eWIC Webinar for Local Agencies

June 11 & 12, 2018
Presenters

Carol Rowe – MIS & Data Unit Supervisor

Tami Matti – MIS Business Analyst & Software Lead

Pat Faulkner – BF, Training & Communication Unit Supervisor

Rebecca Gruenes – Nutrition & Clinic Services Supervisor

Jessie Zins – Food Delivery Unit Supervisor
Presentation Outline

- eWIC Basics
- eWIC Tentative Project Schedule/Rollout
- Plans for Local Agency eWIC Training
- eWIC Policy considerations
- Participant materials (drafts)
- Plans for Vendor Training & Readiness
- Questions & Answers
eWIC Card Basics

• Electronic equivalent to vouchers for processing WIC purchase

• Uses cards w/ magnetic stripes, like debit or credit cards

• Requires a 4-digit PIN

• Food Benefits – up to 3 months can be added to cards; but only current month’s benefits are available
Minnesota eWIC Card

Primary Account Number (PAN) Length = 16 digits

MN 6-digit identifier: 610727 (same on all MN WIC Cards)

6107 2700 0000 0000
## eWIC Benefit & Challenges – Participants

<table>
<thead>
<tr>
<th>BENEFITS – to Participants</th>
<th>CHALLENGES – to Participants</th>
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<tbody>
<tr>
<td>Less stigma than paper benefits; similar to debit card transaction</td>
<td>Must keep WIC card safe and remember PIN</td>
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<td>PIN provides security &amp; validates the card user. No signature needed.</td>
<td>May have bought unauthorized foods previously, but unauthorized items will not scan in eWIC</td>
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<td>One card/household; all household benefits on one card.</td>
<td>May take a few shopping experiences to become familiar with eWIC process in their store</td>
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<td>Improved shopping experience: participants can buy what they want, when they want it.</td>
<td>Knowing allowed foods, different ways to check their benefit balance and what expiration dates</td>
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# eWIC Benefit & Challenges – Local Agencies

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<tr>
<td>Reduces staff time needed for issuance-related activities (i.e., printing &amp; voiding)</td>
<td>Need to learn some new HuBERT functions</td>
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<tr>
<td>Eliminates need to manage voucher stock &amp; equipment (e.g., voucher stock, MICR printers, MICR ink)</td>
<td>Need to manage card inventory and card replacement</td>
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<td>Ability to make food package changes remotely</td>
<td>May need to assist participants with card related troubleshooting</td>
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<tr>
<td>More data available about food purchases which can inform participant education</td>
<td>Training participants is important - they may be familiar with SNAP, but eWIC transactions are different</td>
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<tr>
<td>BENEFITS – to Vendors</td>
<td>CHALLENGES – to Vendors</td>
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<tr>
<td>Checkout more efficient: cashiers no longer check ID, dates, or write in amounts. No time required for cashier errors or rejected vouchers.</td>
<td>Cash register systems &amp; updates can be complicated and costly.</td>
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<tr>
<td>Cashiers don’t validate WIC purchases. If in Approved Product List (APL) and participant has available benefits, they can get the food.</td>
<td>Keeping APL up-to-date. If item should be in APL but isn’t, stores must report to MN WIC. Cashiers/vendors cannot override.</td>
</tr>
<tr>
<td>Easier &amp; faster payment to vendor - paid within two business days.</td>
<td>Might be more difficult for cashiers to help participants troubleshoot without a voucher to follow.</td>
</tr>
<tr>
<td>eWIC eliminates some vendor duties (e.g., stamp &amp; deposit vouchers) &amp; labor related to rejected vouchers.</td>
<td>Pricing will be tied to items rather than to a total per voucher. Store might not be paid full retail price if it exceeds the WIC max price.</td>
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eWIC Tentative Implementation Schedule

2018

July 16th - User Acceptance Testing
 Oct 17th - Pilot-Phase 1, Dakota
 Oct 31st - Pilot-Phase 2, Scott/Carver

2019

Jan 28th - Statewide rollout begins
 May 20th – Last region begins rollout
Roll-Out Map

PILOTS:
- Phase 1: Dakota – 10/17/2018
- Phase 2: Scott/Carver – 10/31/2018

Rollout 1 - 1/28/2019
Rollout 2 - 2/18/2019
Rollout 3 - 3/11/2019
Rollout 4 - 3/25/2019
Rollout 5 - 4/8/2019
Rollout 6 - 4/22/2019
Rollout 7 - 5/6/2019
Rollout 8 - 5/20/2019
Local Agency Staff Training

• eWIC LA READINESS GUIDE
• eWIC HuBERT TRAINING MODULES
• TRANSITION GUIDE

• LA Webinars: optional; will be recorded
  • Webinar on Highlights of Transition Guide & HuBERT modules
  • Webinar on eWIC Store transaction
New Look! Additions/Changes to following buttons:

- **Household Benefits**: current & future benefit balances (*Household must be registered*)

- **Food Finder**: links to their benefit balance, indicates if scanned food item is in their benefit balance and if they have enough remaining to purchase the item (*Household must be registered*)

- **Store Locator**: participant can search for WIC-authorized stores within a certain distance of a specific address or current location based on their phone

- **Messages**: will notify them of benefit expirations and foods remaining for that month (*Household must be registered*)

- **Nutrition Info**: links to topics such as *Recipes* and *wichealth.org*

- **Shopping Tips**: links to topics such as *How to use your eWIC card* and *Shopping Guide*
Encourage Participants to register now!

Advantages of registering for My MN WIC APP Now

- Upcoming & missed appointments display in messages section
- Notifies participants terminated for failure to recertify
- Participants will be already registered for eWIC balance information & notifications, they will not need to register again when they transition to eWIC

Mobile App Schedule

- June 2018 - begin testing
- September 2018 – release for download statewide

Participants will be able to use all the new functions in the app except Household benefits prior to their eWIC rollout
eWIC Participant Materials

- “Using Your WIC Card”
- “Using My MN WIC App”
- “Welcome to WIC Brochure”
- Checklist for first time WIC Participants
- “eWIC Is Coming” poster, 4-6 mo prior to roll out
- “eWIC is Coming” Flyer, 3 mo prior to roll out
- Participant online module-to view in clinic
eWIC Policy Considerations

• Card Issuance
• Card Replacement
• Card Inventory
• Children moving into Foster Care
• Food Package Changes
• Proof of ID
eWIC Policy Considerations

• CARD ISSUANCE

  - one Card per household
  - person issued Card is *Primary Card Holder = Authorized Rep*
  - up to 2 Alt Reps/Proxies designated in HuBERT

Participants responsible for Card use & sharing PIN
CARD REPLACEMENT - Lost/Stolen/Damaged

- Deactivation
  - Cards can’t be replaced w/o deactivating ISSUED CARD
  - Deactivated by calling Customer Service Line OR Clinic
  - Once deactivated, can’t be reactivated

- Cards replaced by WIC clinic ONLY
CARD REPLACEMENT (cont’d)

- LAs must replace cards - no limit
- Replace as soon as possible, in person/clinic or by mail
- Food benefits remain intact
eWIC Policy Considerations

CARD INVENTORY: ordering & inventory management similar to current process

FOOD PACKAGES:
- only CPAs may issue and/or change FPs
- may be done “remotely” (w/o family coming in)
- no signatures required
FOSTER CARE:

- if child moves into foster care – create new household & issue WIC Card
- child’s unused food benefits are removed from previous household, and into new household

Guidance will be developed for determining which foods (& how much) belong to child.
PROOF of ID

- at Certifications – no change in policy
- between Certs, WIC Card can be used for ID
Vendor Training & Readiness Plans

- Vendor Webinar April 2018: overview, cash register system
- Vendor Funding Opportunity – to assist w/ integration
- Vendor Training prior to pilot/rollout (group/module)
- Level 3 Certifications - 2 wks prior to Rollout, to assure readiness
Vendor Materials

- eWIC Vendor Training Module
- MN WIC Retailer Guide
- MN WIC Shopping Guide
- “Using your WIC Card” brochure
- Materials will be available on MN WIC web site under Vendor Operations
Educating Participants about their store

What to tell participants:

• Shop where they usually shop

• 1st time using Card at a store:
  - tell cashier paying w/ WIC Card
  - ask when to swipe card & if WIC foods need to be separated

A list of stores eWIC ready will be provided prior to rollout

Regardless of the cash register system, eWIC will be more efficient & flexible than vouchers.
Questions?

• Information on WIC website at:

• Submit Questions through website using Questions/Feedback form
Thank You

MINNESOTA

Women, Infants & Children Nutrition Program