

Changes to WINNIE “How heard about WIC” dropdown

OCTOBER 22, 2025

Health Information Exchange Referral project

Hennepin County Medical Center (HCMC) has partnered with MDH WIC to send electronic referrals from HCMC medical records to WIC agencies through email. It is exciting to see this process happen electronically! While Hennepin WIC is the primary agency receiving referrals from this project, an agency besides Hennepin may receive one of these referrals. MDH WIC hopes to expand the project beyond HCMC next year.

NEW option: Electronic Health Referral in “How Heard about WIC” dropdown

“Electronic Health Referral” is a new option in the “How Heard about WIC” dropdown. Select this for **new** families for whom you’ve received a referral “From: HealthCareReferrals@state.mn.us” with the “Subject: [encrypt] Hennepin Healthcare Referral – HENNEPIN.” Selecting this option will provide data for the Health Information Exchange Referral project.

In future project phases it will provide details about the referral back to the referring health care provider (HCP). If this is not selected in the dropdown, providers will not receive the desired feedback.

Providers have specifically requested that they be informed if the referred client was enrolled in WIC. More details are being worked through for feasibility of this connection, however, this is the first step in developing a process to seamlessly communicate back with the participant’s HCP.

What is next

The new and revised “How Heard about WIC” dropdown will be visible in WINNIE on October 27 after software changes are installed. See details in [WINNIE Release 3.5.1 Document](#). The new dropdown has the following:

- Ads-Print/Radio/TV
- ***Electronic Health Referral***
- Family/Friend
- Head Start/ECFE
- Health Care Provider
- Internet

CHANGES TO WINNIE “HOW HEARD ABOUT WIC” DROPDOWN

- MN Benefits
- Other
- Participated Previously
- Public Health
- Social Media
- Social Service Agency
- Text Message

Questions

Please reach out to your state WIC consultant.

Reference – complete listing of hyperlinks

[WINNIE Release 3.5.1 Document](#)

(<https://www.health.state.mn.us/docs/people/wic/localagency/winnie/releasedocs/3-5-1oct2025.pdf>)

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

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