

# Michigan WIC Connect Mobile App

*Client Experience*  
&  
*EBT Shopping Behavior*

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# Introduction



WIC Connect Mobile Application was launched January 26, 2018, after development in April of 2016

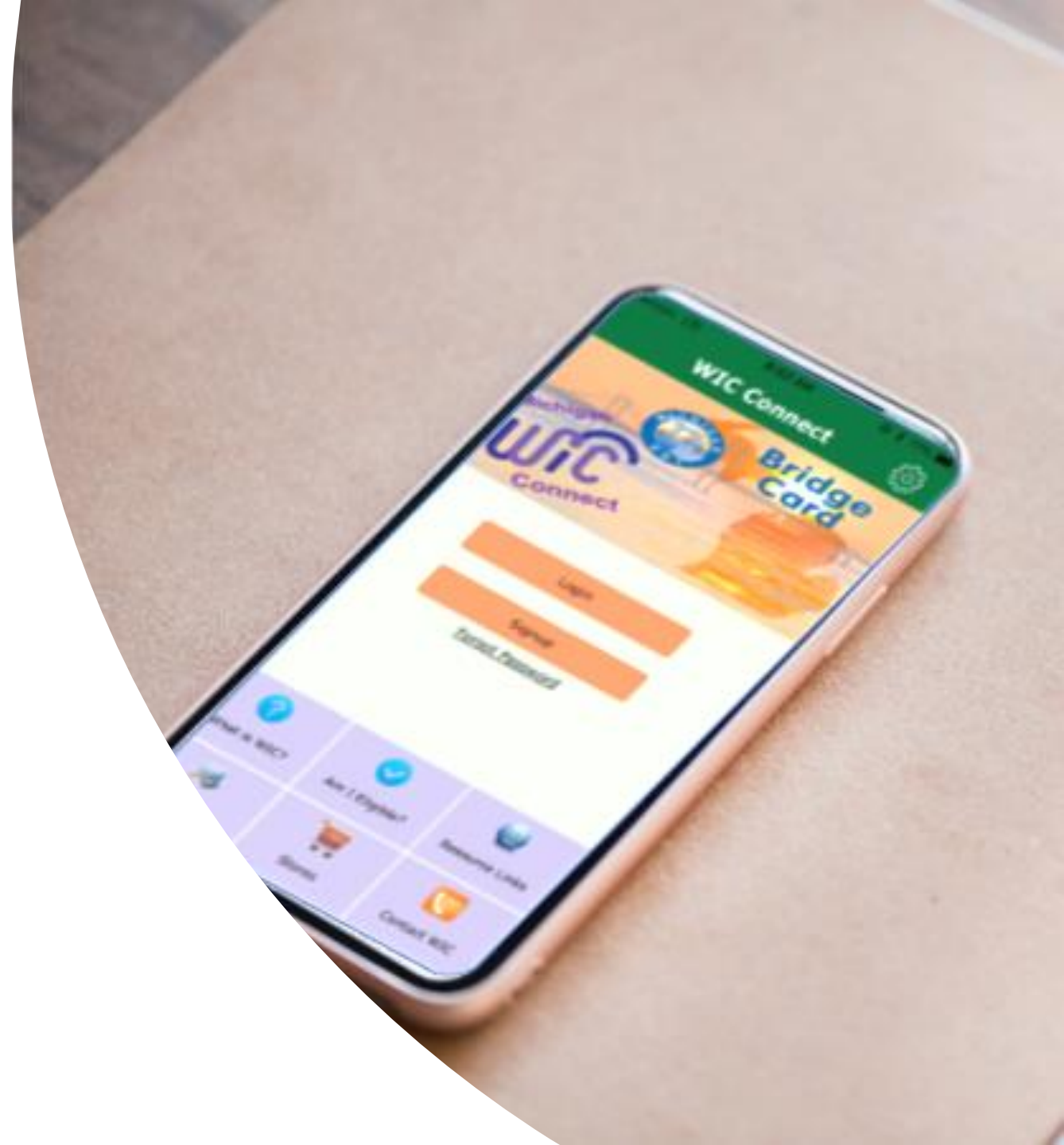


The goal is to increase retention and redemption by increasing ease of access to WIC benefits and services.

# WIC Connect for Prospective WIC Clients

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- What is WIC?
- Am I Eligible?
- Enter Family Information
  - Designate Proxy
  - Participant Information
  - Address & Phone Number
- Schedule an Appointment
- Find nearby WIC Clinics
- Locate Area WIC Vendors
- Contact WIC





No SIM

5:09 PM



< Login

What is WIC ?

WIC is the Women, Infants and Children Supplemental Nutrition Program. It is a health and nutrition program.



Women who are pregnant (or were recently pregnant), and children up to age 5 that qualify for WIC benefits get healthy foods, education, and referrals to other services.

- WIC foods are good sources of protein, iron, calcium, folic acid, Vitamin C and fiber. These foods help mom have a healthy pregnancy. They also help children to be healthy and grow well.



- WIC promotes breastfeeding and gives help to moms and

# What is WIC?

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‘What is WIC?’ provides a basic summary of many of the benefits of the WIC Program and the potential resources available.

No SIM 5:09 PM

< Login **Am I Eligible ?**

\*1 Do any of the following describe you or anyone in your household? (Check all that apply) Your household is everyone who lives in your home (including children) and shares income and household expenses (bills, food, etc.). Your household may include people who are related to you and people who are not.

- Is Pregnant
- Has had a baby (or been pregnant) within the last 6 months
- Is currently breastfeeding a baby that is less than 12 months old
- Is a baby, child or foster child under the age of 5
- None of the above

→


No SIM 5:10 PM

< Login **Am I Eligible ?**

\*2 Are you a resident of the State of Michigan?

Yes

No



→

No SIM 5:10 PM

< Login **Am I Eligible?**

\*3 Are you or anyone in your household currently enrolled in any of the following programs? (Check all that apply)

- Family Independence Program
- Food Distribution Program on Indian Reservations (FDPIR)
- Free or Reduced-Price School Lunch
- Maternity Outpatient Medical Services (MOMS)
- Other State-Provided Health Insurance
- Foster child under the age 5 on one of these programs
- None of these programs apply

← Am I Eligible ?

# Determining Potential Eligibility

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Verizon 3G 11:08 AM 54%

**Schedule Appointment**

\*When would you like to come in for an appointment?  
(Search for an available appointment between these dates.)

Start Date: 04/26/2018

End Date: 05/01/2018

Morning Afternoon **Any time**

\*Select a clinic (miles show how far from you)

Test Clinic 1 →

Search

- Verizon 3G 11:08 AM 54%
- Clinics**
- Grand River Clinic - Head Start Building 1.70 Mi  
Grand River Elementary School - Head Start Building, 1107 E. Grand River Avenue, Room 104, Lansing, MI, 48906  
Ph : 517-887-4326
  - MSU 3 Mi  
Spartan Village, 54 Crescent Rd, 1612-D, East Lansing, MI, 48823  
Ph : 517-887-4461
  - Ingham County HD 3.40 Mi  
5303 South Cedar Street, P.O. Box 30161, Lansing, MI, 48909  
Ph : 517-887-4326
  - Test Clinic 1 3.40 Mi  
320 South Walnut Street, WIC Program - 6th Floor South, Lansing, MI, 48913  
Ph : 555-555-5555
  - State Road Clinic 3.90 Mi  
1141 E. State Road, Lansing, MI, 48906
  - Haslett 8.20 Mi  
New Hope Church, 1340 Haslett Road, Haslett, MI, 48840  
Ph : 517-887-4461
  - Mason 12.30 Mi  
Hilliard Building, 121 E. Maple Street, Mason, MI, 48854  
Ph : 517-887-4461
  - Shaftsbury WIC Office 14.30 Mi  
Woodhull Township Hall, 7315 West Beard Road,

Verizon 3G 11:13 AM 54%

**Select Appointment**

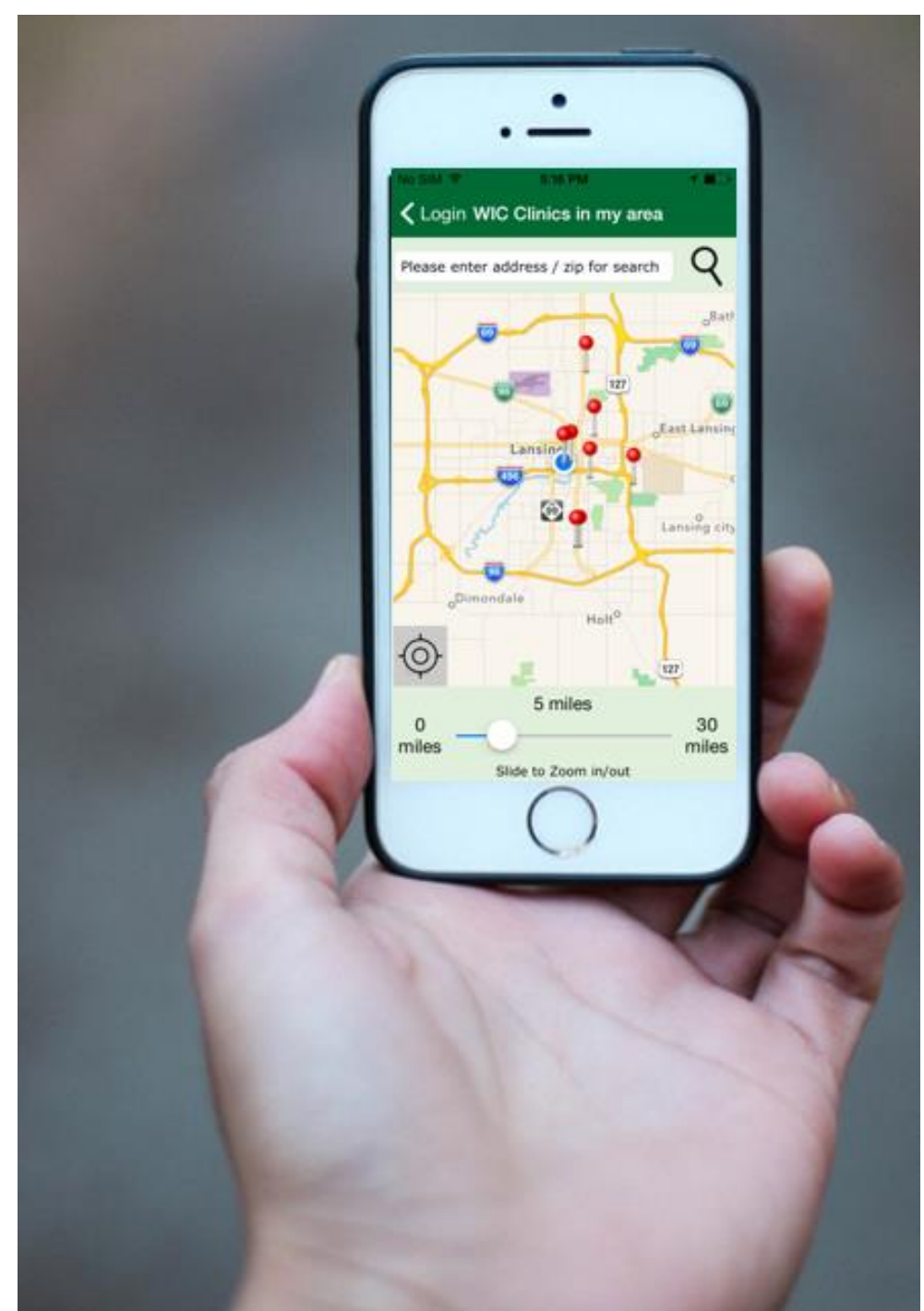
- Start Date : 04/26/2018  
Start Time : 08:00 AM  
End Time : 09:00 AM
- Start Date : 04/26/2018  
Start Time : 09:00 AM  
End Time : 10:00 AM
- Start Date : 04/26/2018  
Start Time : 10:00 AM  
End Time : 11:00 AM
- Start Date : 04/26/2018  
Start Time : 11:00 AM  
End Time : 12:00 PM
- Start Date : 04/26/2018  
Start Time : 12:00 PM  
End Time : 01:00 PM
- Start Date : 04/26/2018  
Start Time : 01:00 PM  
End Time : 02:00 PM
- Start Date : 04/26/2018  
Start Time : 02:00 PM  
End Time : 03:00 PM
- Start Date : 04/26/2018  
Start Time : 03:00 PM

Schedule Appointment

# Scheduling an Appointment

## Nearby Clinics and Vendors

The WIC Connect Mobile app provides geographic mapping to help locate the nearest WIC Clinic and WIC Authorized Vendor to the client's current position.



# Contact WIC

- Clients can submit questions or comments regarding the app directly through the 'Contact WIC' Page.
- By completing basic information they are able to send a message directly to the webmaster for resolution and assistance.



The image shows a smartphone screen displaying a 'Contact WIC' form. The status bar at the top shows 'No SIM', signal strength, Wi-Fi, and the time '5:16 PM'. The page has a green header with a back arrow and the text 'Login Contact WIC'. Below the header, there is a light green background with the following text: 'Please use the form below to notify the State Webmaster if you have questions about the function of this website. After you submit your error report you will receive an email confirmation. For WIC Program-Related Questions'. An orange button labeled 'Contact WIC Agencies' is positioned above the form fields. The form fields include: '\*First Name', '\*Last Name', '\*Address', '\*City', '\*Zip', 'Home Phone', 'Mobile Phone', and '\*Email Address'. Each field is a white input box with a light green border. At the bottom of the form is an orange button labeled 'Submit'.

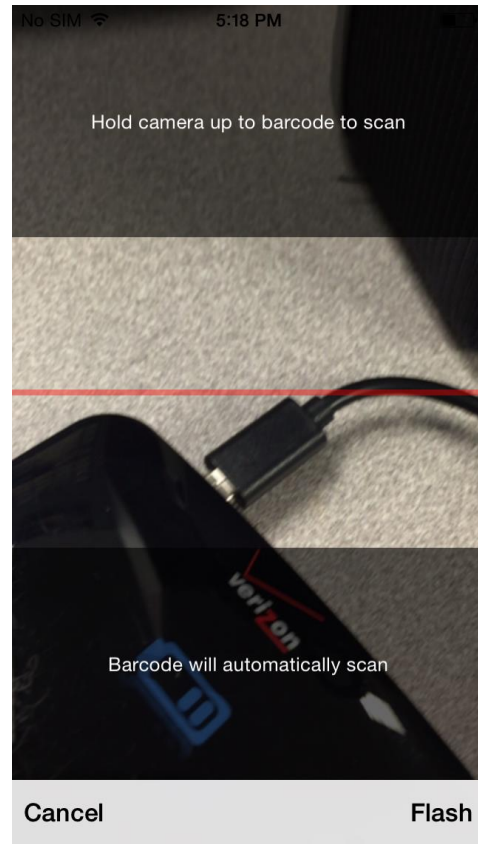




# WIC Connect for WIC Clients

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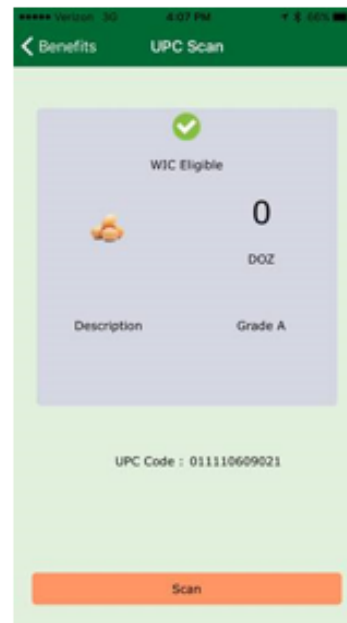
- Request an Appointment
- See upcoming appointments
- Update and Review Family Information
- View PDF Forms
- Receive Broadcast Messages
- Find nearby WIC Clinics
- Locate Area WIC Vendors
- View Benefits
- UPC Scan



# Benefit Lookup



If the product is WIC approved **AND** they have benefits remaining



If the product is WIC approved but they **DO NOT** have benefits remaining



If the product is NOT WIC approved

# UPC Scan

Clients can scan products to determine if the item is WIC approved and see how much they have remaining for the current benefit period

# App Features and Functionality: WIC Connect and the MIS

- Scheduling directly into MIS Clinic Schedule
- Displaying Appointment Requests
- Immediately updating Client Records

The screenshot displays the MI-WIC Management Information System interface. The top navigation bar includes menus for File, Scheduler, Certification, Benefits, Miscellaneous, Reports, Help, and Messages, along with the date Mon 4/2/2018. The main content area is titled "Active Record" and features a search interface. The search scope is set to "Local Agency/Clinic Name" with a dropdown menu showing "970000 Test Agency 1". The search criteria are set to "Client" with fields for "Last Name", "First Name", and "Birth Date". A "Find" button is present. Below the search fields is a table with columns: Last Name, First Name, I, Birth Date, AP Last Name, AP First Name, Cat, BVT Date, Cert Start, and Cert End. The table currently displays "No Records Exist in Data Source". At the bottom of the search area are "Print List" and "Print Labels" buttons. The footer of the interface shows "Version: 7.8.0.31", the user name "RESSLERK", the agency name "970000 Test Agency 1", and the system name "miwicp".

MI-WIC Management Information Michigan WIC

File Scheduler Certification Benefits Miscellaneous Reports Help Messages Mon 4/2/2018

Active Record

Scope: Local Agency/Clinic Name: 970000 Test Agency 1

Search: Client (Selected) ID: Last Name: First Name: Birth Date: Soundex: Certified Only: Find

Last Name	First Name	I	Birth Date	AP Last Name	AP First Name	Cat	BVT Date	Cert Start	Cert End
No Records Exist in Data Source									

Print List Print Labels

Make Active Transfer In State Cancel

Version: 7.8.0.31 RESSLERK 970000 Test Agency 1 miwicp

Scheduling  
directly into  
MIS Clinic  
Schedule

Message from webpage



(1) WIC Client Connect appointments have been scheduled for  
04/18/2018

OK

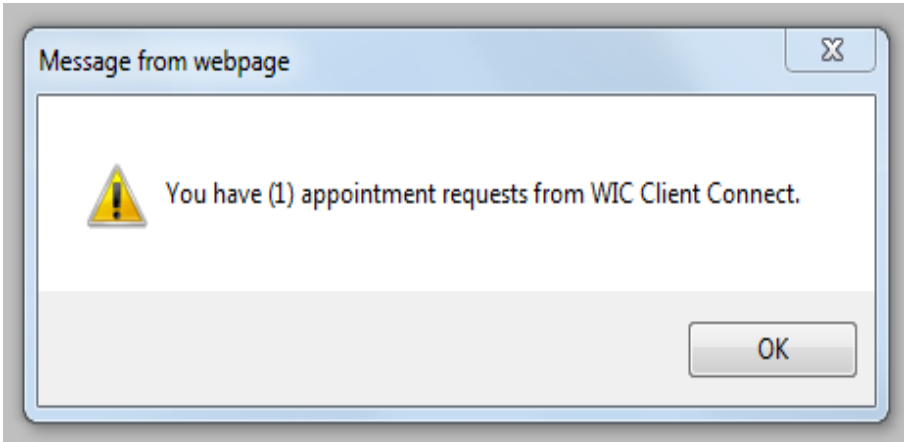
- New Clients can schedule their first certification appointment directly through the app
- A pop-up notification will appear in the MIS for staff, informing them appointments scheduled directly through WIC Connect by potential WIC clients.
- WCC appointments can be viewed in the clinic 'Daily Schedule'.

Clinic: 979701 Test Clinic 1

Family ID	Client ID	Auth Person Name	Phone Number	Date Range	Period	Status	Note	Resolved
9463665	301058257	Family Testing5.2		1/17/2014 - 1/31/2014	Afternoon	Requested		<input type="checkbox"/>
9463665	300903311	Family Testing5.2		1/17/2014 - 1/28/2014	Any Time	Requested		<input type="checkbox"/>
9553873	301272583	LP Perrellitest	(517)555-5634	7/31/2014 - 8/15/2014	Any Time	Requested		<input type="checkbox"/>
9553987	301223294	Terri Testriem	(517)335-9562	4/6/2015 - 4/20/2015	Afternoon	Requested	My kids get off the...	<input type="checkbox"/>
9635437	301389073	Jane Doe	(555)555-5555	8/11/2015 - 8/14/2015	Any Time	Requested		<input type="checkbox"/>
9712538	301566752	CertTest2 LOCIII		10/12/2017 - 10/12/...	Afternoon	Requested		<input type="checkbox"/>
9717672	301565012	BP 7.7Postrelease	(123)464-6556	10/3/2017 - 10/3/2017	Any Time	Requested		<input type="checkbox"/>
9742588	301609596	Smile Dev		1/23/2018 - 1/23/2018	Afternoon	Requested		<input type="checkbox"/>
9752351	301628980	miwic03 test		1/25/2018 - 1/25/2018	Afternoon	Requested		<input type="checkbox"/>
9752351	301628978	miwic03 test		1/31/2018 - 1/31/2018	Any Time	Requested		<input type="checkbox"/>
9753770	301631588	BE EBTTest	(654)546-4646	3/6/2018 - 3/6/2018	Any Time	Requested		<input type="checkbox"/>
9753770	301631589	BE EBTTest	(654)546-4646	3/7/2018 - 3/9/2018	Any Time	Requested	Test	<input type="checkbox"/>
9739150	301603160	apple test	(543)685-2584	3/8/2018 - 3/13/2018	Any Time	Requested		<input type="checkbox"/>

## Displaying Appointment Requests

- Returning or existing Clients can request an appointment through the app
- These requests are populated into a work queue for WIC staff to view and address.





## Advertising Campaign

### Mobile Ads

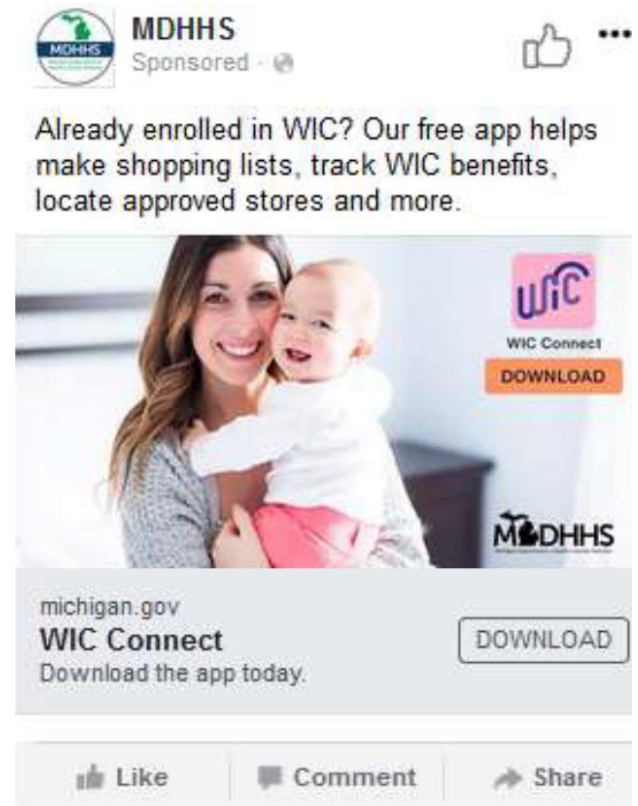
- Rationale: More than 75% of the WIC population is online everyday.
- Display advertisements in other mobile apps that are frequently used by those in the target audience.
- Summary
  - Dates: October 23, 2018 – February 3, 2019
  - Impressions: 4,762,748
  - Clicks: 26,217

# Advertising Campaign

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## Social Media

- Rationale: 90.4% of the target population has at least one social networking account.
- Display sponsored advertisement on Facebook.
- Summary:
  - Dates: October 23, 2018 – February 3, 2019
  - Impressions: 387,884
  - Clicks: 1,864





# Michigan WIC CONNECT

Download the New Mobile App Today!

Keep track of upcoming appointments! Request appointment times!

## Organize

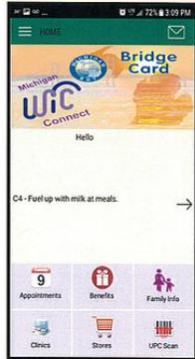
View current and future food benefits!

## Plan

Scan food products in the grocery store to find out if they are WIC approved!

## Prioritize

Find WIC clinic locations & WIC approved grocery stores near you!



For help downloading WIC Connect or questions on how to use the app, please contact the Sanilac County WIC office at:  
(810) 648-4098 ext. 118

To Register for WIC Connect Mobile App:

- ✓ Download Michigan WIC Connect
- ✓ Enter required fields: E-Mail, Create Password, WIC Family ID # (call WIC office for this), EBT Card # (located on the front of your WIC card), and Proxy/Parent Date of Birth.



## What can you do with WIC Connect?

A FREE APP NOW AVAILABLE FOR YOUR IPHONE OR ANDROID!

**9** Schedule appointments

Track your benefits

Scan foods for WIC information

Keep family information updated

See WIC-friendly stores

Find WIC Locations

**All in the palm of your hand!**

Search for "WIC Connect" in your app store & get connected today!

This institution is an equal opportunity provider.

## wic WOMEN, INFANTS, & CHILDREN

**We're here to help you grow a healthy family.**

The new WIC Connect mobile app is FREE for all iPhone and Android users. We invite you to download it today and put WIC resources at your fingertips!

**9** Schedule appointments

Track your benefits

Scan foods for WIC information

Keep family information updated

See WIC-friendly stores

Find WIC Locations

This institution is an equal opportunity provider.

# Flyers and Publications

LOOK for the WIC icon!



**Get Connected.....**  
to the Michigan **WIC Connect Mobile App!**

- View your WIC Shopping list
- Check your WIC benefit/EBT balance
- Use UPC scan feature at stores to find WIC approved foods
- Schedule/confirm WIC appointments
- Update your contact information
- Directions & phone numbers to WIC approved stores

Visit [www.michigan.gov/wic](http://www.michigan.gov/wic) for more details

Once you download the app, you will see the home screen below.  
Select: "Existing WIC Clients – Register"




**You will need:**

- WIC Family ID#: \_\_\_\_\_
- WIC EBT Card #: \_\_\_\_\_

This institution is an equal opportunity provider.

Busca el icono de WIC!



**Descarga hoy la única aplicación aprobada por Michigan WIC!**

- Accede a tu lista de compra de WIC
- Controla tus beneficios/balance de EBT
- Escanear el código UPC en las tiendas para encontrar alimentos aprobados por WIC
- Solicita cita y recibe recordatorios de tus citas en WIC
- Actualiza tu información de contacto
- Encuentra direcciones & números de teléfono de las tiendas que reciben WIC

Visita [www.michigan.gov/wic](http://www.michigan.gov/wic) para más detalles

Una vez que descargues la aplicación, verás esta pantalla

Selecciona: "Existing WIC Clients – Register"




**Necesitas:**

- Número WIC ID de Familia: \_\_\_\_\_
- Número de tarjeta/EBT de WIC: \_\_\_\_\_

This institution is an equal opportunity provider.

Spanish

..... إتصال  
مع تطبيق الجوال لميتشيجان



انظري لعائمة WIC لتسوق الخاصة بك

- تحظي من فوائد WIC ورصيد الـ EPT الخاص بك
- استخدمي خاصية المسح بالـ UPC في المتاجر لتجدي الأطعمة المسموح بها من WIC
- المطلي/ واكدي مواعيد WIC
- حتي معلومات الإتصال الخاصة بك
- الإتجاهات و أرقام هواتف المتاجر المسموحة من WIC

بعد تحميل التطبيق، ستجدي الشاشة الرئيسية كالآسفل:  
اختاري "Existing WIC Clients – Register":

زوري [www.michigan.gov/wic](http://www.michigan.gov/wic) لتفاصيل أكثر!

إبتي عن هذه الأيقون!




سوف تحتاجين إلى:

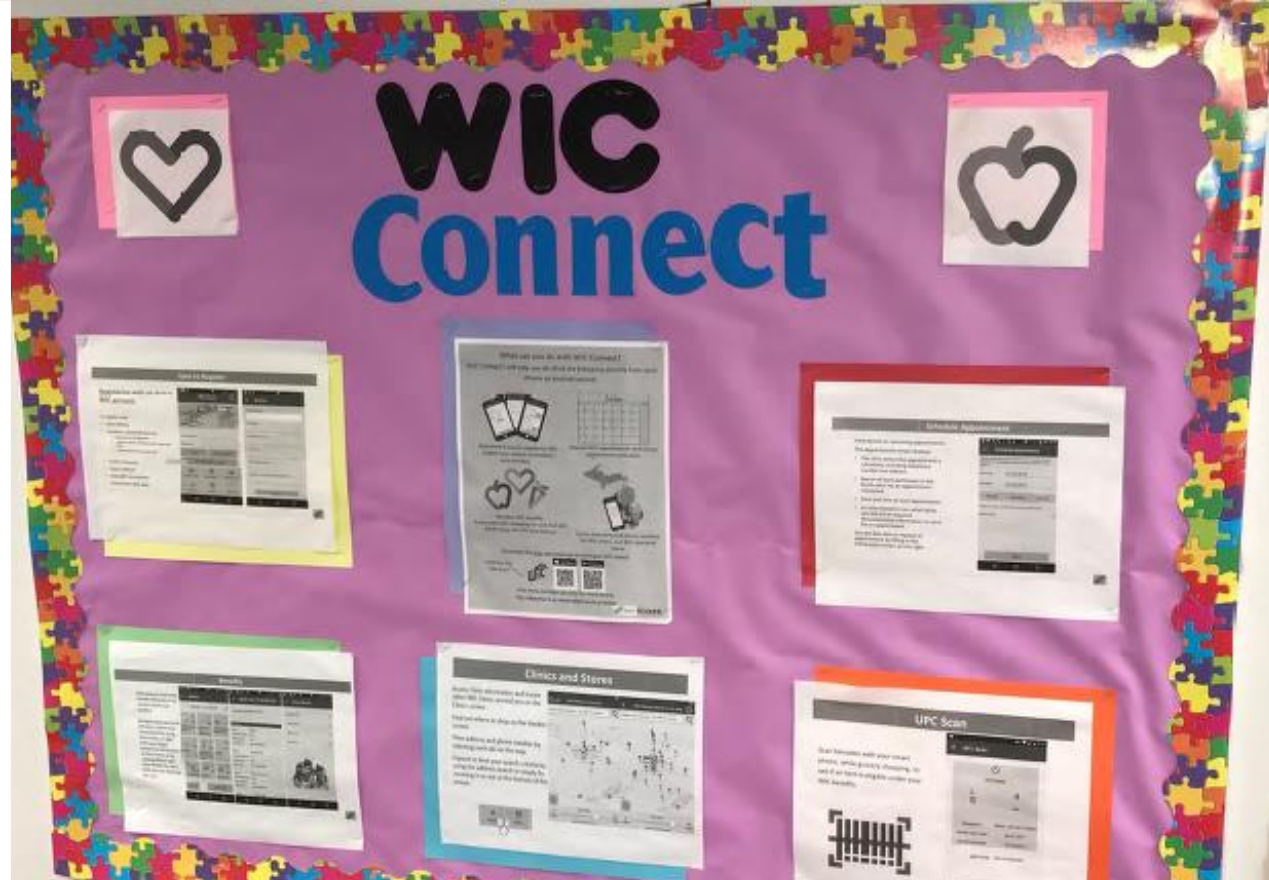
- رقم الأسرة لدى WIC: \_\_\_\_\_
- رقم بطاقة الـ EBT: \_\_\_\_\_

تتكد هذه المؤسسة بالمساواة في تكافؤ الفرص والخدمات

Arabic

What the client needs to know

Make your WIC Shopping experience a *Breeze!*



Nutrition Education

# Client Experience

- 10 Most Common WIC Client Connect Email Inquiries

Topic	Number of E-mails	Comments
<b>Login Issues</b>	94	
Duplicate Account	1	
<b>Appointments</b>	27	Clients wanting to schedule/reschedule appointments for enrollment, certification/recertification, benefits, nutrition ed, etc.
<b>Family ID</b>	26	Clients needing their WIC family ID to complete the mobile app linking process
<b>Benefit Changes/Questions</b>	21	Clients concerned about benefit issuance, changing formula or food packages, etc
Farmer's Market Questions	1	
Pre-term Infant Needs	1	
<b>Applying/Re-applying for WIC</b>	9	
WIC Enrollment	4	
<b>Updating/Correcting Account Info</b>	6	
<b>SOM Staff Needed More Info to Answer</b>	6	Clients only provided one word descriptions such as "WIC" or "Benefits" in the problem portion of the question submission form
<b>Lost/Stolen WIC Card</b>	5	
<b>Card Issues</b>	3	Client cards not working when trying to purchase certain WIC approved items
<b>Medicaid</b>	1	Clients inquiring about Medicaid related issues

# Client Reviews

- Apple App Store
- Google Play
- WIC Connect Mobile app via the “Contact WIC” feature

August 22, 2019

“I want to express how undeniably grateful I am for this program. I'm the only one bringing home money and this feeds my family. This is a blessing to know I can get food for me and my baby when I'm working and hoping to afford my bills. Thank you to everyone involved to make this program work!”

MI WIC Client, WIC Connect Mobile App

# Client Reviews

★ ★ ★ ☆ ☆

Show history (2 items) ▾

I love that there is an app now for WIC. It has great promise but I would make a couple changes. First, please give the option for the app to remember login information. The app times out and it is a pain to continue to type email and password every time. Second, the barcode scanner needs to have manual focus controls. Shopping this weekend it simply wouldn't focus. Overall, excited to have this tool. With a couple improvements it will be perfect.

★ ★ ★ ☆ ☆

Show history (4 items) ▾

When I first got the app it was great. But for some reason lately it hasn't been working. I tried deleting and re-downloading but that didn't work. It keeps saying "can't connect to servers." Update: 07/08/19 After the update it's been working great! Thanks

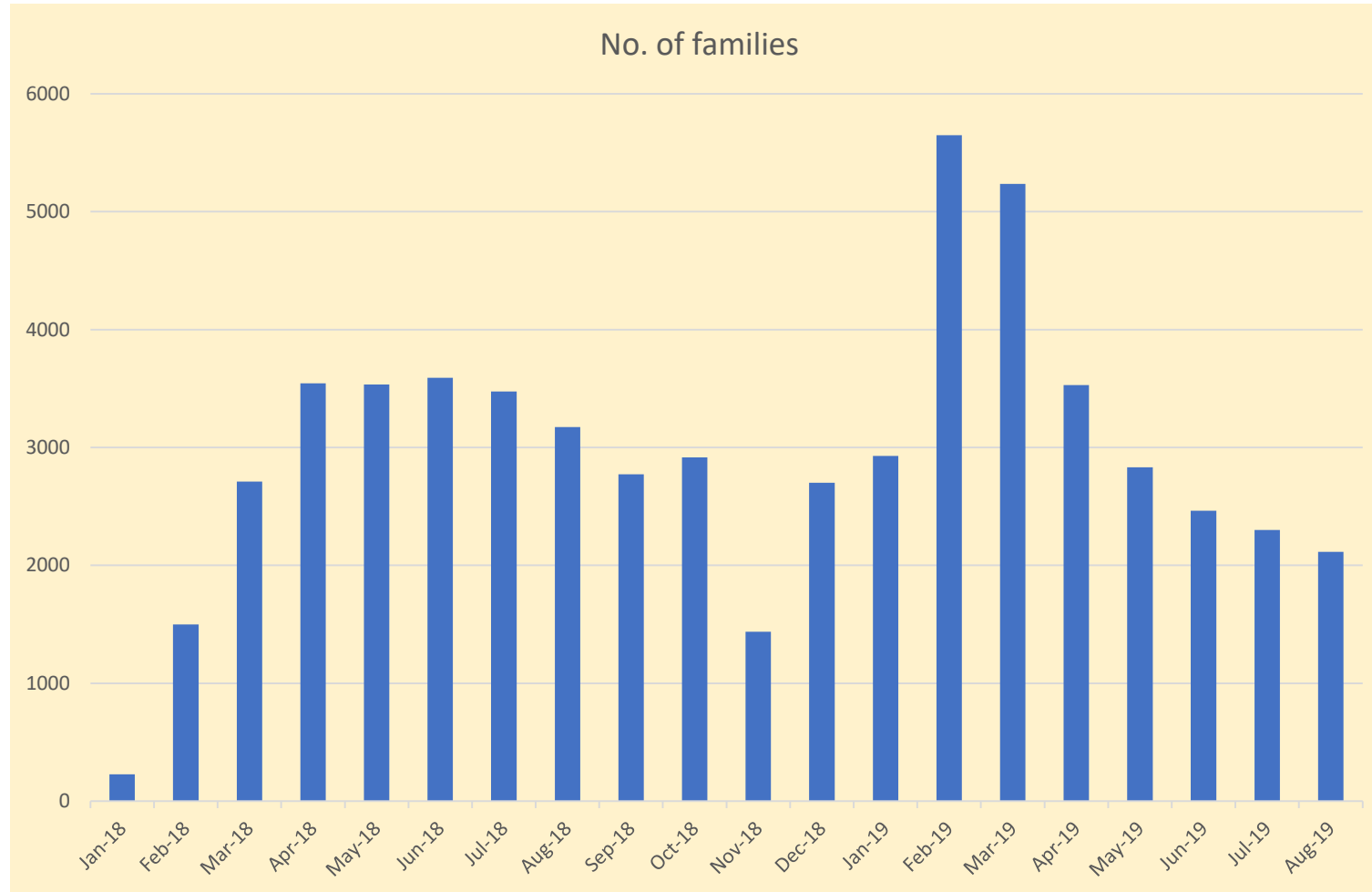
**You replied on Jul 9, 2019 at 3:16 PM**

Hi [REDACTED],

Excellent! We are happy to hear that the app is working well for you. Please send us an e-mail directly using the "Contact WIC" option on the mobile app if you have any questions/concerns in the future.

Thank you!

# App downloads since launch



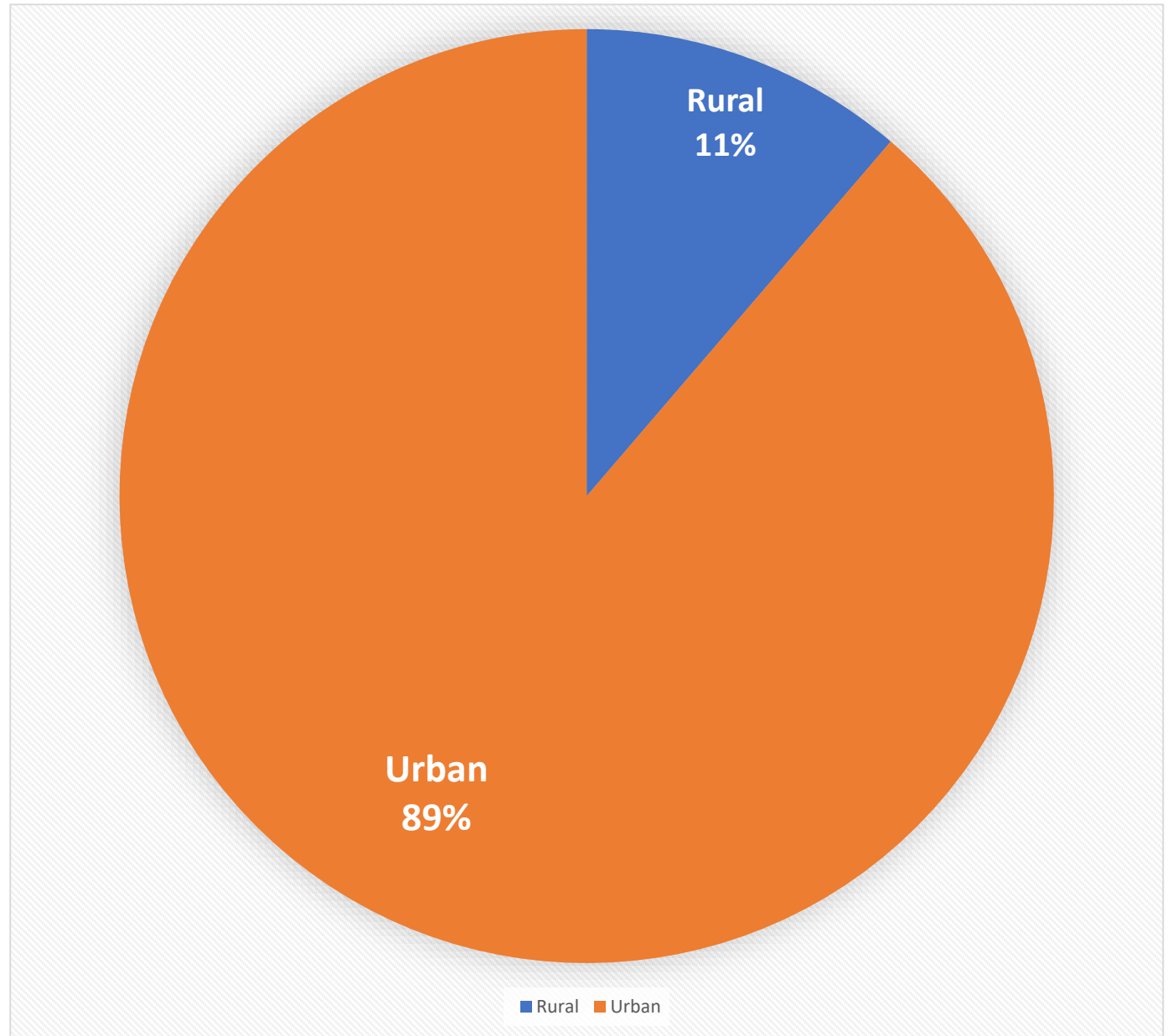
Total Active Michigan WIC families: 139,906

Total App downloads : 58,737

\* As of 9/3/2019

# App Downloads Urban Vs. Rural

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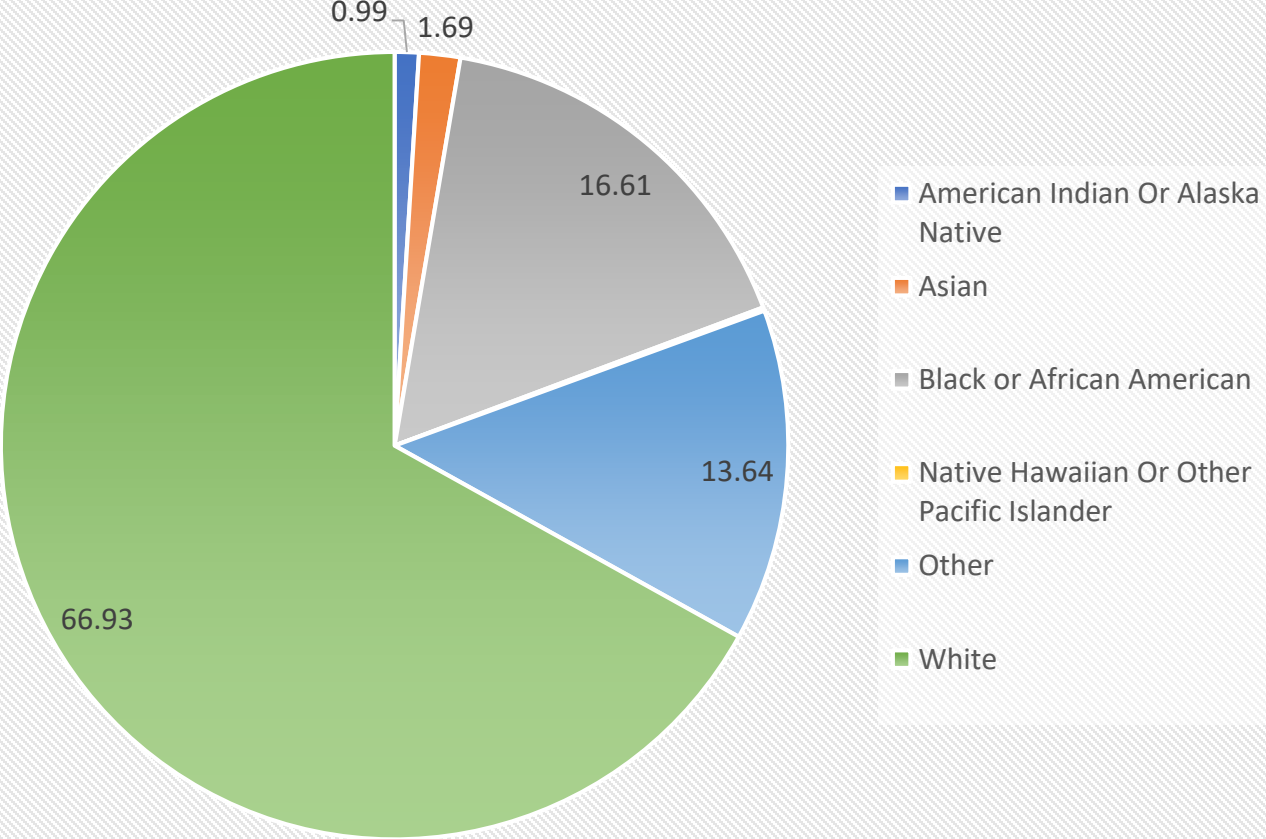




# App Downloads By Race

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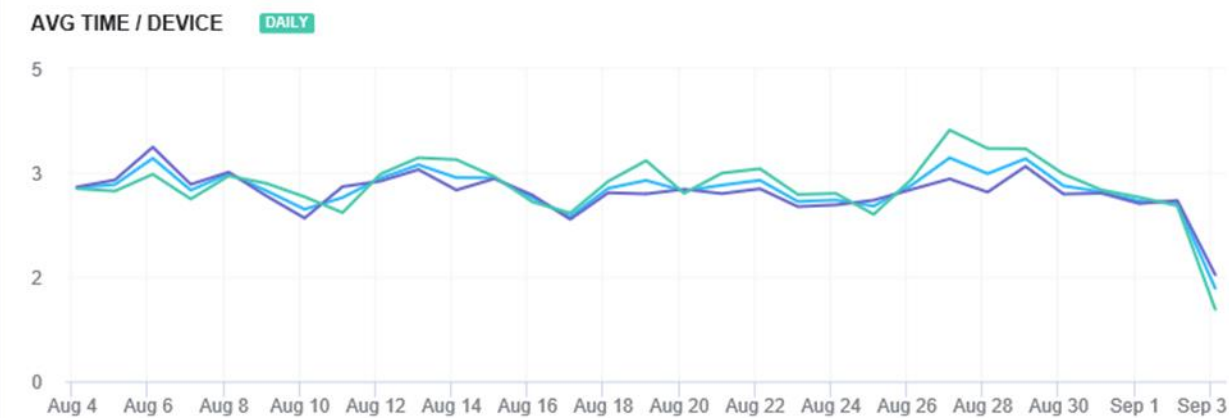
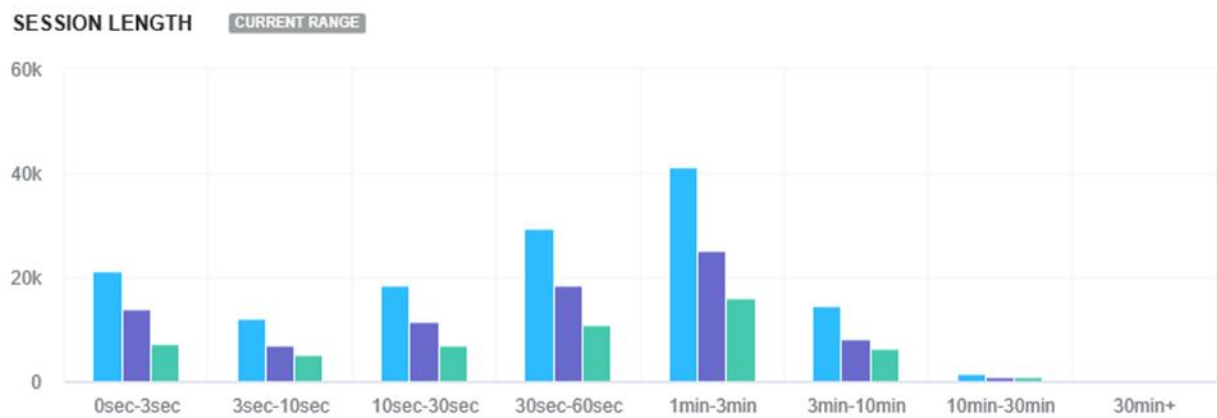
% of Families by Race





<b>Number Appointments Requested</b>	<b>Number of Appointments Scheduled</b>	<b>% Requested Appointment resolved</b>
3644	2115	58.2%

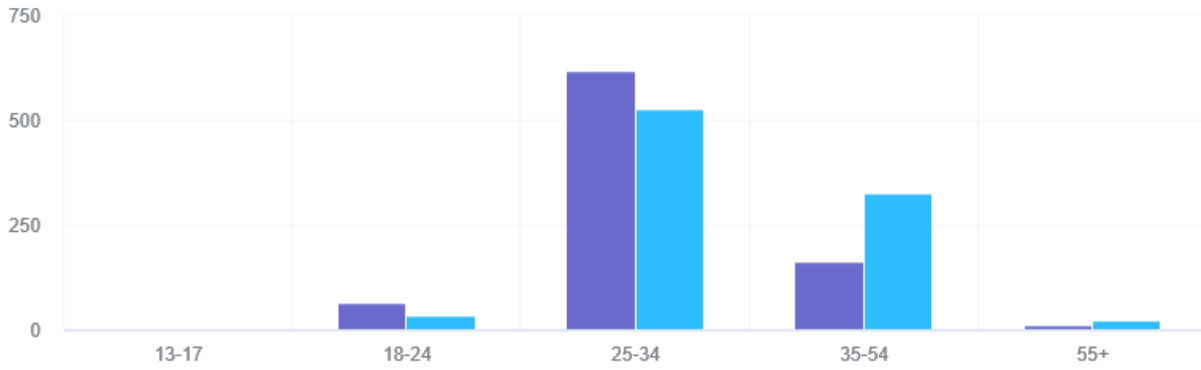
Appointment type (WCC) in MI-WIC allows clients to schedule appointments.



What data is collected from the WIC Connect Mobile App?

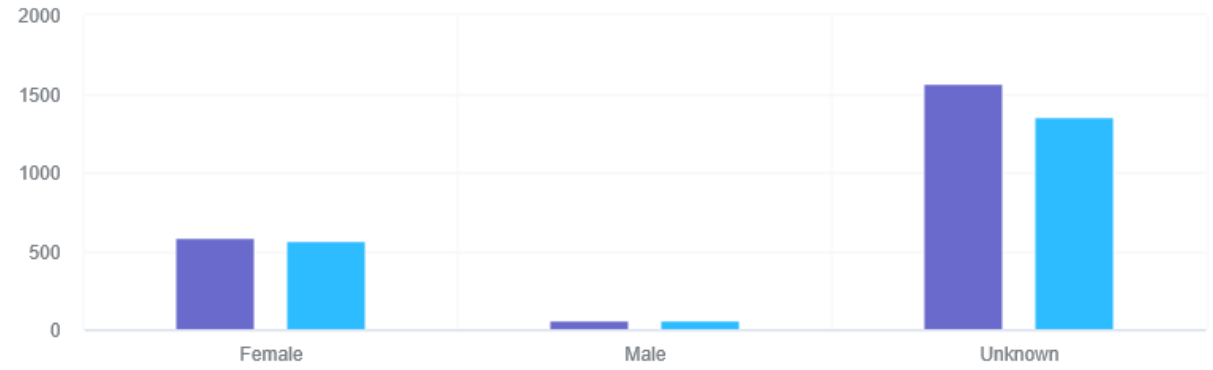
ESTIMATED AGE - NEW DEVICES

CURRENT RANGE



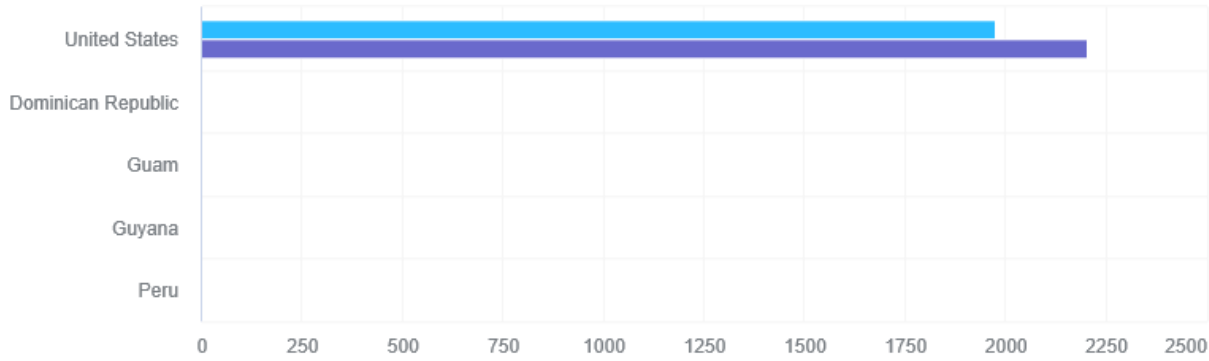
ESTIMATED GENDER - NEW DEVICES

CURRENT RANGE



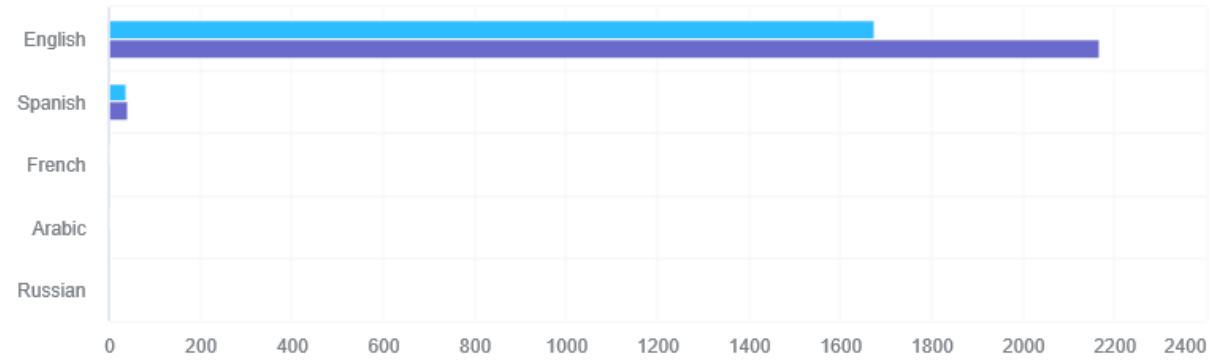
TOP COUNTRIES - NEW DEVICES

CURRENT RANGE



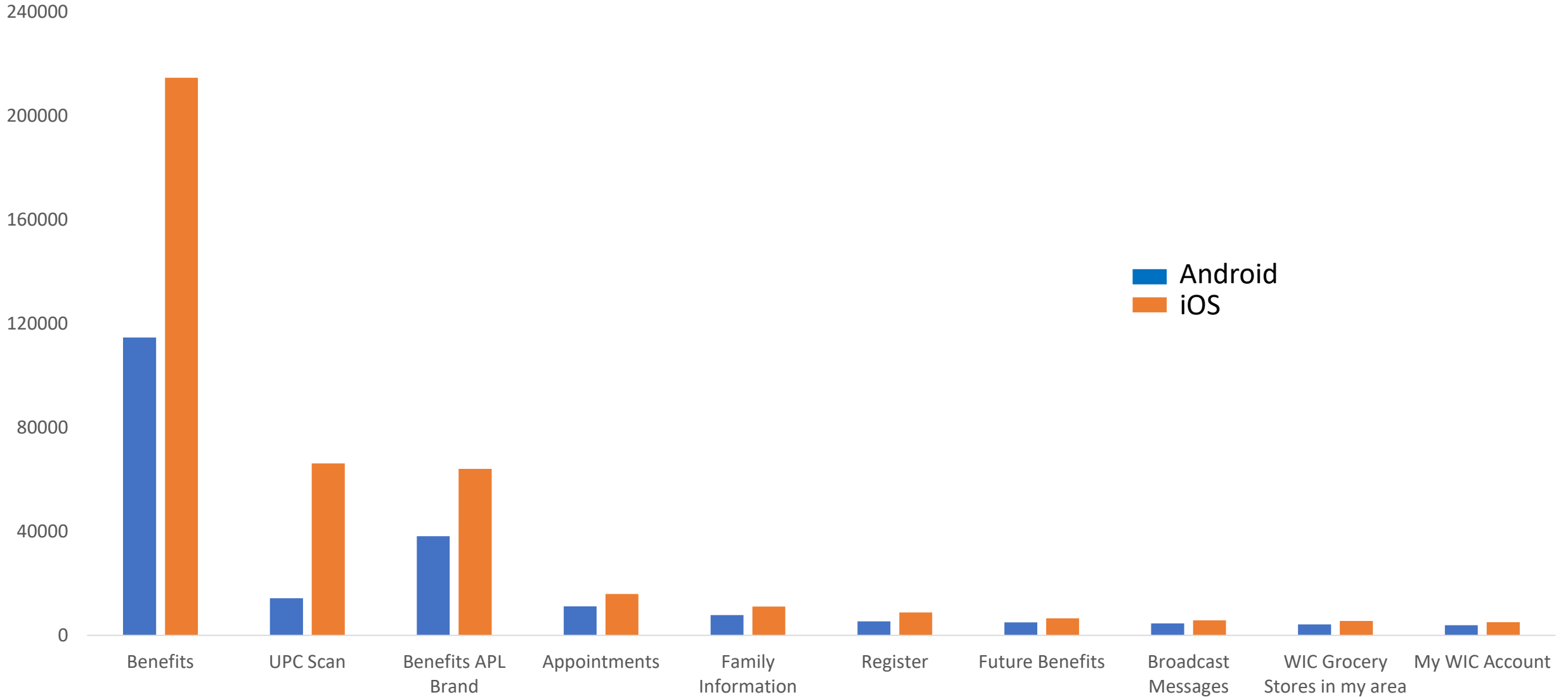
TOP LANGUAGES - NEW DEVICES

CURRENT RANGE



Which clients are using the App?

# Top 10 Most Used WIC Connect Mobile App Features from June 7-Sep 4, 2019



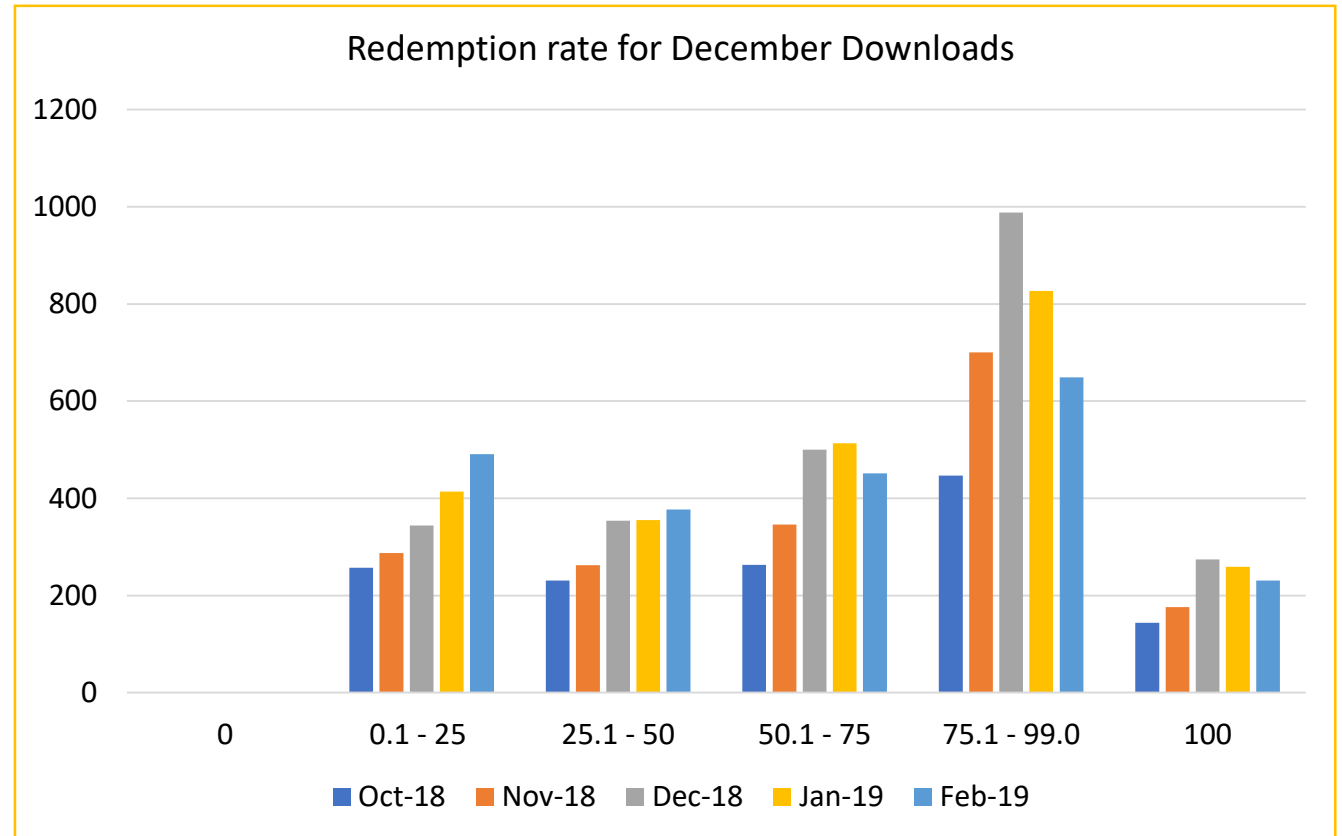
# Application Summary – Aug 2019

WIC Connect App Type	New Devices	Avg Daily Active Devices	Active Devices	Sessions
Android	2,101	936	9,314	65,931
iOS	2,303	1,327	12,556	90,573
<b>Total</b>	<b>4,404</b>	<b>2,263</b>	<b>21,870</b>	<b>156,504</b>

> 35,000 active families use the app.

# Redemption ranges for December 2018 Download

Rdmp Range (%)	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
0	1	0	0	1	1
0.1 - 25	257	287	344	414	491
25.1 - 50	231	262	354	355	377
50.1 - 75	263	346	500	513	451
75.1 - 99.0	447	700	988	827	649
100	144	176	274	259	231



# Data Analysis – Design and Data

- Families that downloaded the app between Dec 2018 and April 2019. (n =20,042 families). Several changes were introduced during Dec 2018 - Feb 2019, hence data for this time frame was chosen
- We investigated the client shopping behavior among those that downloaded the mobile app ( n =20,042 families). For the period of analysis, we evaluate the redemption pattern two months prior and after the app was downloaded.
- Similar analysis was conducted for families that did not download app for April 2019
- Period of analysis - Dec 2018 – May 2019



# Data Analysis – Statistical Analysis

- Paired T-test : Tests if the redemption rates for the same population are equal between two means
- For families that downloaded app between Dec 2018 – April 2019, redemption rates were compared two months before and after app download
- Results were found to be significant for April 2019. For this month, we compared the redemption rates for families that never downloaded the app

# Data Analysis – Paired T-test results

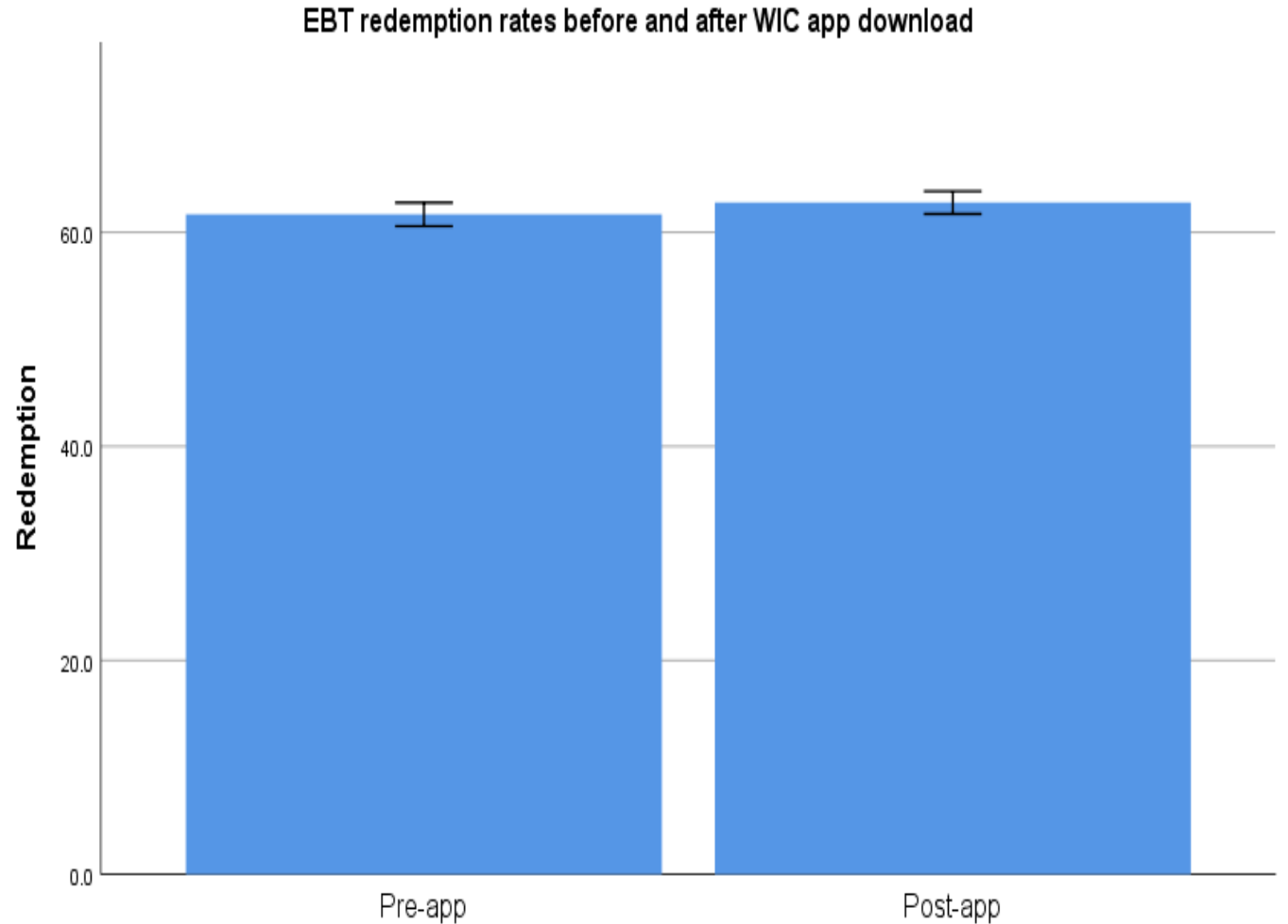
## Paired Differences

Month of download	Mean difference	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Dec-18	mean before - mean after	-0.5565	28.0175	0.6609	-1.8528	0.7398	-0.842	1796	0.400
Jan-19	meanbefore - meanafter	1.9221	26.5306	0.6193	0.7074	3.1368	3.103	1834	0.002
Feb-19	meanbefore - meanafter	3.5462	24.7071	0.5311	2.5046	4.5877	6.677	2163	0.000
Mar-19	meanbefore - meanafter	0.7528	25.8766	0.3928	-0.0174	1.5230	1.916	4338	0.055
Apr-19	Meanbefore - Meanafter	-1.1045	27.2172	0.5301	-2.1440	-0.0650	-2.084	2635	0.037

- By comparing the mean redemption rate two months prior to app download and after.
- For April 2019 , p value of .037 for significant behavior change in redemption pattern.

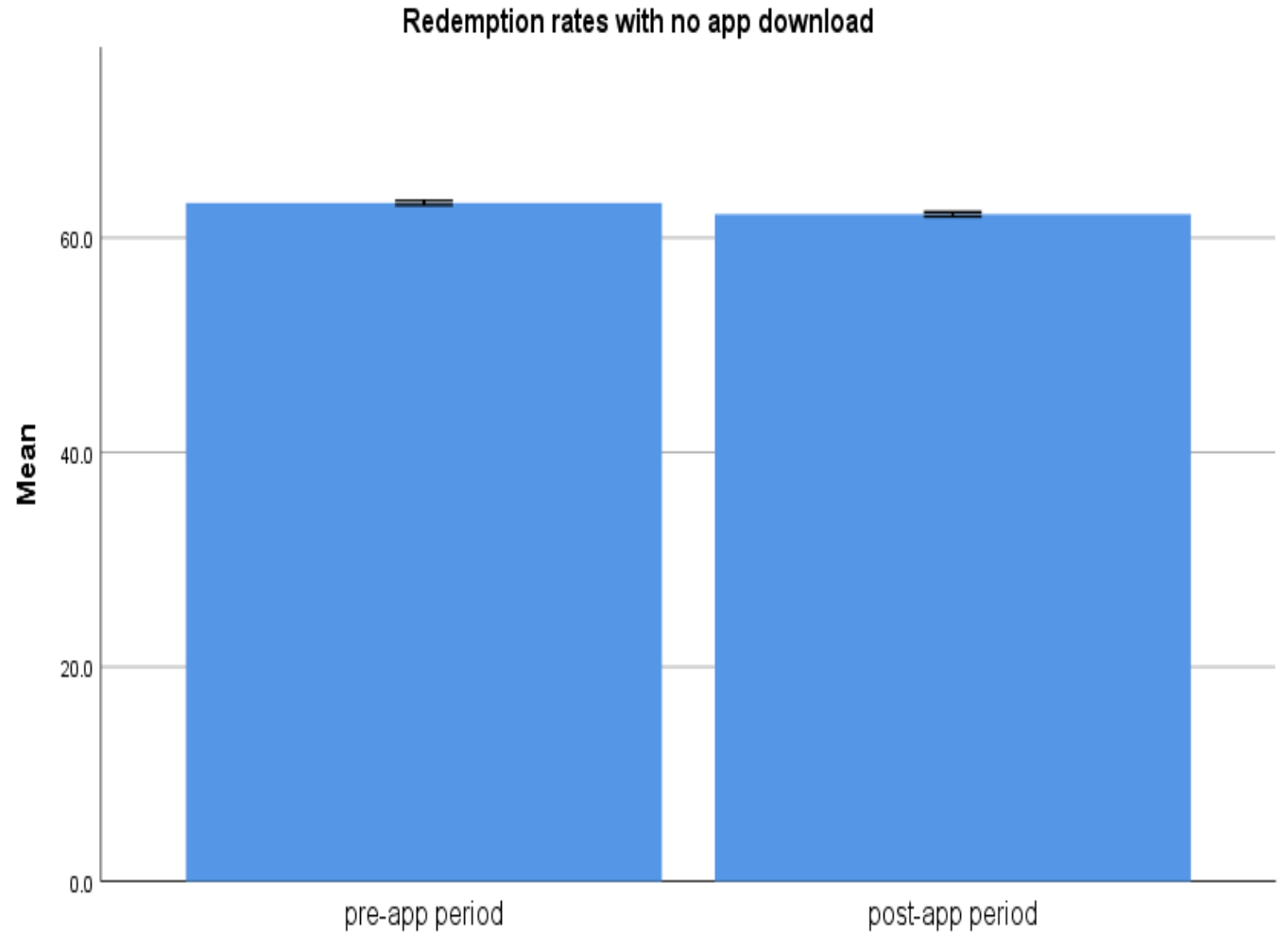
# Paired T-test Results for families that downloaded app

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April 2019, p- value = .037

# Paired T-test Results for families with no app



April 2019, p-value = .000

# Client Challenges



Being unaware an app is available



Technical challenges in downloading and setting up app



Being unaware of account details



Exploring and navigating the app



Data usage/storage space

# Local Agency Challenges



Staff awareness and comfort level with app



Advertising app to clients encouraging them to use it



Staff understanding of how app interacts with MIS - Training



Staff shortage to handle another appointment type in the clinic



Assisting clients with technical issues – knowing whom to contact

# State Level Challenges



Providing consistent guidance and tools for local agency staff and clients



Working to resolve the technical issues within State



Delays in getting approvals for work to be done



State level policies and MILogin

# The Future of WIC Connect



## Assessment Questions

Allow clients the ability to answer assessment questions through the app, in the convenience of their home or while waiting in the clinic.

**Goal:** Reduce Certification time and increase opportunity for counseling and education.



## Recipes

Recipes will be added to help clients learn how to best utilize their remaining WIC benefits. The app will provide recipe ideas and reminders based on the family's remaining WIC benefits for the month.

**Goal:** Increase redemption rates and improve client nutrition



## Nutrition Education

Allow clients to complete Nutrition Education lessons directly through the app.

**Goal:** Increase retention, improve access to Nutrition Education lessons.



# Questions

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Thank you!

If you have further questions, please contact:

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