MINNESOTA WIC

Women, Infants & Children Nutrition Program

Minnesota WIC Program Mobile App

Tami Matti| Operations Unit Software Lead

September 28, 2017

DEPARTMENT OF HEALTH

Minnesota WIC Program Overview

- Minnesota
  - MIS - HuBERT (SPIRIT – SAM system)
  - Serves approximately 111,000 participants per month
  - 87 Local Agencies
  - 194 clinic locations throughout the state
  - 980 Vendors

Minnesota WIC App Mission

Minnesota WIC App was developed to support engagement with WIC families.

- Encouraging retention in the WIC program;
- Providing the tools necessary to streamline identification of WIC foods; and
- Communicating important messages to participants; such as appointment reminders.

Providing information, at a participant's fingertips, to improve the total WIC experience for families.

Evaluation of existing tools VS creating app

- Investigated existing products
  - Solution that could grow with MNs changing needs
  - Would interface with the MIS using paper benefits – apps available were eWIC only
  - Looked at cost and functionality – apps included a monthly cost for operations and support
- Created My MN WIC app
  - Costs were for development only
  - Operations and support fall under MN M&O contract with no increase in ongoing costs
  - Flexibility to make changes or add functionality as needed

My Minnesota WIC App

- Created for Minnesota by CSC as MIS contractor
- Available for use with Android and iOS
  - Not currently available for Windows phones
- Over 28,000 downloads
- 2,500 registered for messages/notifications

Technical information/Security

Technical

- Notification messages are sent using 3rd party solution - Pushwoosh
  - No participant information is sent to Pushwoosh, generic titles for the notifications are used.

Security

- Servers are secured with SSL certificates.
- Additional credential information from the mobile client will be used when processing eWIC requests
  - Credential information stored is isolated to the mobile app and accessible only that way.

Phase 1 – MN Food Finder

Phase 1 – Food Finder

- Pilot – May 2015
- Statewide – July 1, 2015
- Developed while still using paper checks
- Created an APL to scan against so put MN ahead getting ready for eWIC
- Simplified shopping by allowing the participants to scan and verify WIC allowed foods prior to getting to the register, improving the checkout experience

●●○○○ AT&T 9:59 AM

Food Finder

Scan UPC

Enter UPC/PLU

Shopping Guide

●●○○○ AT&T 9:59 AM

Food Finder

Enter UPC/PLU ?

X

Submit

●●○○○ AT&T 1:49 PM

About UPC/PLU

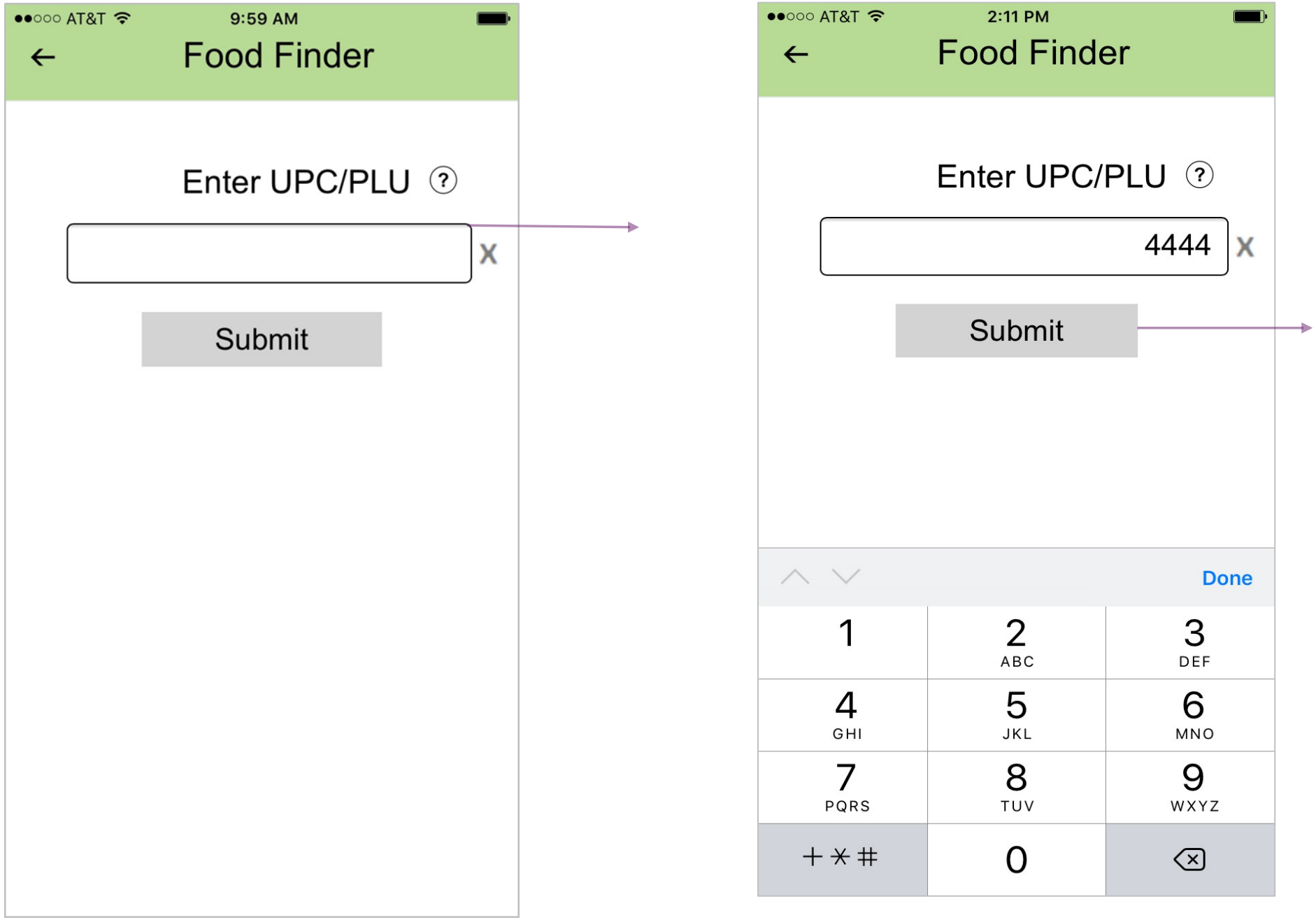
About UPC & PLU Barcodes

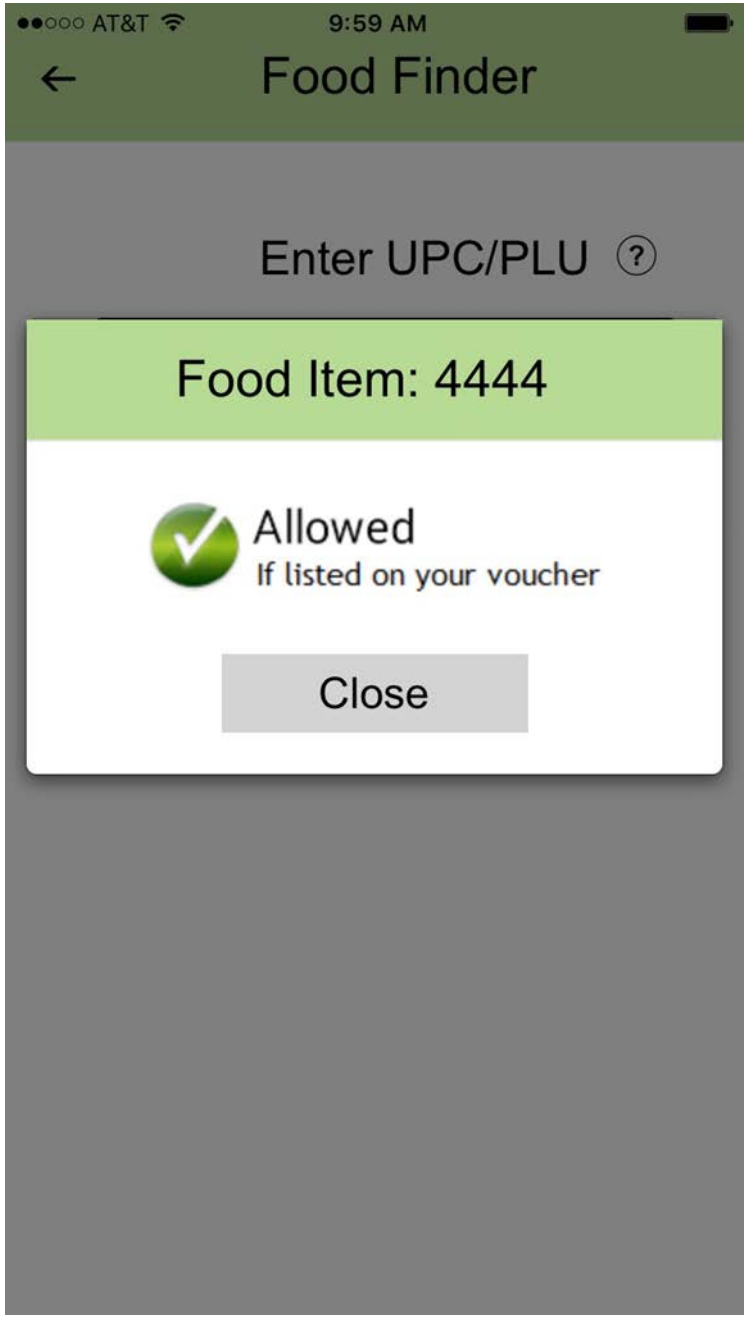
PLU

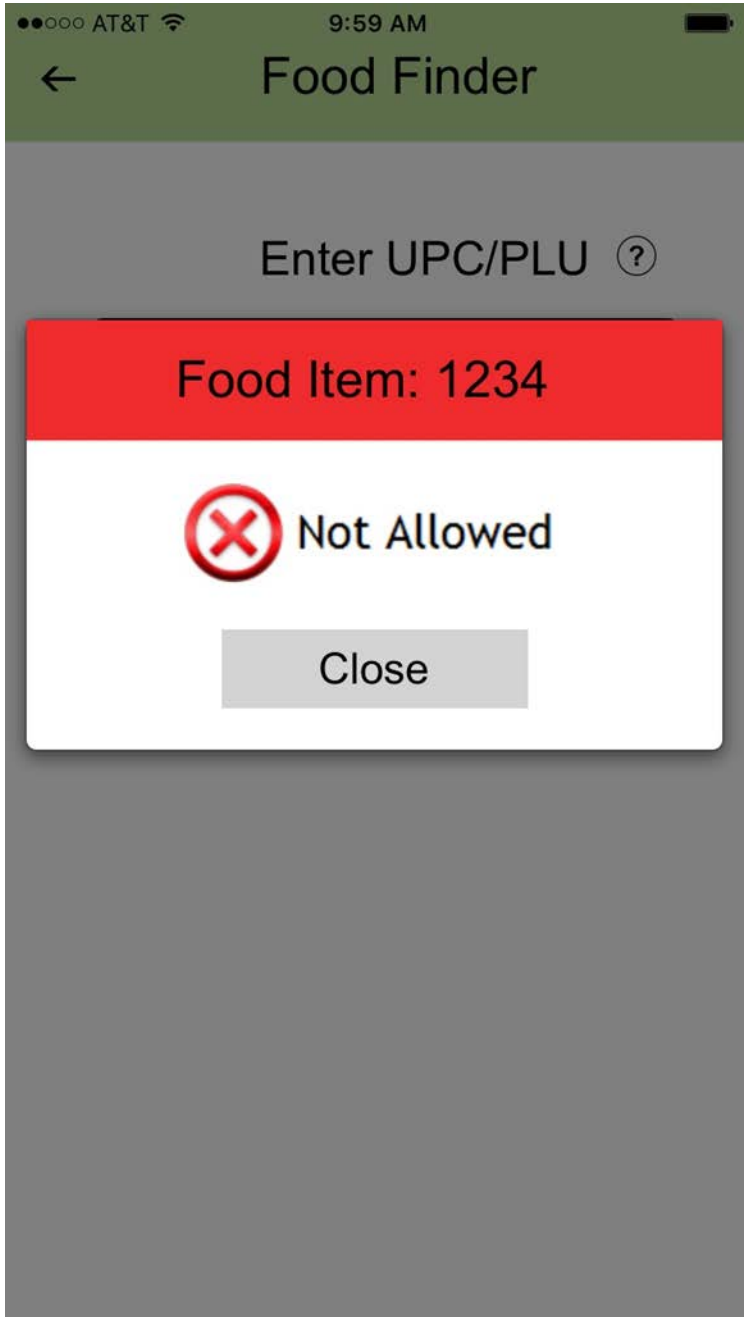
A PLU is a four (4) or five (5) digit code found on fresh produce. Example:

UPC

A UPC is a code found on food packages. Example:


●●○○○ AT&T
9:59 AM
Food Finder
Enter UPC/PLU
X
Submit
●●○○○ AT&T
2:11 PM
Food Finder
Enter UPC/PLU
4444
X
Submit
Done
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
+ * #
0


●●○○○ AT&T
9:59 AM
Food Finder
Enter UPC/PLU
Food Item: 4444
Allowed
If listed on your voucher
Close


●●○○○ AT&T
9:59 AM
Food Finder
Enter UPC/PLU
Food Item: 1234
Not Allowed
Close

●●○○○ AT&T 9:59 AM

Food Finder

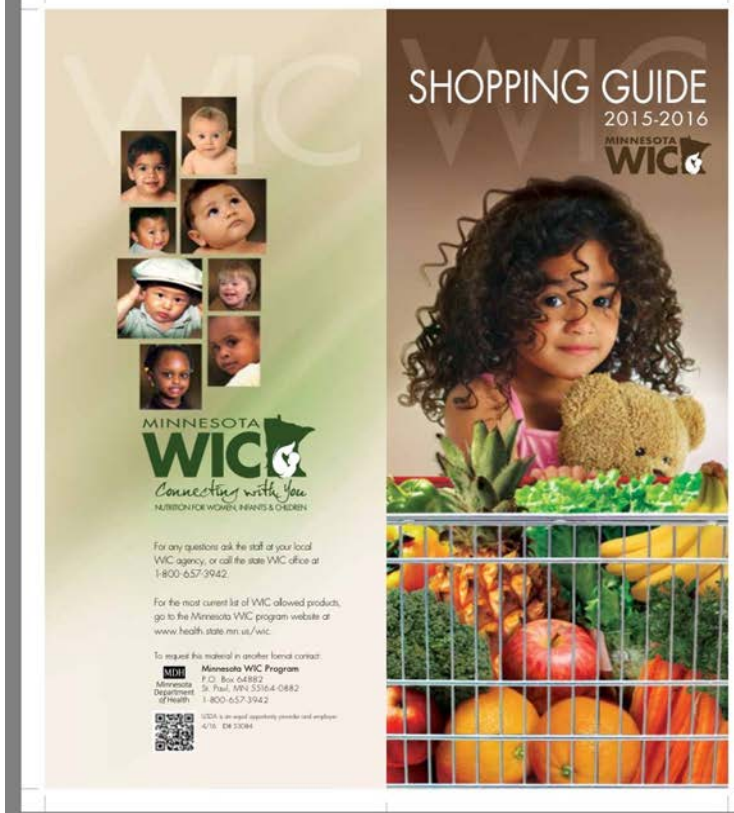
Scan UPC

Enter UPC/PLU

Shopping Guide

My WIC App ●○○○○ 10:30 AM

health.state.mn.us



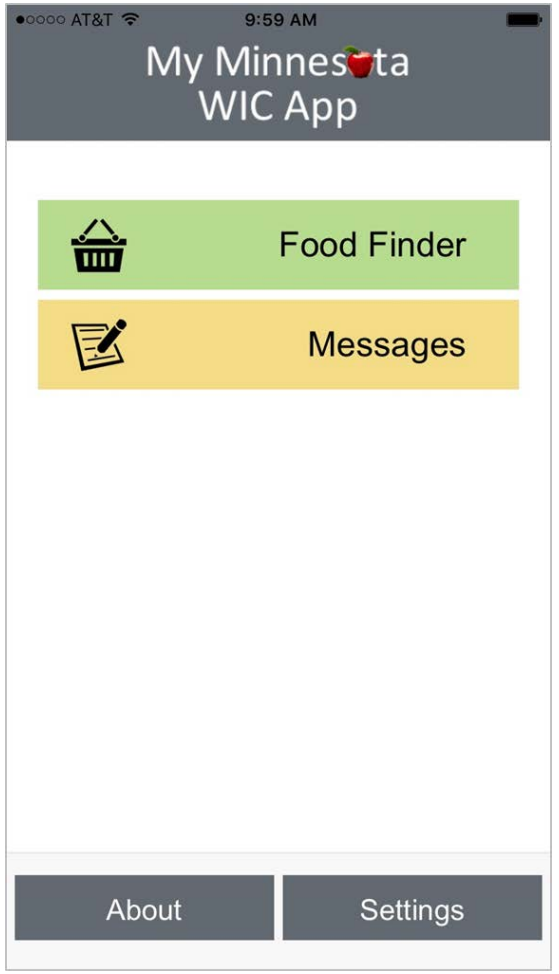
AT&T
1:33 PM
Settings
Messages
Register
Shopping Guide
Language

AT&T
10:30 AM
Settings
Messages
Shopping Guide
Language
English
Save

Phase 2 – Messages (Appointment)

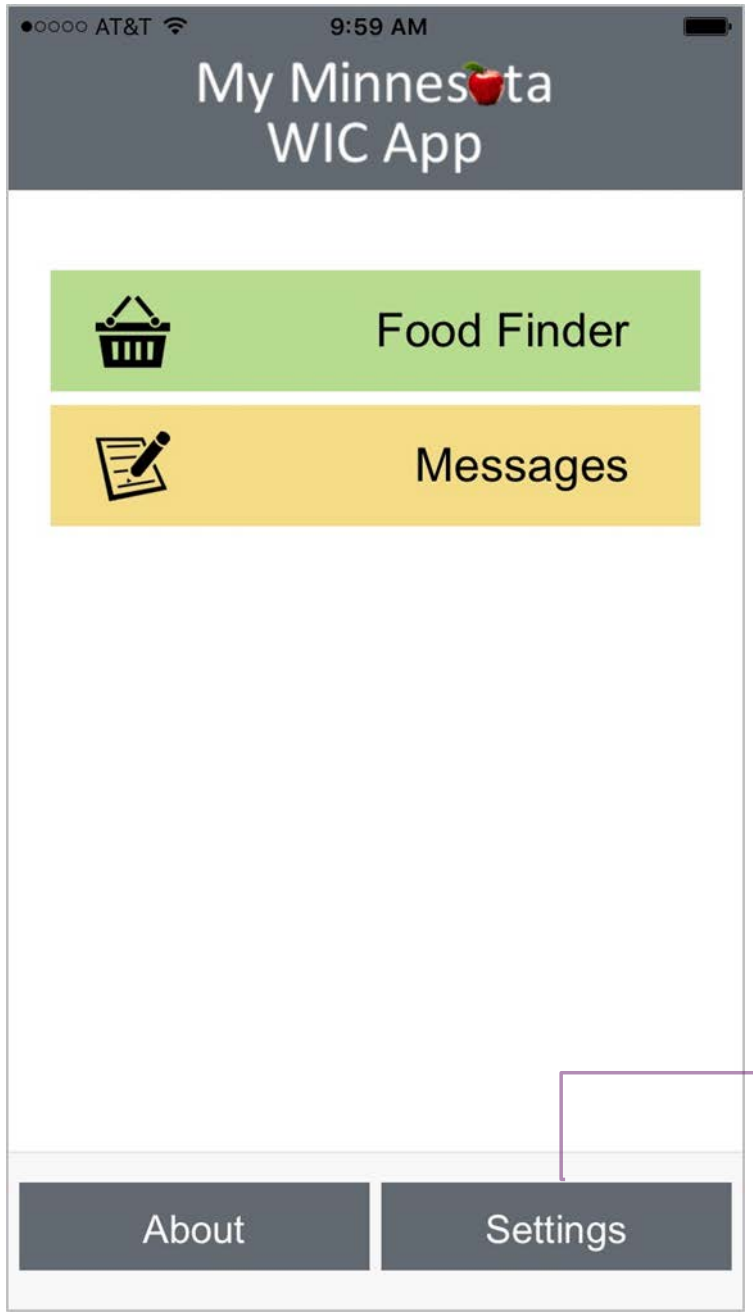
Phase 2 – Messages (Appointment)

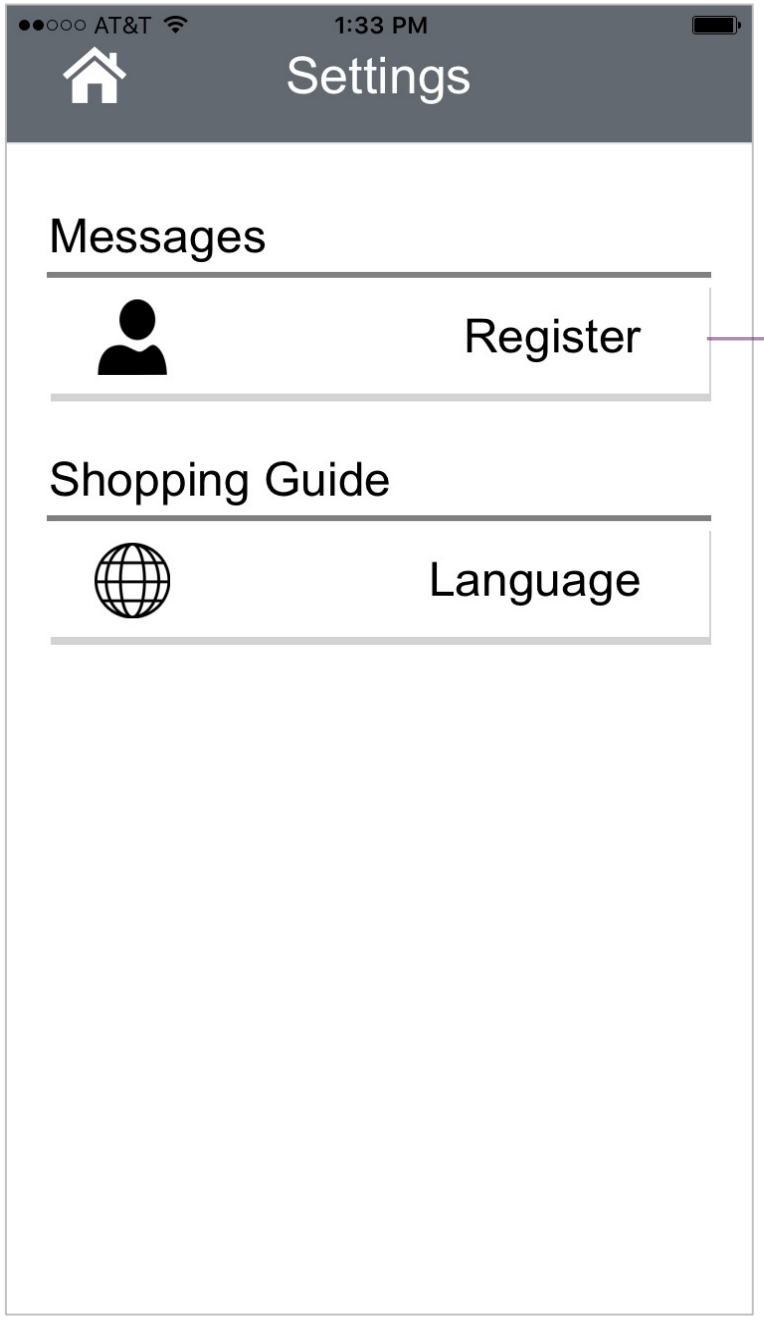
- Statewide – November 1, 2016
- Participants are given the option to register to receive Notifications
- Displays upcoming and missed appointments
  - Notifications are received 2 days before upcoming appointments and the day after the missed appointment to alert the participant to check the messages in the app
- Displays we miss you message
  - Notification is received 30 days after their cert end date to alert the participant to check the messages in the app

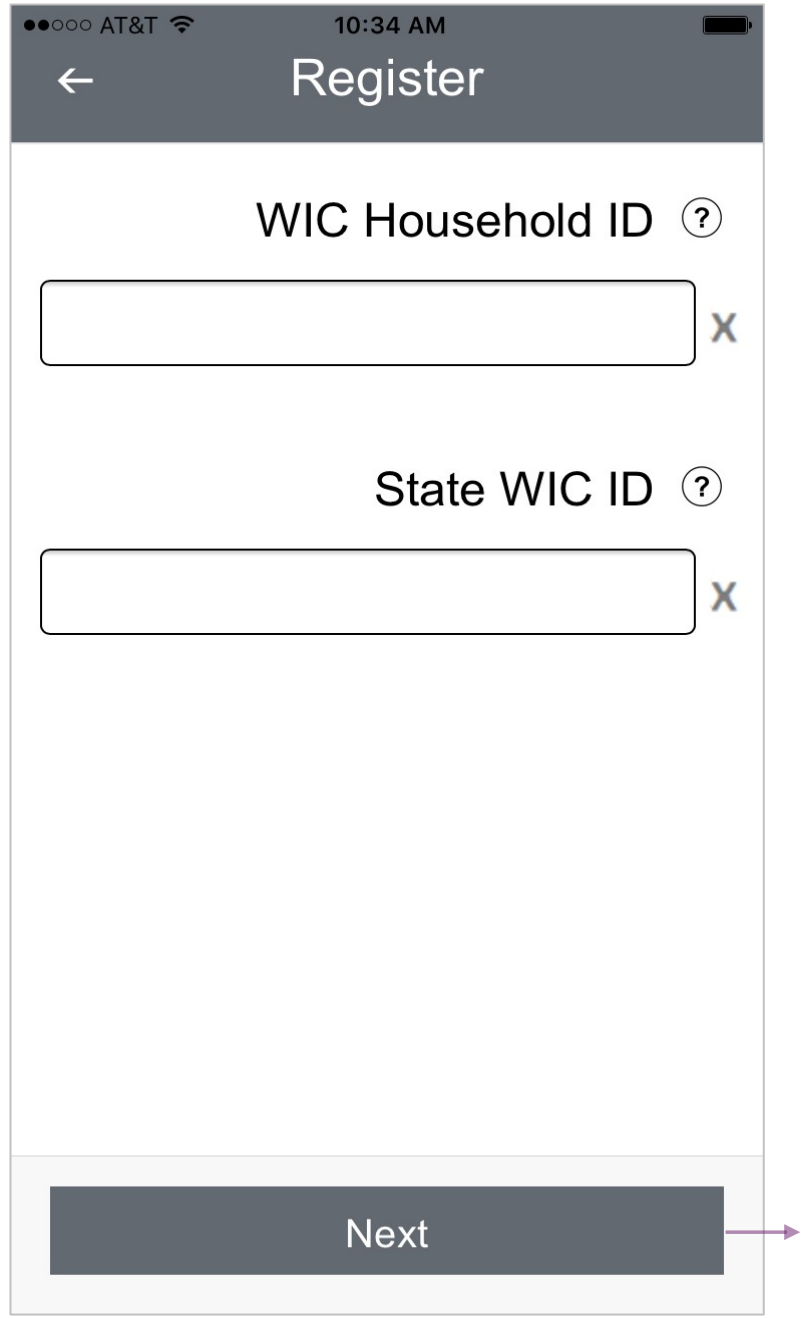


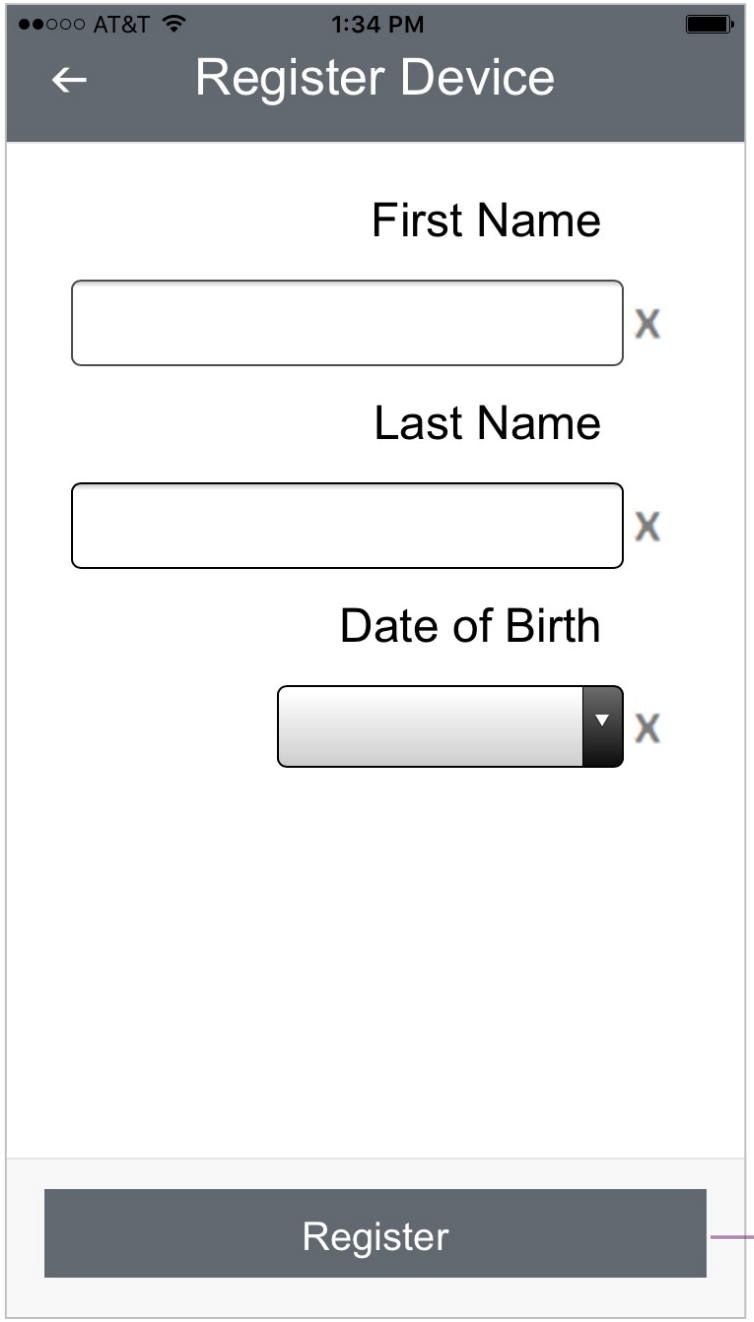
Phase 2 – Messages (General)

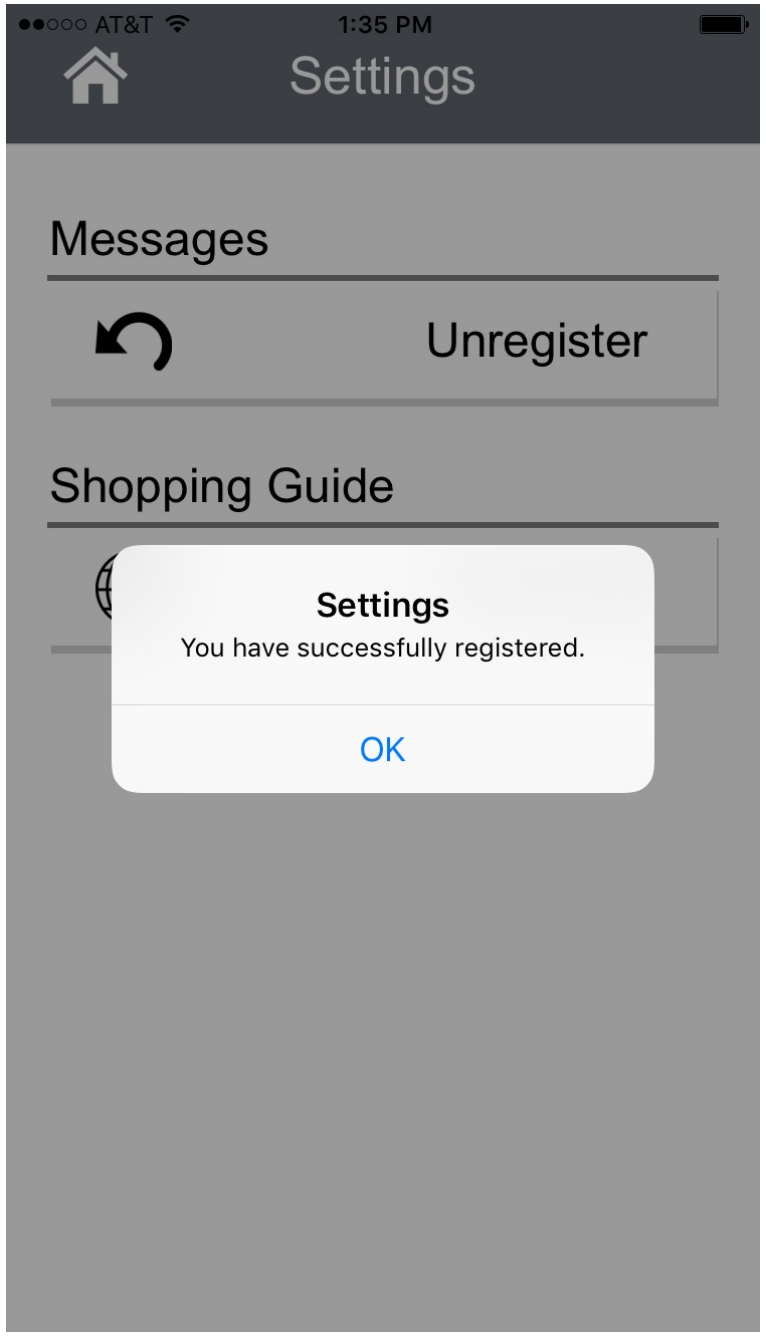
- Ability to send messages by Agency (ex. Closed Clinic)
- Ability to send messages to all registered (ex. Survey)

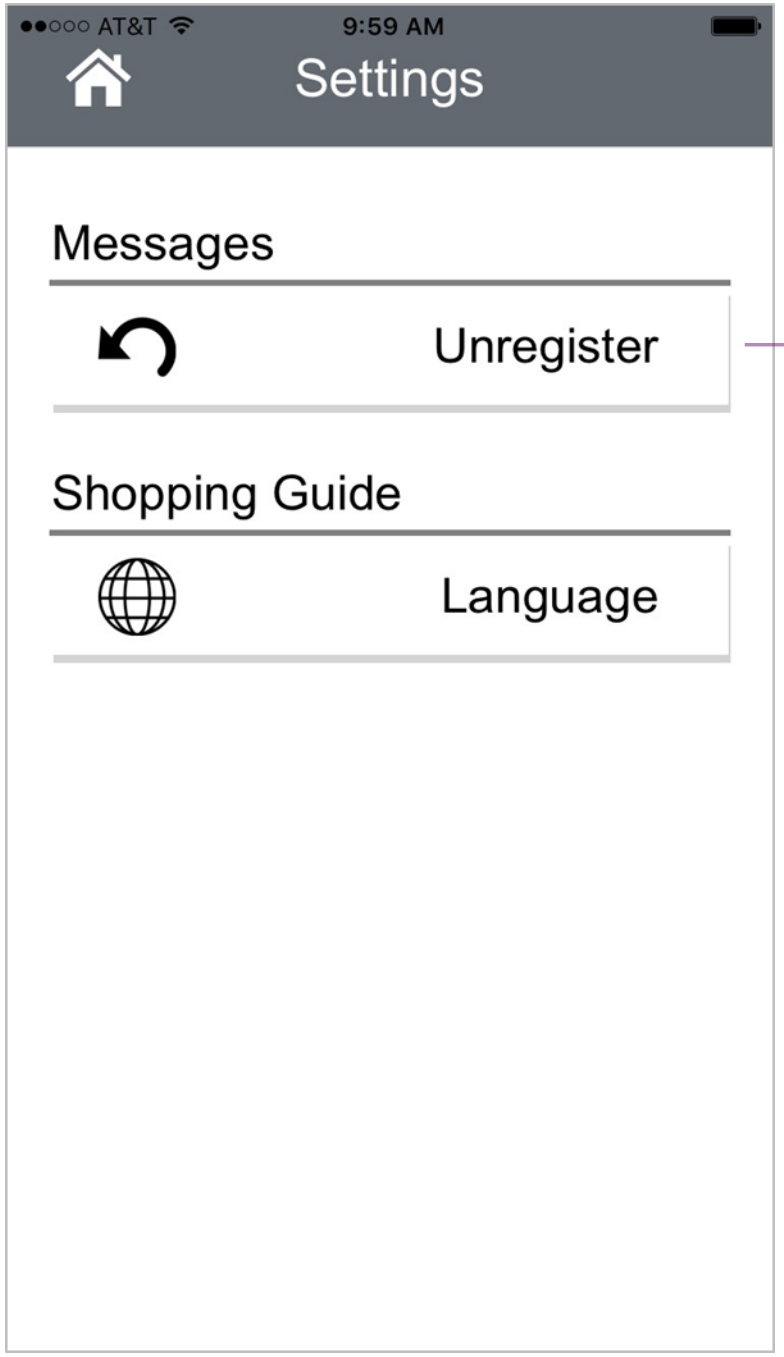

●○○○○ AT&T
9:59 AM
My Minnesota WIC App
Food Finder
Messages
About
Settings

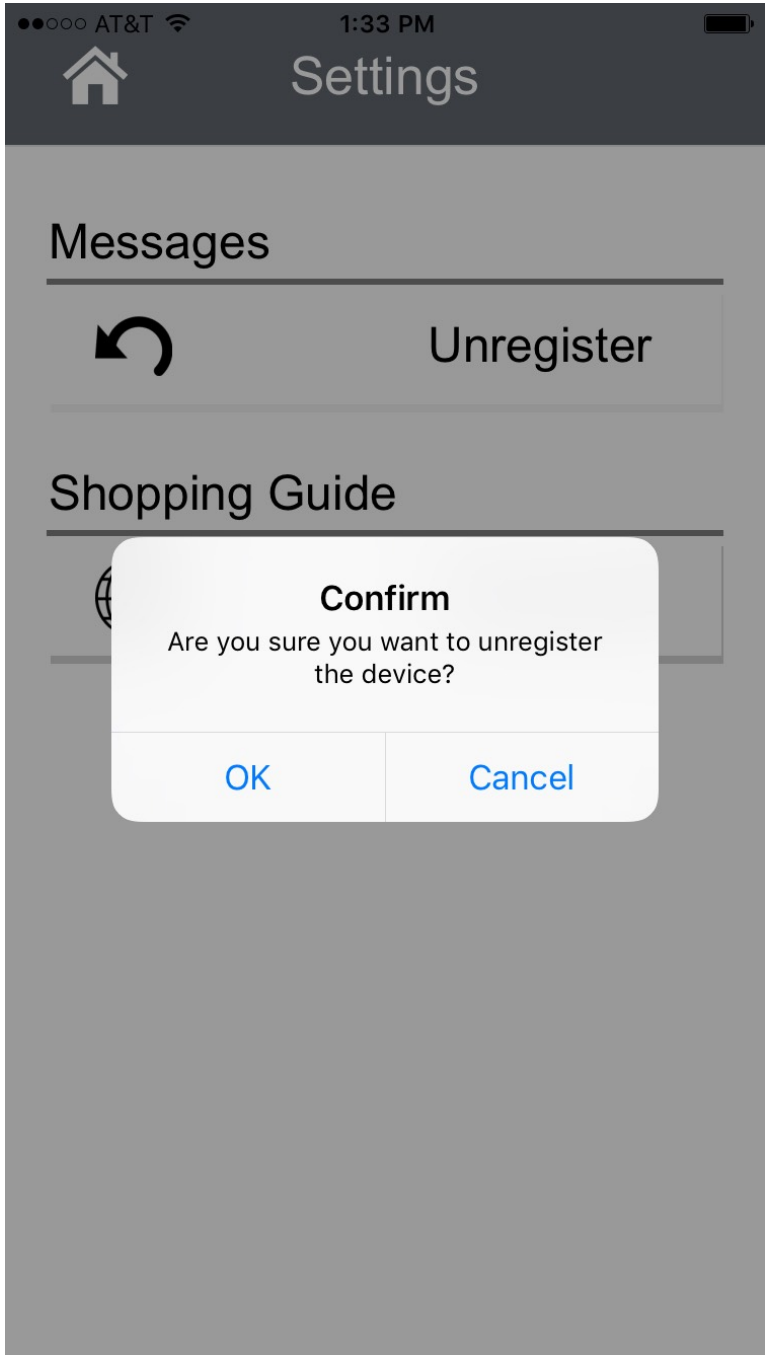

●●○○○ AT&T
1:33 PM
Settings
Messages
Register
Shopping Guide
Language

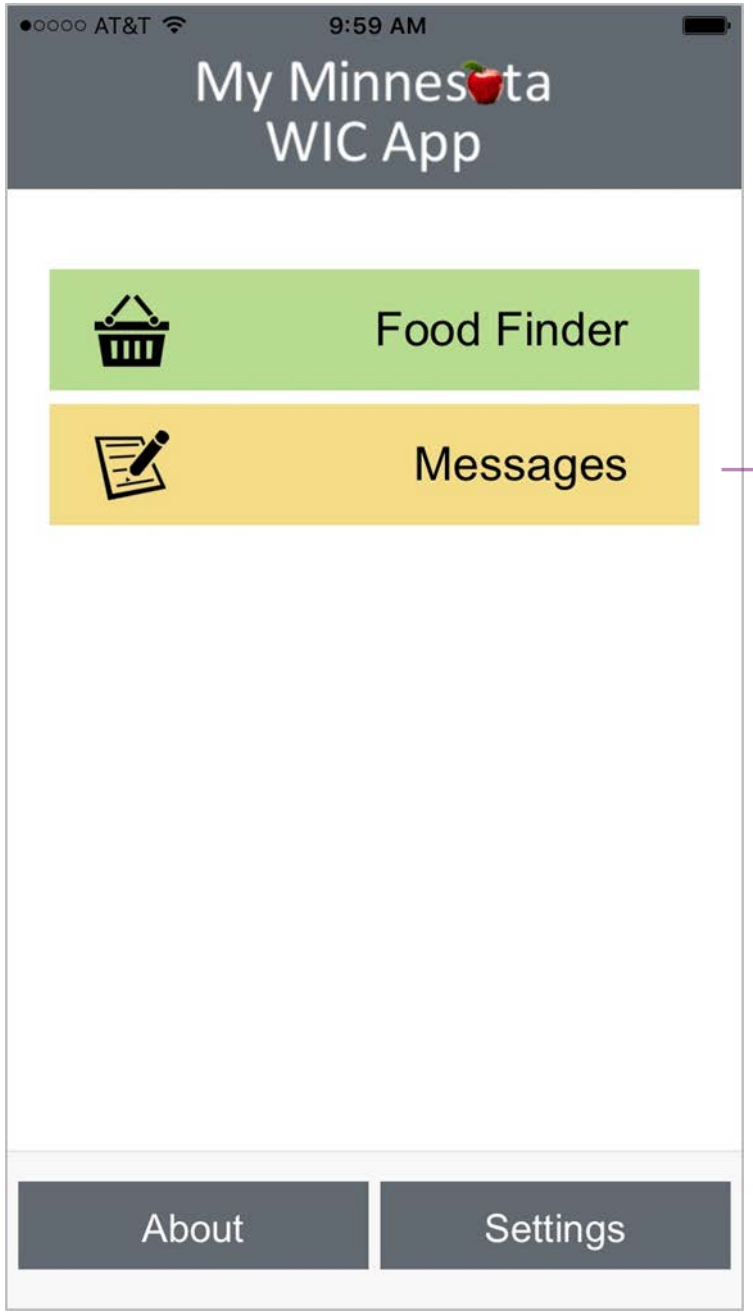

●●○○○ AT&T
10:34 AM
Register
WIC Household ID
State WIC ID
Next

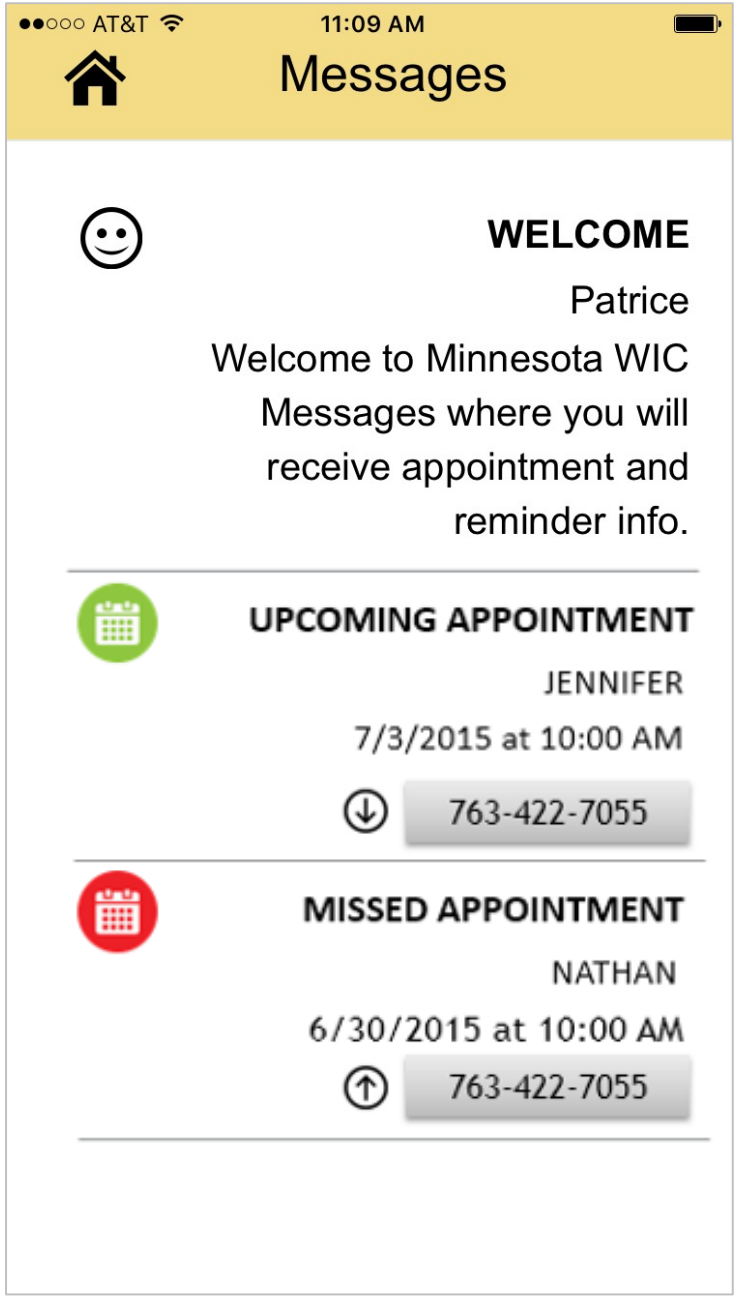

●●○○○ AT&T
1:34 PM
Register Device
First Name
X
Last Name
X
Date of Birth
X
Register

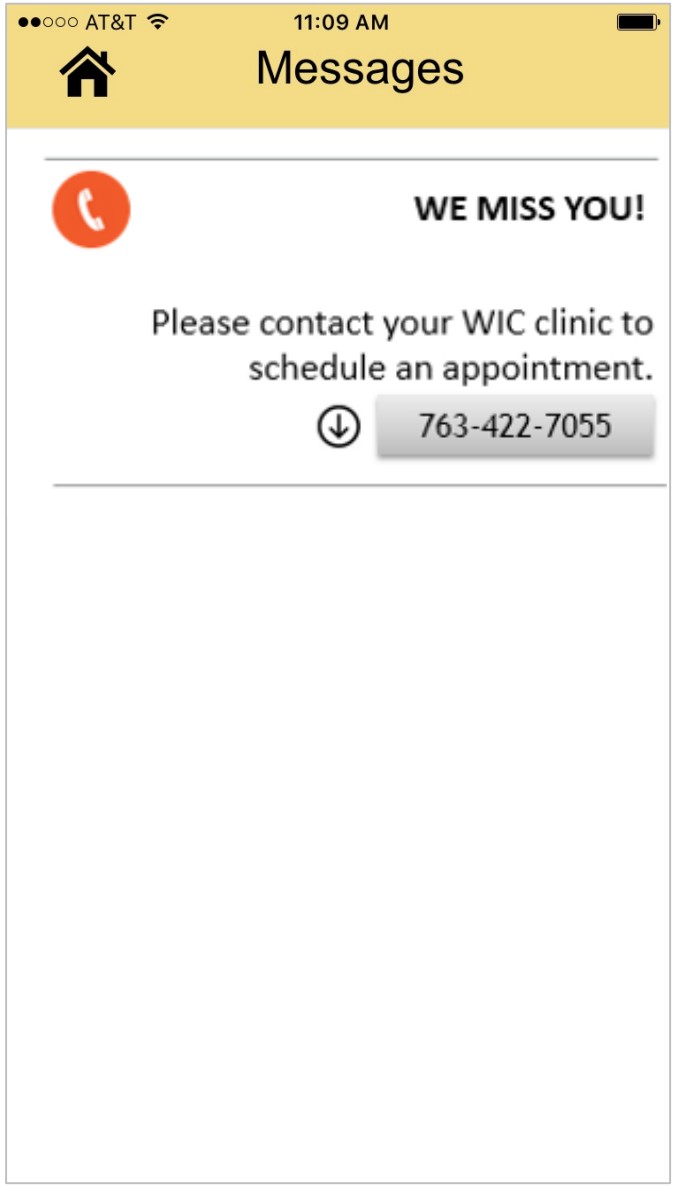

●●○○○ AT&T
1:35 PM
Settings
Messages
Unregister
Shopping Guide
Settings
You have successfully registered.
OK


●●○○○ AT&T
9:59 AM
Settings
Messages
Unregister
Shopping Guide
Language


●●○○○ AT&T
1:33 PM
Settings
Messages
Unregister
Shopping Guide
Confirm
Are you sure you want to unregister the device?
OK
Cancel


●○○○○ AT&T
9:59 AM
My Minnesota
WIC App
Food Finder
Messages
About
Settings

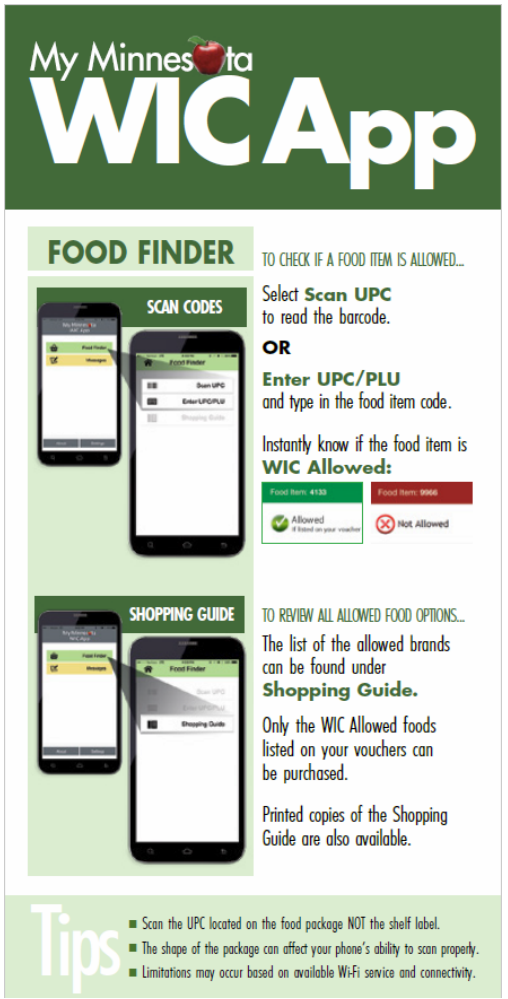

●●○○○ AT&T
11:09 AM
Messages
WELCOME
Patrice
Welcome to Minnesota WIC Messages where you will receive appointment and reminder info.
UPCOMING APPOINTMENT
JENNIFER
7/3/2015 at 10:00 AM
763-422-7055
MISSED APPOINTMENT
NATHAN
6/30/2015 at 10:00 AM
763-422-7055


●●○○○ AT&T
11:09 AM
Messages
WE MISS YOU!
Please contact your WIC clinic to schedule an appointment.
763-422-7055

Training Materials

Participant brochures

- Local Agencies order through state website
- Double sided, tips on using the scanner as well as how to register for messages
- Provided to participants by the Local Agencies



Training Materials

Sticky notes

- Local Agencies order through state website
- Provided to participants by the Local Agencies
- Vendor also have available in cashier lanes to provide to customers

Feedback – App Review

- 27 reviews posted through the app store
- App has a rating of 4.3/5 (a couple low ratings are due to connectivity issues in the store) without these the rating is 4.6
- If comment is specific to a food item or shopping experience we can reply to their comments
- A few comments about the app
  - “The best thing to happen to WIC since Peanut Butter” – Local Agency WIC Coordinator
  - “Very Helpful This app is perfect for me because I am a CSM at a Wal-Mart so this lets me verify items if the register doesn't like it. I can also go with a customer to the shelf and find the correct item for them” – Wal-Mart CSM
  - “Easy to use for finding out what items I'm able to buy. – WIC Participant

Feedback – Survey using Notifications

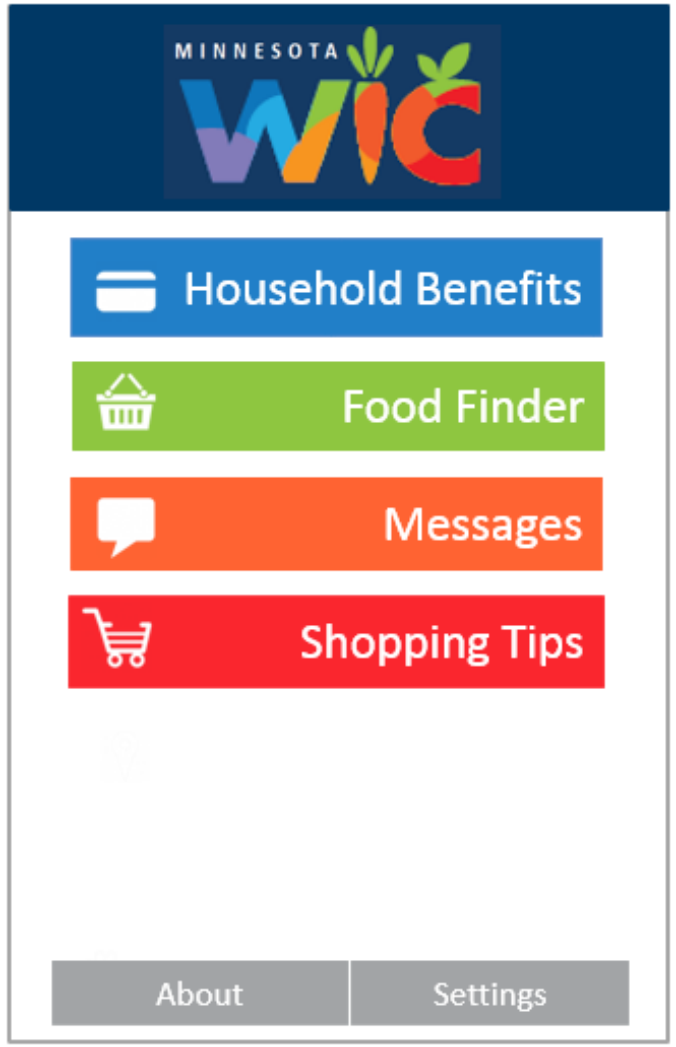
- Used Notifications to send the Survey with a link
- Sent 1784 Notifications, received 241 responses = 13.5% rate
- Asked 5 questions, none required a response;
  - Do you use Food finder? **(217 Yes)**
  - Do you use reminder messages? **(182 Yes)**
  - How long have you been using?
  - How often do you use?
    (Nearly every time I shop 120, 84 remember WIC appt)
  - What do you like the most?
    (136 responses, top 3 comments: Food finder, Appt reminders, Easy to use)
  - What would you like to see changed? **(98 responses, 50 – Nothing, link to what is on checks, Store locator, schedule appts through app)**
- Survey was fast easy way to get direct feedback from participants without putting additional work on Local Agency staff

Feedback – Survey Comments

- A few participant comments of what they like most
  - “It is very discreet and allows me to easily check if an item is WIC approved.”
  - “I love that I do not have to guess. If I am unsure I can check, it saves me so much time and headache!”
  - “Appointment reminders are the best!!!”
  - “The app itself is very useful, especially on the go.”

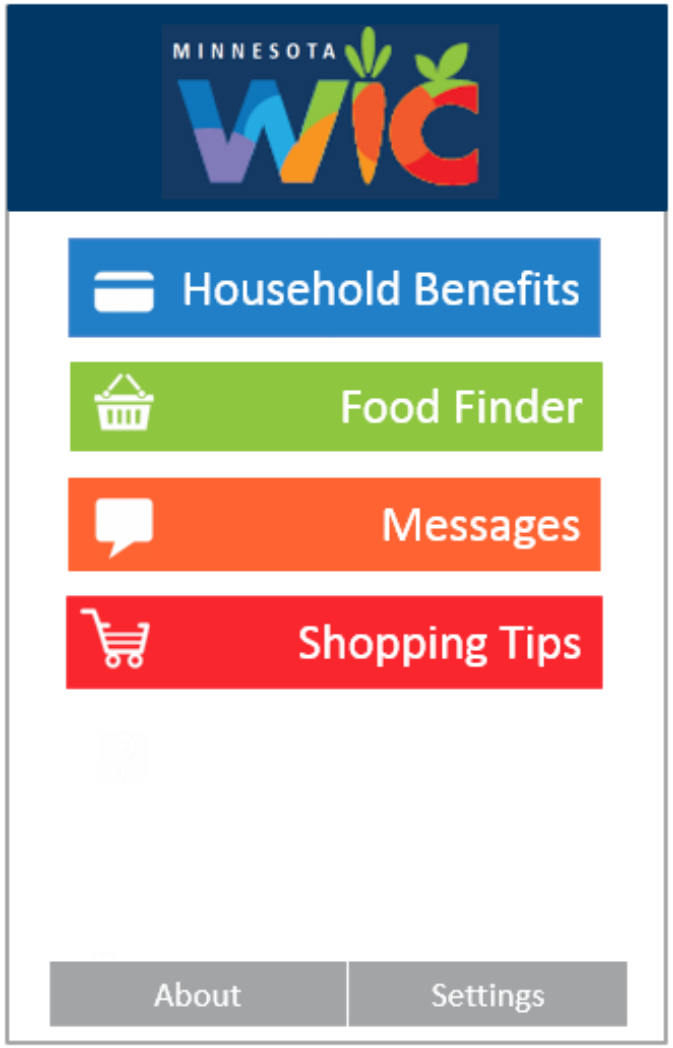
Phase 3 – eWIC

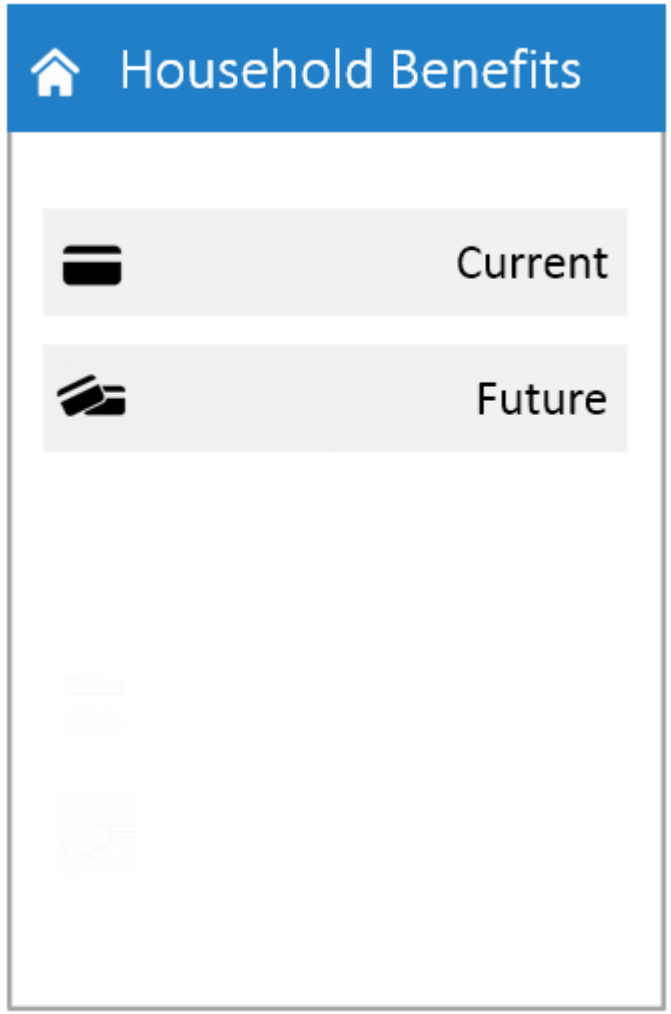
- Rebranding to match look and color scheme for new eWIC cards
- Currently in development – ready to use with MN eWIC Pilot

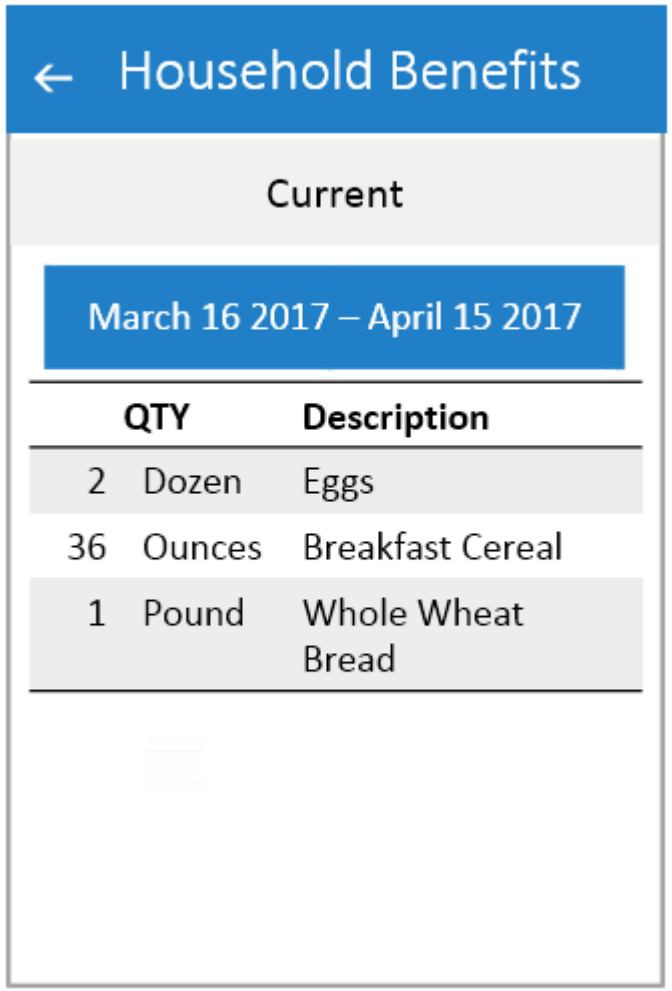


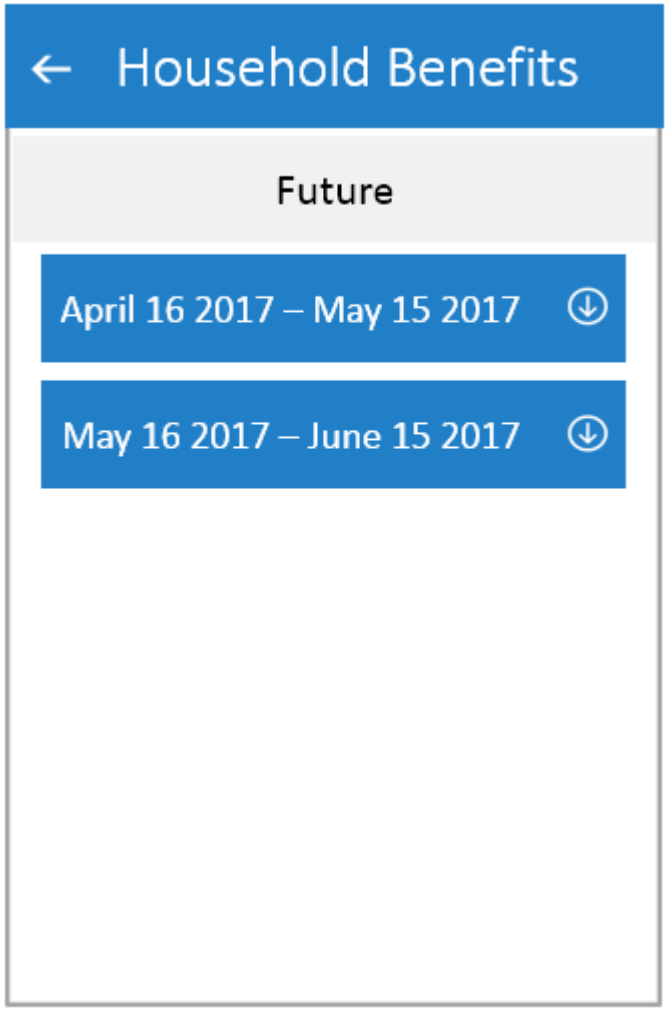
Household Benefit Balance - NEW

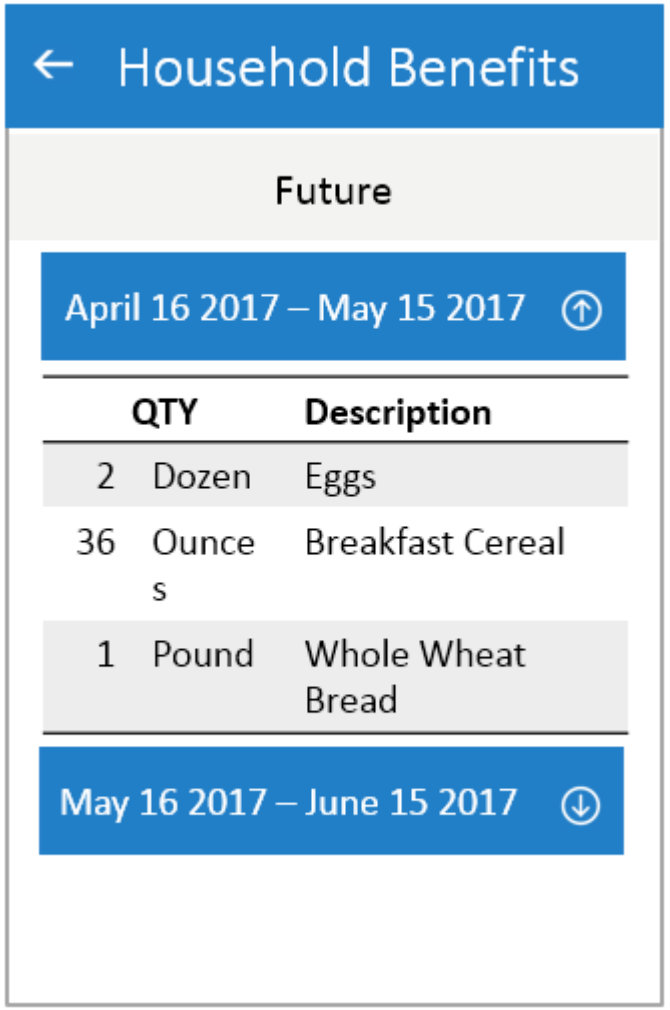
- Current balance with benefit start/end dates (real time - online)
- Upcoming benefits with benefit start/end dates




Household Benefits
Current
Future

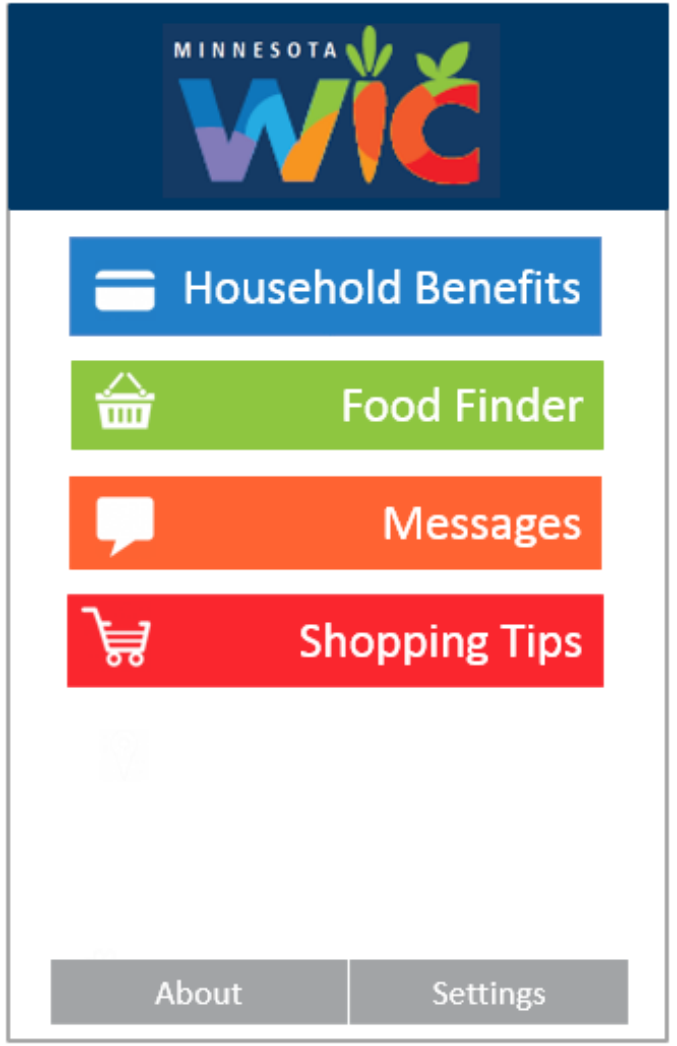

Household Benefits
Current
March 16 2017 – April 15 2017
QTY
Description
2 Dozen Eggs
36 Ounces Breakfast Cereal
1 Pound Whole Wheat Bread


Household Benefits
Future
April 16 2017 – May 15 2017
May 16 2017 – June 15 2017


Household Benefits
Future
April 16 2017 – May 15 2017
QTY
Description
2 Dozen Eggs
36 Ounces Breakfast Cereal
1 Pound Whole Wheat Bread
May 16 2017 – June 15 2017

Food Finder - UPDATE

- When scan items will indicate if available in current food prescription balance
- Addition of name of food item scanned
- Can still use food finder without registering household ID – Many stores use food finder as well



Allowed

02119809
Extra Sharp Cheddar Cheese

Included in current benefits.

Not Allowed

02119999

Not WIC Allowed.

Allowed – Not Included

02119809
Extra Sharp Cheddar Cheese

Not included in current benefits.

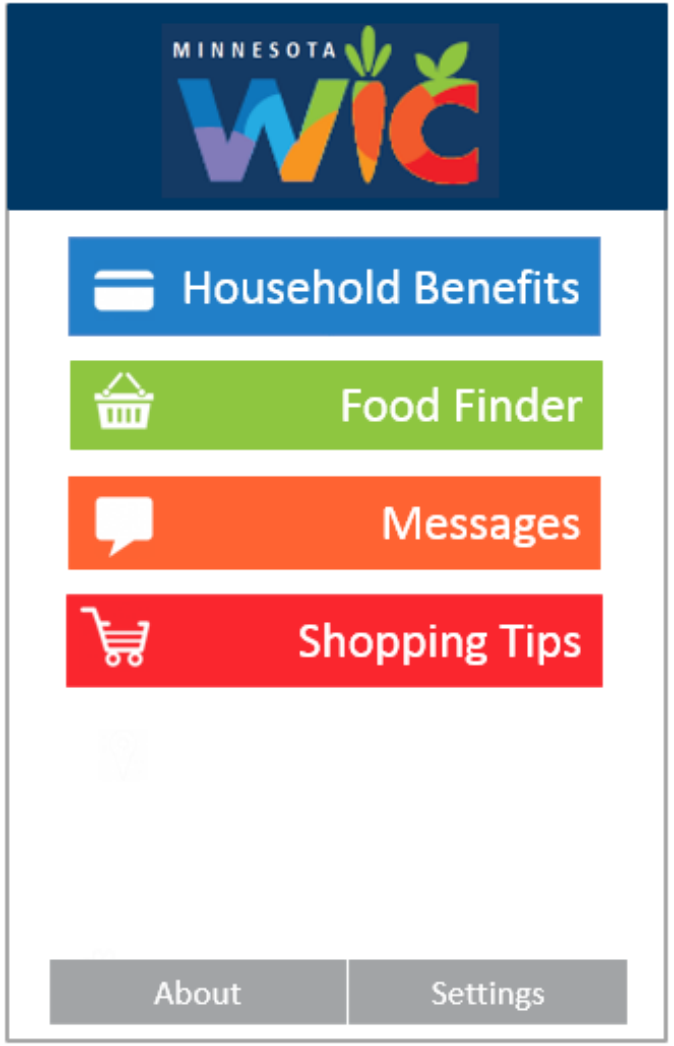
Allowed – May be Included

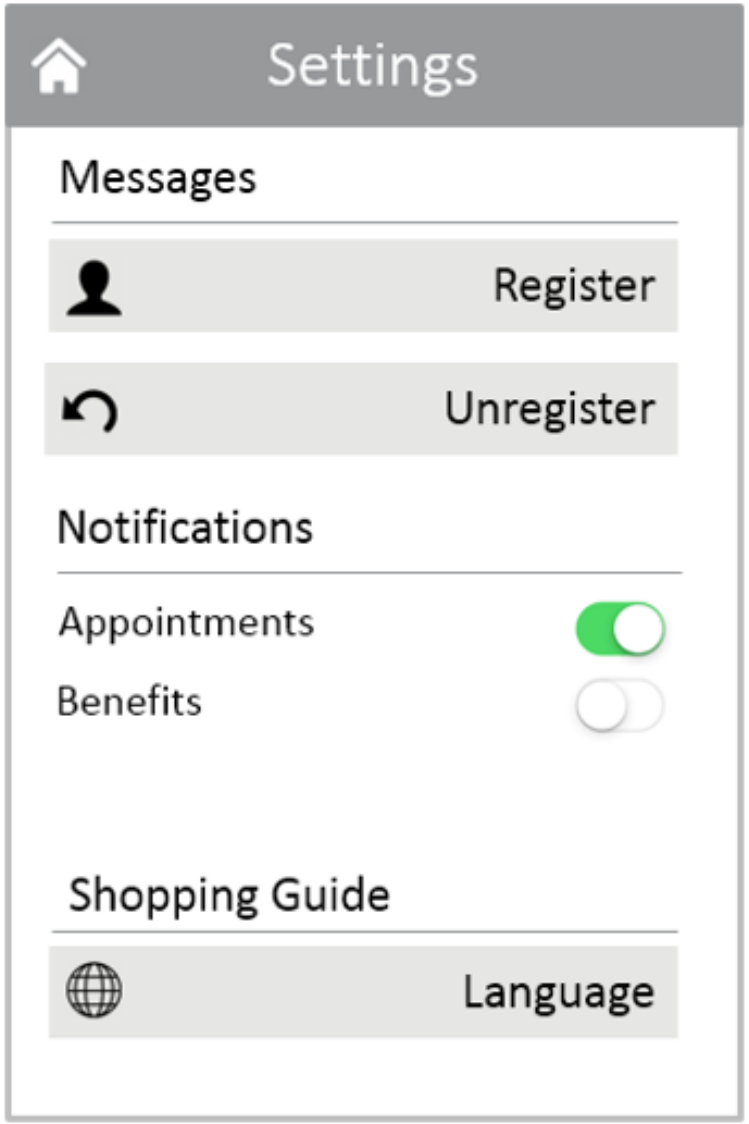
4011
Banana

Check benefit balance.

Messages- UPDATE

- Ability to choose what types of messages they want to receive
  - Appointments
  - Benefits

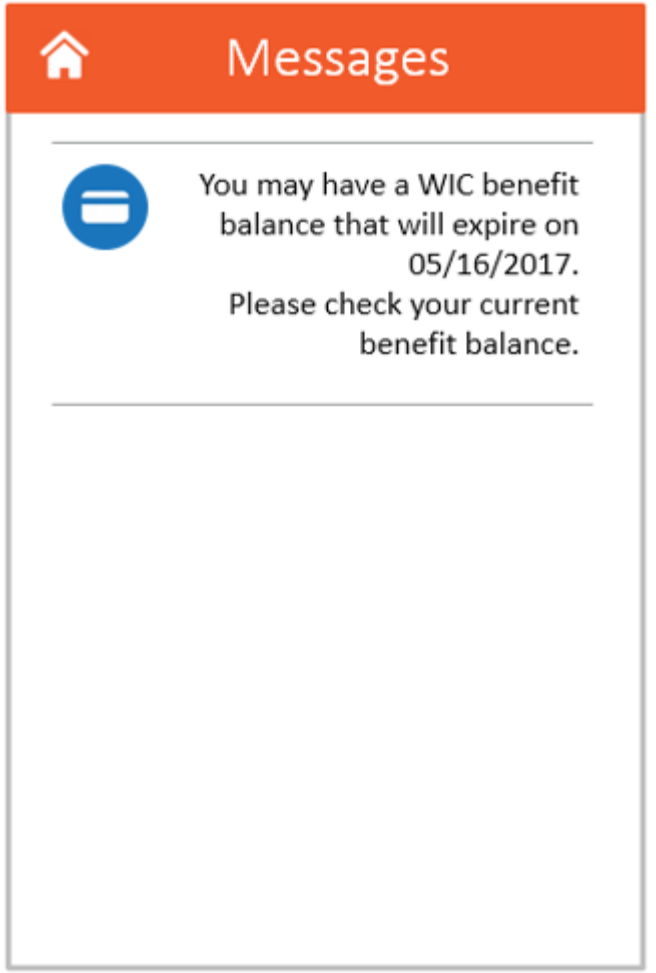



Settings
Messages
Register
Unregister
Notifications
Appointments
Benefits
Shopping Guide
Language

Benefits Reminder Message

Benefits Reminder Message - NEW

- Message reminders that benefits are expiring
  - Messages will be sent if any amount of benefit remains in current balance
  - Sent 7 days prior to benefit end date
  - Sent 2 days prior to benefit end date



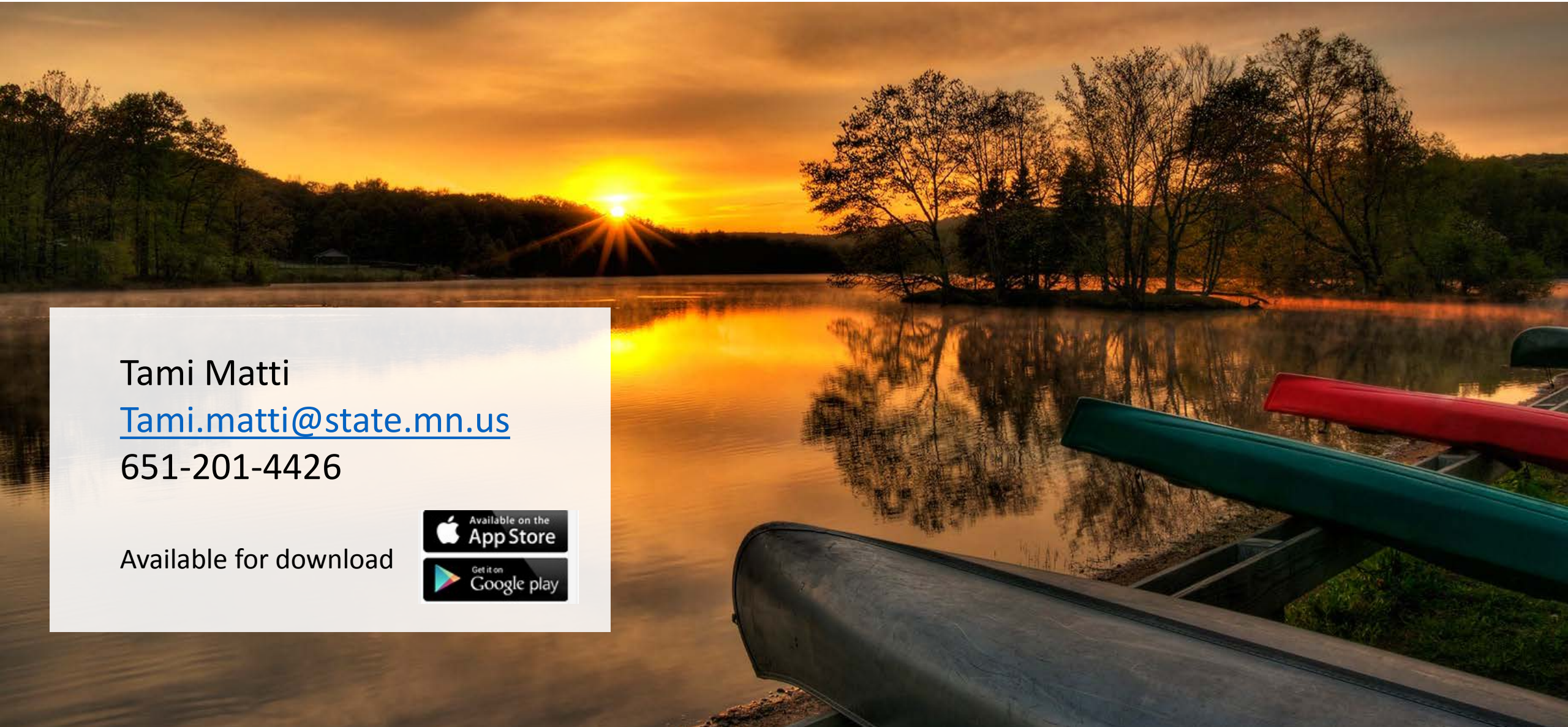
Shopping Tips - NEW

- Links to website for Food Calculator – conversion for food items (ex. 1 quart milk = .25 gallons)
- eWIC Card user tips/training
- Shopping Guide moved here

Phase 4 – After eWIC Rollout

- Store Locator – Display location and directions of WIC-authorized vendors
- Target Messages – may include age appropriate Nutrition Education/Breastfeeding messages
- Store Issues form – for participants to complete and send to State Office Vendor staff

Questions - Thank you!



Tami Matti
Tami.matti@state.mn.us
651-201-4426

Available for download

Available on the App Store

Get it on Google play