
Detroit and Metro - Small ⁵		282	282	92	68
Other small vendors	134	409	543		
Total	169	1671	1840	269	146

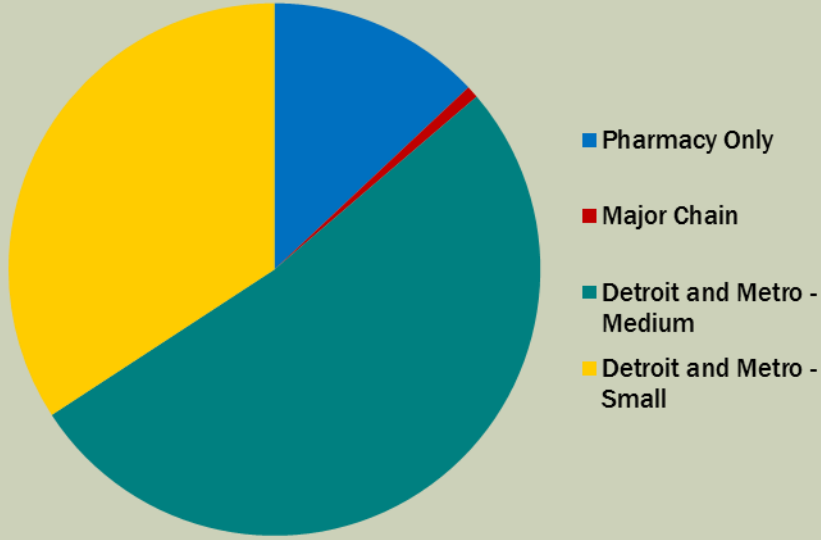
1. 60 or more outlets
2. 8 - 59 outlets
3. 2 - 7 outlets
4. 3 or more registers
5. 1 or 2 registers

Vendor Distribution across State and Detroit

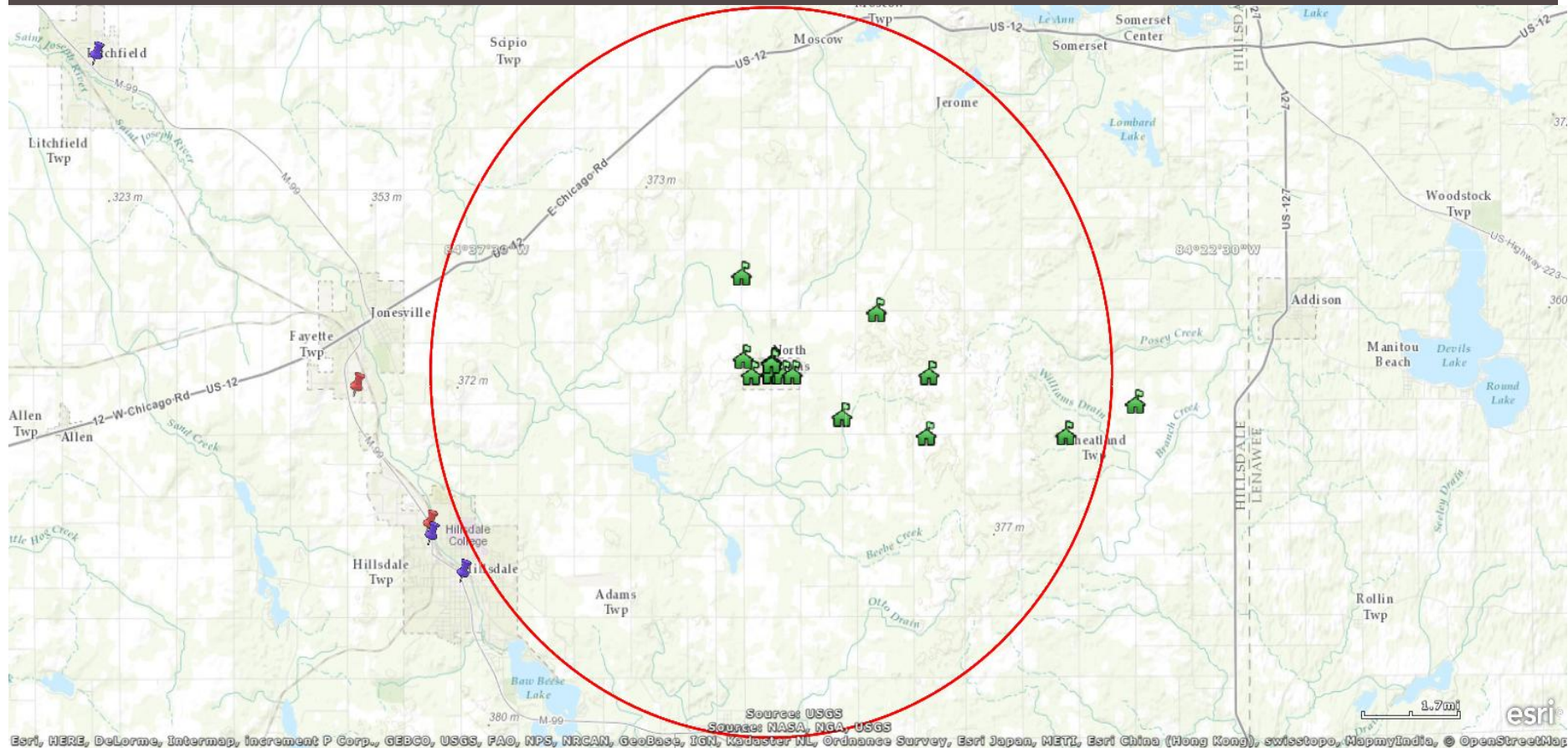
Statewide Vendor Distribution



Vendor Distribution in Detroit



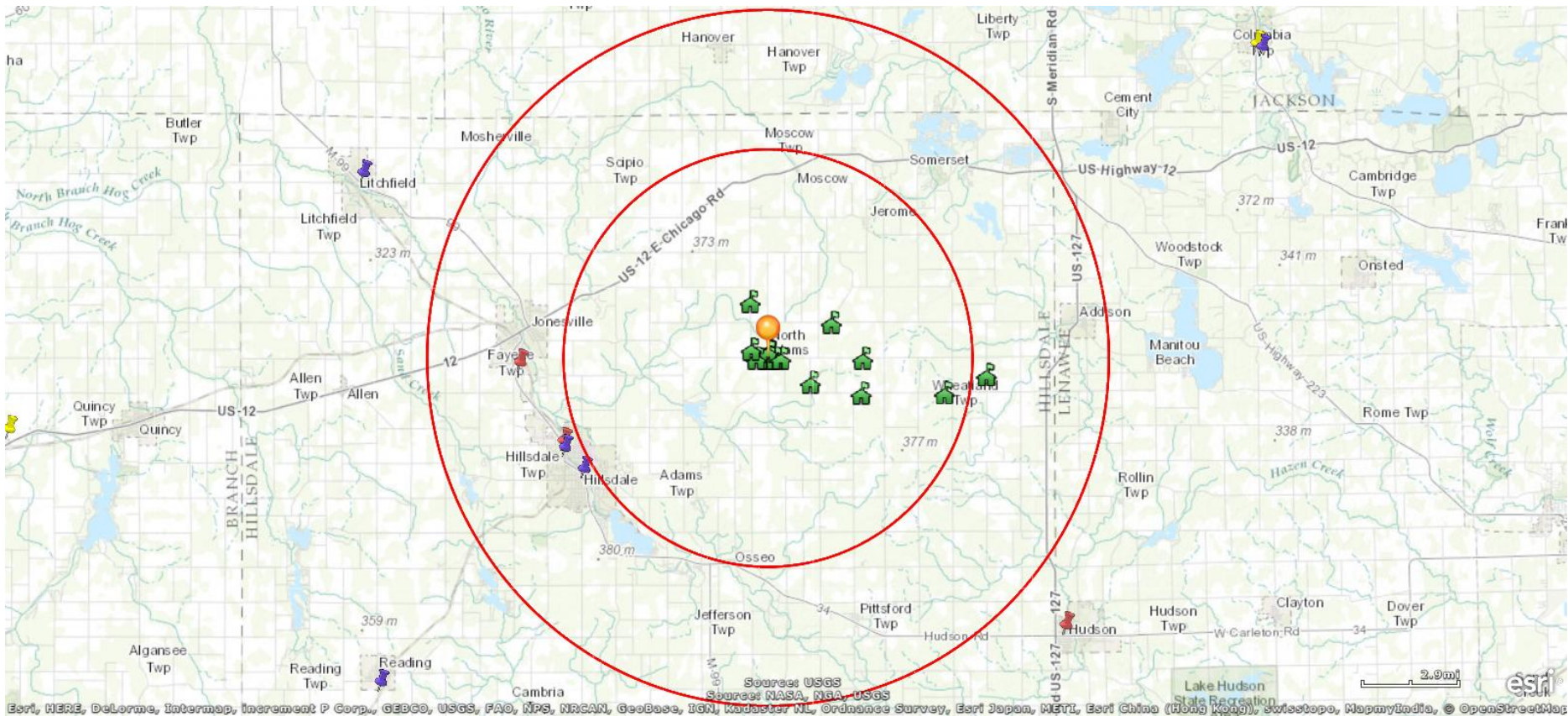
6 MILES



Number of families: 17
Active participants: 27
Age range: 2 mo. - 20yrs.

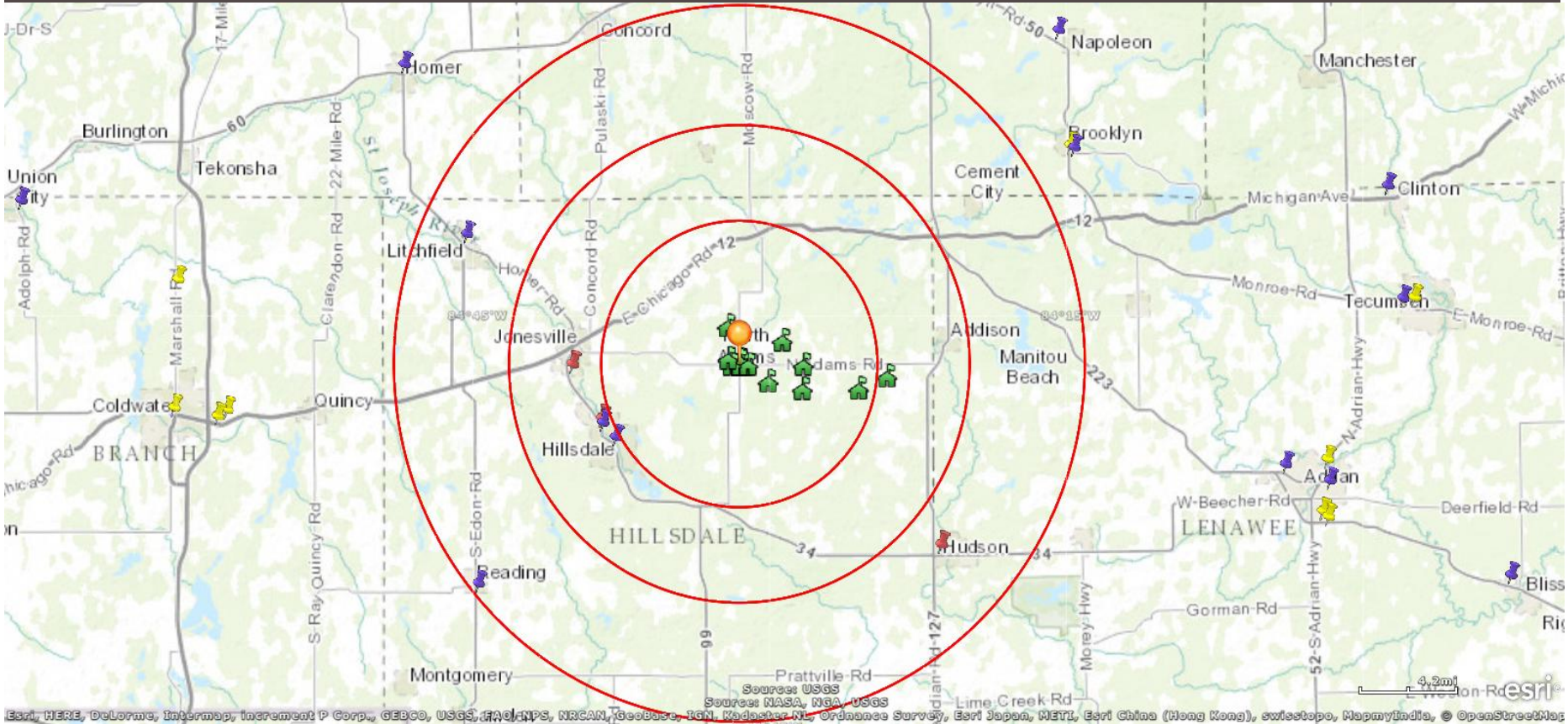
Green Houses= Active Families living in North Adams, MI
Red push pins = 90% of redemptions occur at
(Walmart, Kroger, and Bob's Market House)
Yellow push pins = Major chain stores
Purple push pins = Smaller stores

10 MILES



The average miles driven by the 17 families to redeem WIC benefits was 23.8 miles round trip per shopping trip.

15 MILES



Esri, HERE, DeLorme, Intermop, Increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, Geobase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, NipponIndia, © OpenStreetMap

Miles from Center of North Adams, MI	Count of Authorized Vendors
6 Miles	0
10 Miles	4
15 Miles	3

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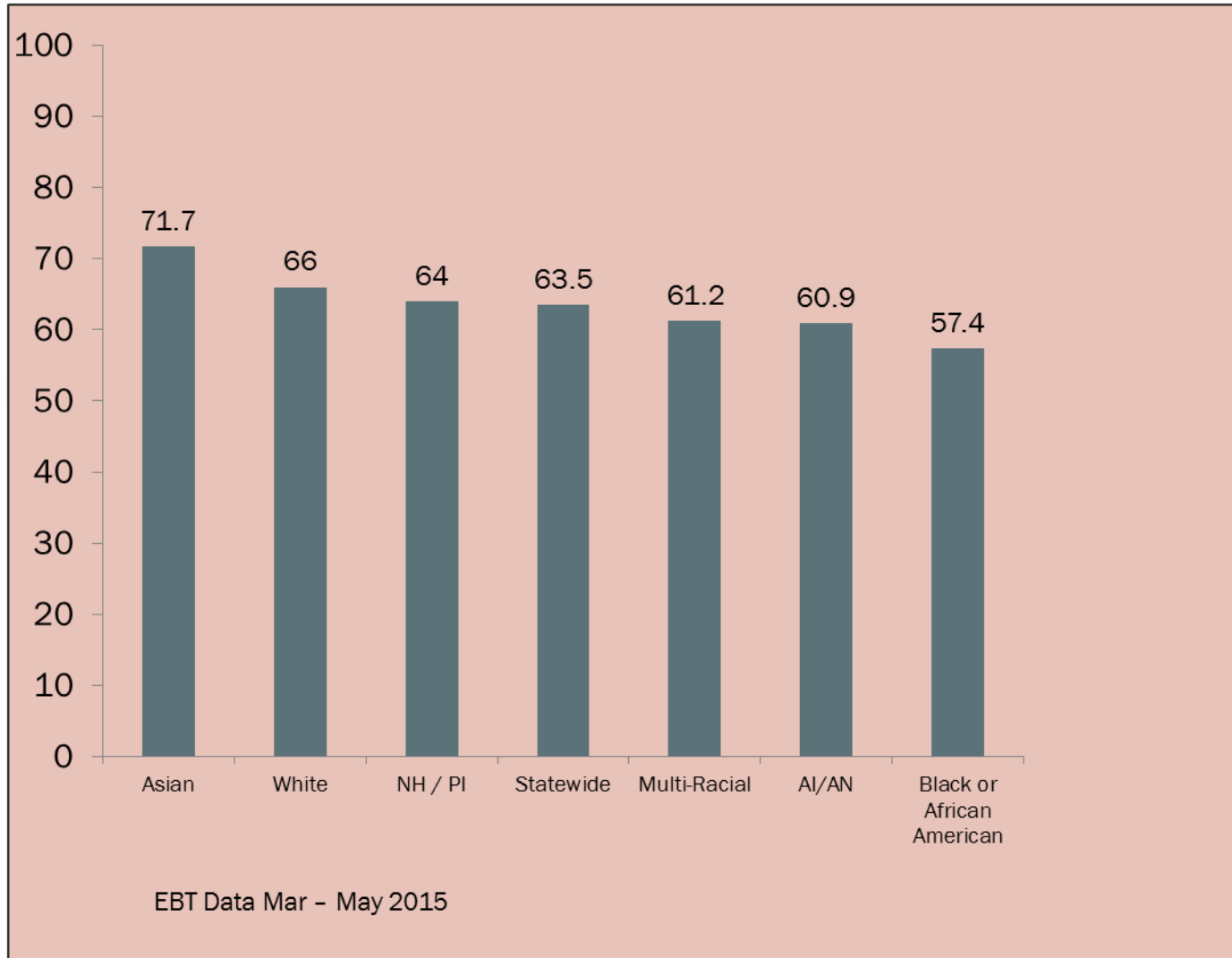
4. CLIENT REDEMPTION PATTERNS

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Client Redemption Patterns

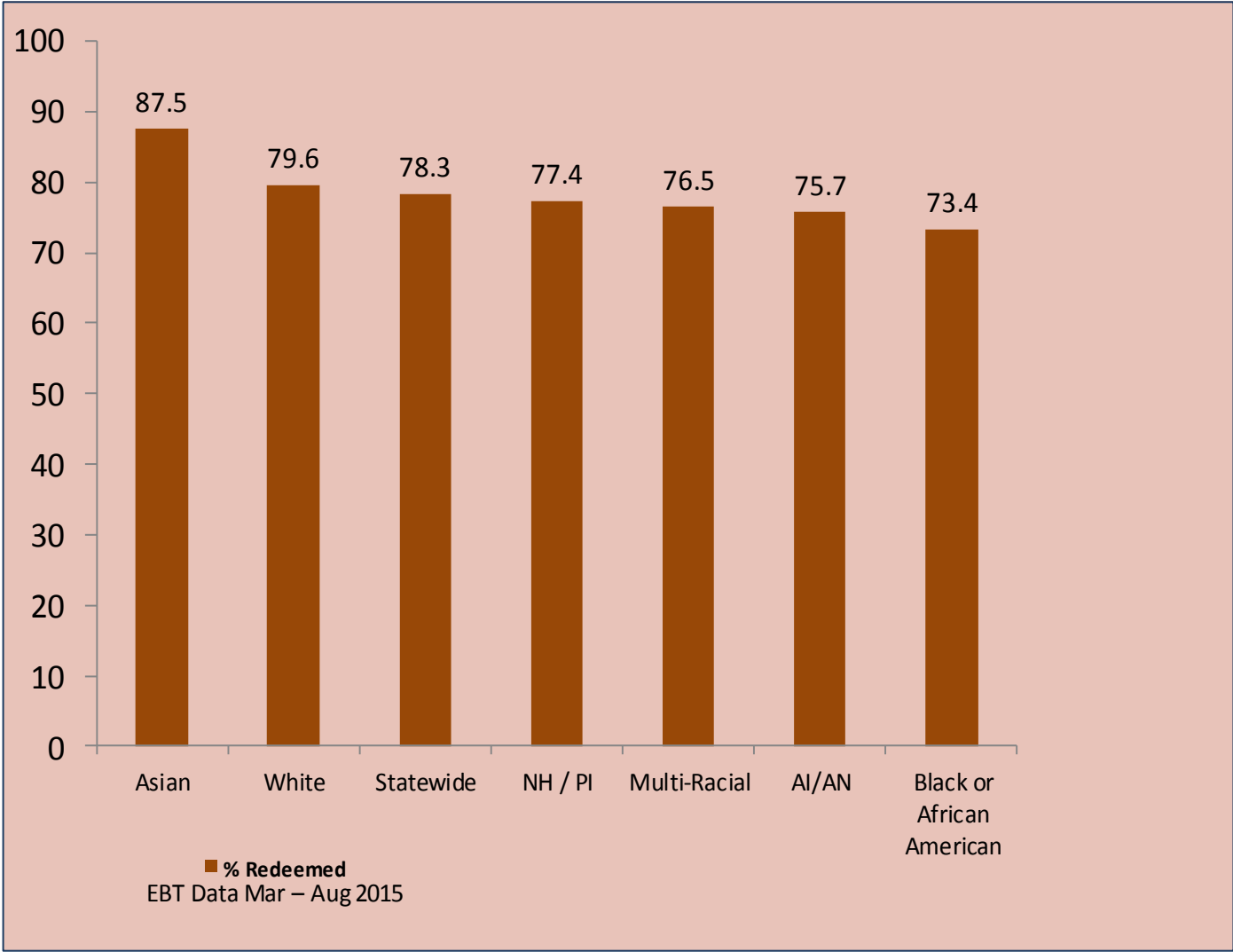
- Having the ability to look at client redemption patterns allows us to better understand our client preferences and needs.
- Areas of interest include:
 - Geographic variations in redemptions
 - Client obstacles
 - Popularity of specific product types

Michigan WIC Total Food Redemption Rate By Race



75.5% of WIC families are at or below 130% Poverty level.

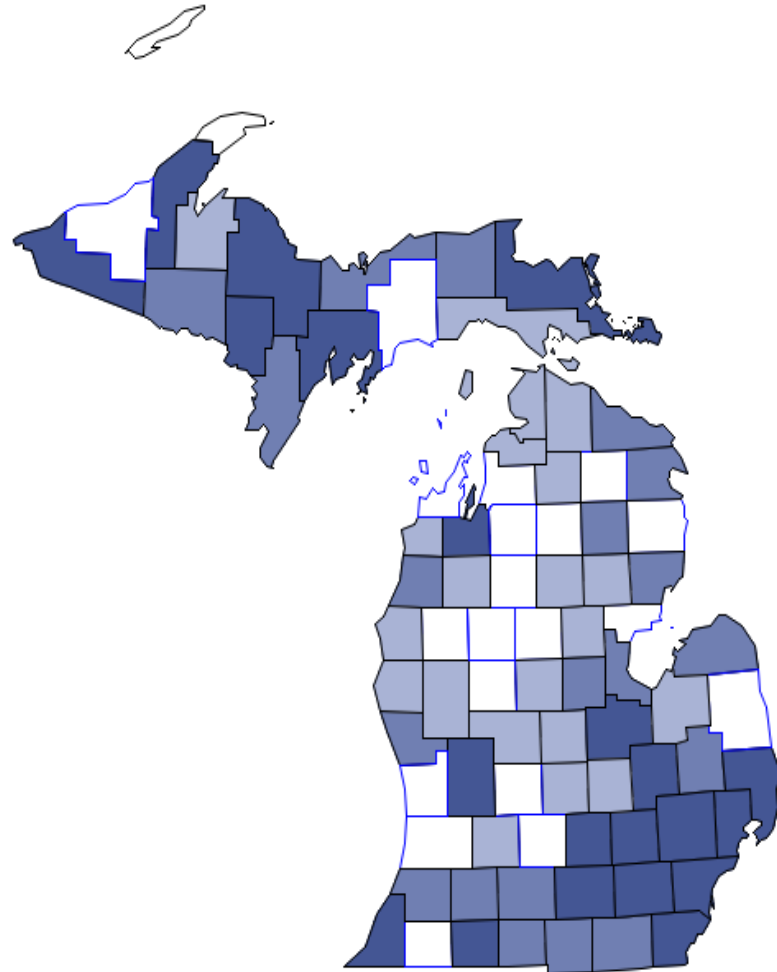
Michigan WIC FFV Redemption Rate By Race



Geographic Redemption Patterns

Fresh Fruits & Vegetable Redemptions

Jan. - June 2015, by County



% Redeemed (Mean) 57% - 74% 75% - 77% 77% - 81% 81% - 89%

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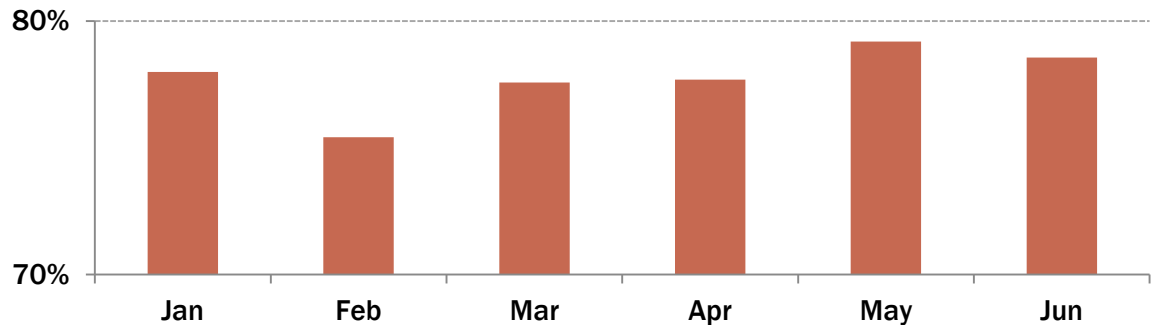
Geographic Redemption Patterns - FFV

Jan - Jun 2015

Top 5/ Bottom 5 Counties

Top 5		Bottom 5		
	Houghton	88.7%	Alcona	68.6%
	Monroe	85.0%	Leelanau	68.1%
	Wayne	84.9%	Montmorency	66.3%
	Washtenaw	84.1%	Missaukee	59.3%
	Marquette	84.0%	Schoolcraft	57.2%

Monthly Fresh Fruits & Vegetable Redemptions, 2015



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- 4. Client Redemption Patterns**
- 5. Program Integrity

Client Preference Patterns

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**95.7% of 12.5 oz
Enfamil Infant
formula redeemed**

Top 5 redeemed items				
Cat	Subcat	Description	Units	% Redeemed
01	001	Whole - gallon only	GAL	80.8%
54	000	Juice 64 oz	BTL	78.2%
03	000	Eggs	DOZ	76.8%
19	001	WIC Fresh Fruit and Vegetables	\$\$\$	76.2%
01	003	2% Milk - gallon only	GAL	75.8%

Least 5 redeemed items				
Cat	Subcat	Description	Units	% Redeemed
05	000	Cereal - All Authorized Adult	OZ	58.2%
06	000	16-18ozPnutBtr,lb Dry,15-16oz CnBean	JAR	51.6%
15	013	Soy Beverage	QT	51.2%
16	--	Other Milk		43.7%
13	000	2.5 oz Infant Meats	JAR	36.2%

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Client Preferences

Cheese Redemption by UPC

Jan - Jun 2015

	UPC	Product	PKG Size	# Sold
Top 5	0021000602698	Deli Deluxe American Cheese	LB	2,95,669
	0021000608430	Kraft Colby Monterey Jack Cheese	LB	72,536
	0719283662460	Meijer Colby Jack Cheese	LB	29,492
	00111110587374	Kroger Colby Jack Cheese	LB	22,523
	0021000608478	Kraft Cheddar, Extra Sharp Cheese	LB	18,514
Bottom 5	0736795300024	Laack's Finest Colby Cheese	LB	4
	0080364010303	Wisconsin's Finest Cheddar, Sharp Cheese	LB	3
	0070163010307	Dairy Fresh Colby Cheese	LB	3
	0042187021362	Best Yet Monterey Jack Cheese	LB	2
	0080364010600	Wisconsin's Finest Mozzarella Cheese	LB	2

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Program Integrity

- Identify abnormal issuance activity, which may point to potential fraud at the clinic level.
 - EBT Data can be used to identify vendors redemption patterns that indicate potential fraud
 - This allows better allocation of resources during investigations
- Inventory audit for vendors based on abnormal redemptions that may indicate possible fraud.
 - Identifying vendors that have an abnormally high redemption of high risk foods
 - High risk foods tend to be those foods that either expire quickly, have a high redemption value, or more likely used for fraud.
 - Formula
 - Gallon sized milk
- Unusual activity at the client level.
 - Clients travelling long distances to redeem at one store
 - Clients redeeming all benefits in one day or in one shot

Track Compliance with WIC Rules & Regulations

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Redemptions of Non-Rebate Formulas

Local Agency, July 2015

Local Agency Special Formula Report

Generated Date:
09/20/2015

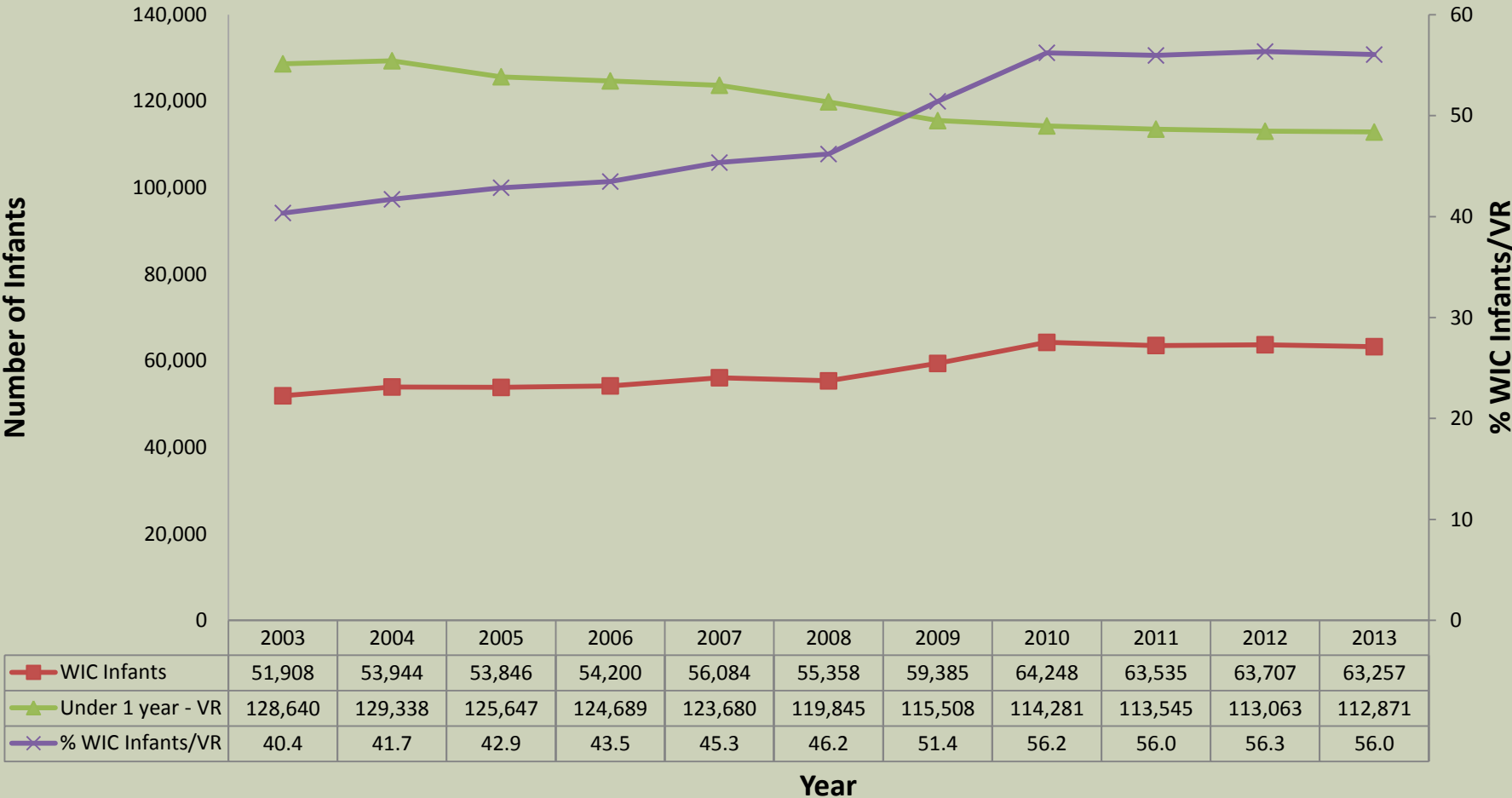
Year:2015 Month:July

LA	Formula Name	Size/Form	Sub Cat	Total QTY	Total Dollars
2	12.6 oz PWD Nutramigen Enflora LGG	12.6 Oz Powder	248	38	\$1,096.01
2	12.8 oz PWD Enfacare	12.8 Oz Powder	235	7	\$124.32
2	13.1oz PWD SIMILAC NEOSURE	13.1 Oz Powder	232	33	\$610.91
2	14.1 oz Pwd Elecare Jr	14.1 Oz Powder	74	14	\$780.92
2	16 OZ POWDER SIMILAC ALIMENTUM	1 Lb Powder	101	8	\$242.87
2	400 GM POWDER NEOCATE JUNIOR	14 Oz Powder	237	25	\$998.00
2	or BOTTLE 8 FL OZ PEDIASURE	8 Oz Ready-To-Use	218	174	\$333.71

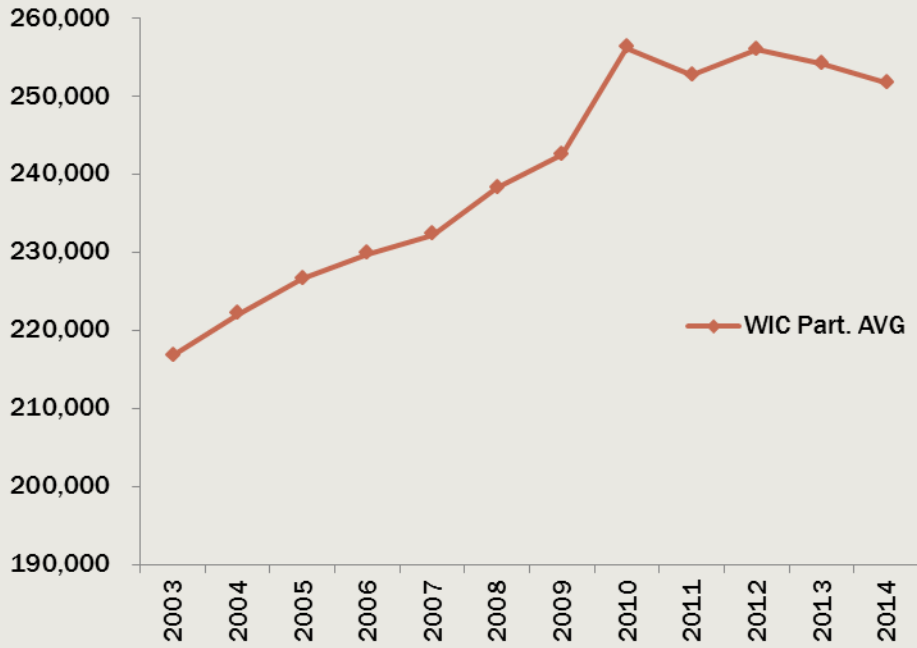
Total Special Formulas: 7
 Total Units: 299
 Total Amount: \$4,186.74

CASELOAD ANALYSIS

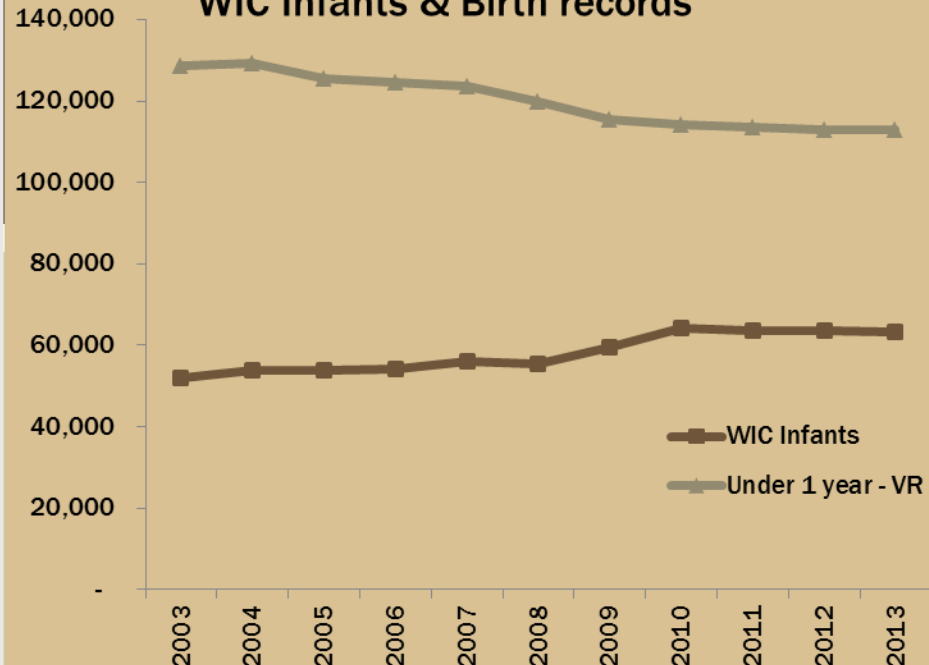
WIC Infant Participation & Infants Born in Michigan



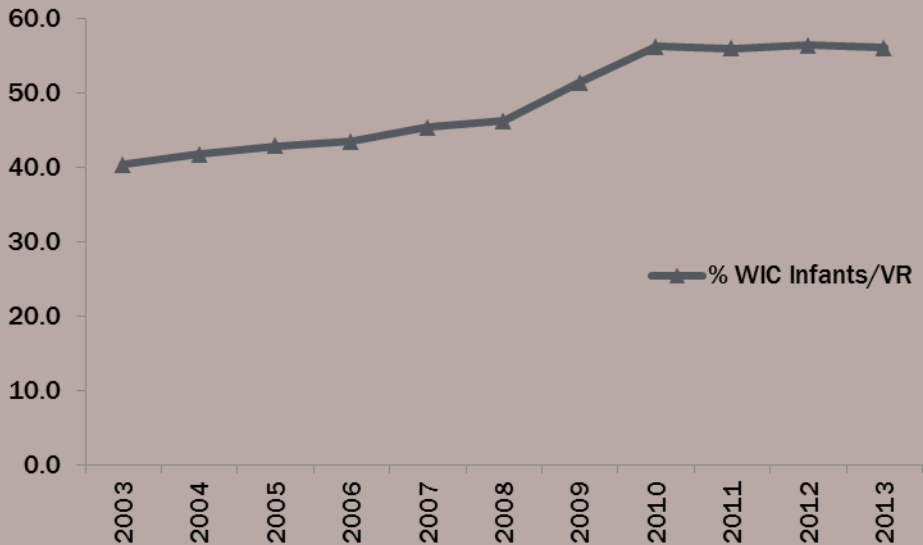
Average Participation



WIC Infants & Birth records



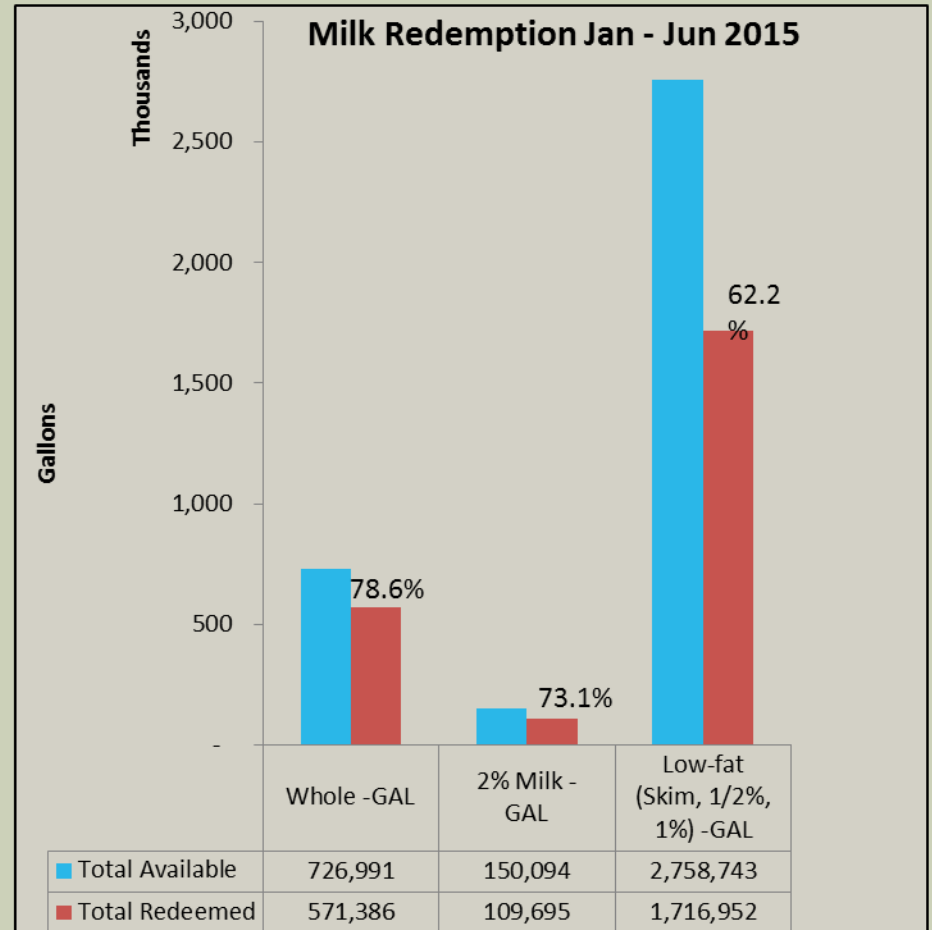
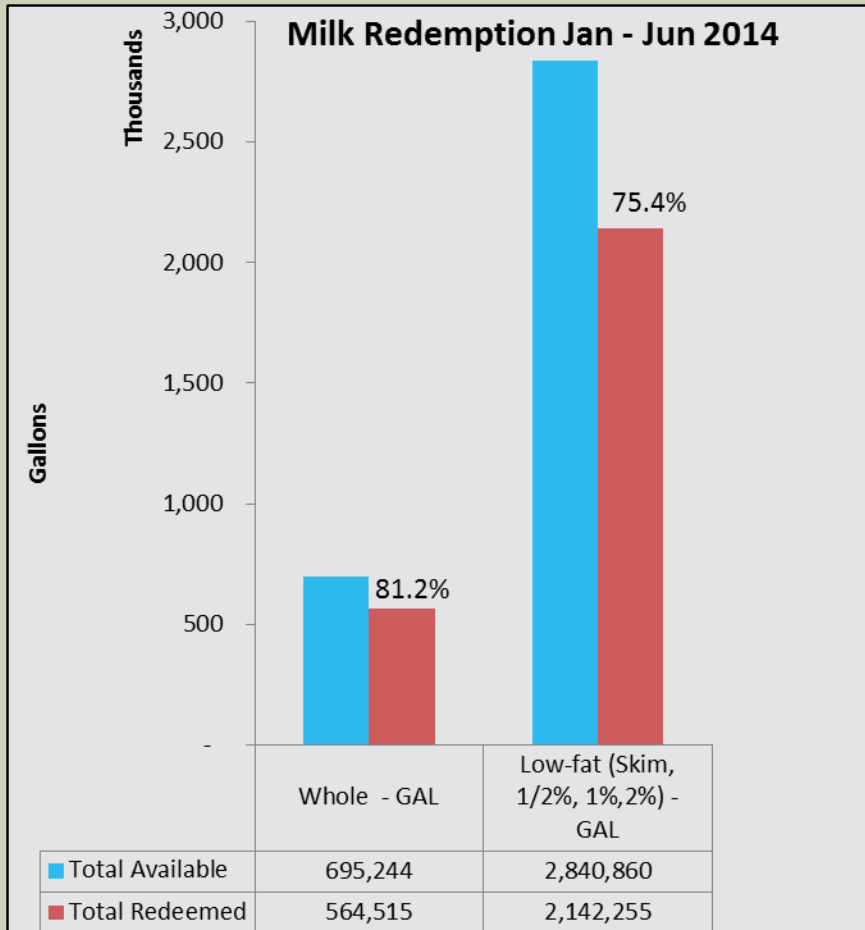
Percent of Infants in WIC



National Poverty Rate



MILK REDEMPTION ANALYSIS



WIC EBT MAKES A DIFFERENCE

