

Creating the Wave: WIC Innovations and Streamlining

ONLINE SCHEDULING

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WIC DIRECTOR

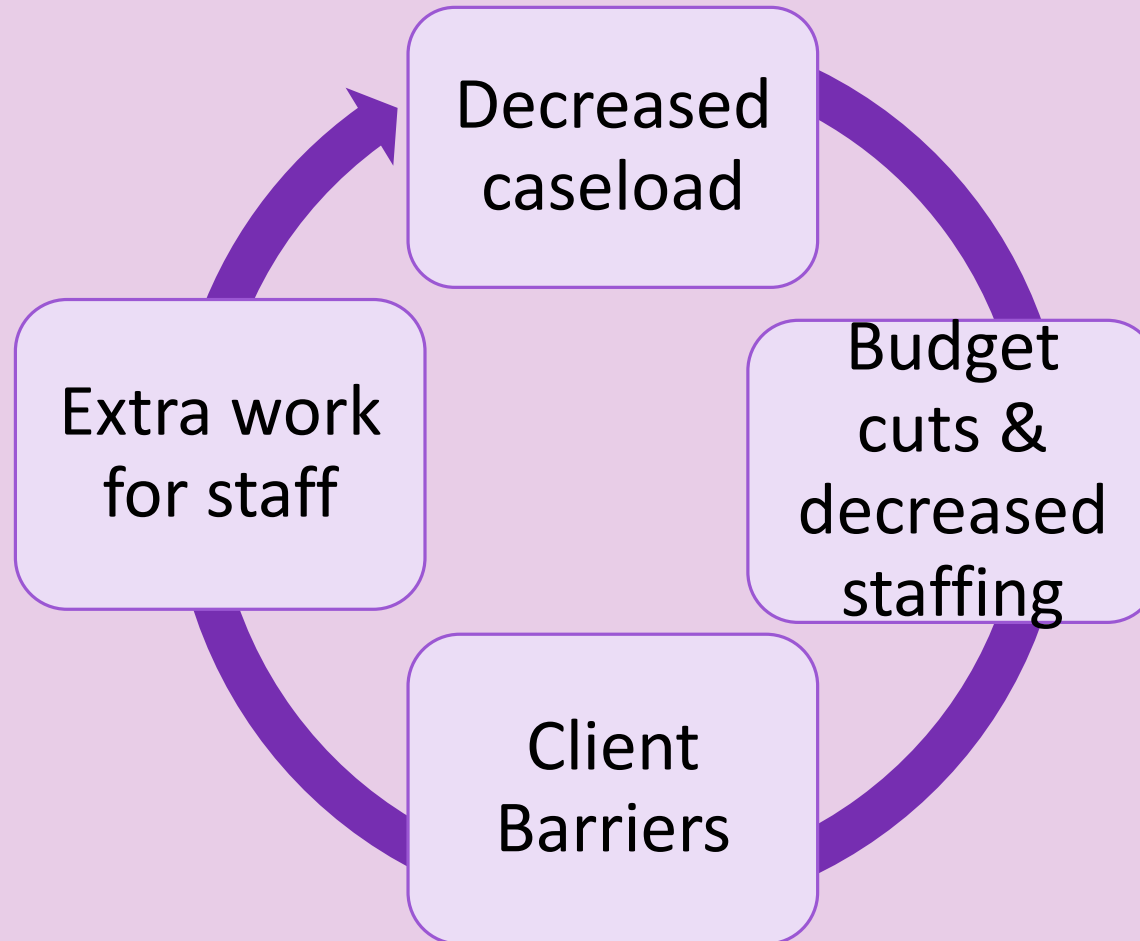
MARICOPA COUNTY DEPARTMENT OF PUBLIC HEALTH



MCDPH – WIC Overview

- Caseload – 48,000 per month
- Primary urban, Phoenix Metro Area
- 17 clinics across the County
- 110 staff

The Problem



Key Project Goals

- 1. Provide more client centered options for communication**
- 2. Decrease call volume for staff**

Project Strategies



Online Appointment
Request

Universal Phone
Number

Online Appointment Request

- Click on “make a WIC Appointment”
- Complete form
- Form is sent to requested clinic
- Appointment made
- Client receives confirmation

The screenshot shows the Maricopa County WIC website interface. At the top, there is a navigation bar with the Maricopa County logo and a 'Select Language' dropdown. Below the navigation bar, there are links for 'I Want to...', 'Providers', 'Schools', 'Community', and 'Individuals & Families'. The main content area features a header 'How Can We Help?' and a breadcrumb trail: 'Public Health > Individuals & Families > Family Health Promotion > Women, Infants & Children (WIC)'. The main heading is 'Women, Infants & Children (WIC)'. Below this, there is a photo of a woman with a baby and a list of services provided: 'Breastfeeding support', 'Healthy foods', 'Nutrition information', and 'Referrals to health care and other social services'. A section titled 'Who is WIC For?' lists 'Breastfeeding women', 'Children (under age 5)', 'Infants', 'Postpartum women', and 'Pregnant women'. A 'Now Offering WIC@Home!' section explains that families can attend appointments from home via video-chat. A 'Contact Us' section provides the email 'Women Infants & Children (WIC)'. On the right side, there is a 'Personal Information' form with fields for First Name, Last Name, Home Address, City, State (pre-filled with AZ), Zip Code, Email Address, Date of Birth, Family ID (if known), and Phone. A checkbox asks if the mailing address is the same as the home address. Below this is a 'Family Information' section with a checkbox for 'Do you have children under the age of 5?' and another for 'Are you pregnant?'. At the bottom, there is an 'Appointment Information' section with a dropdown for 'Which clinic do you want to visit?' and a field for 'When would you like an appointment?'. A blue circle highlights the 'Make a WIC Appointment' button in the left sidebar.

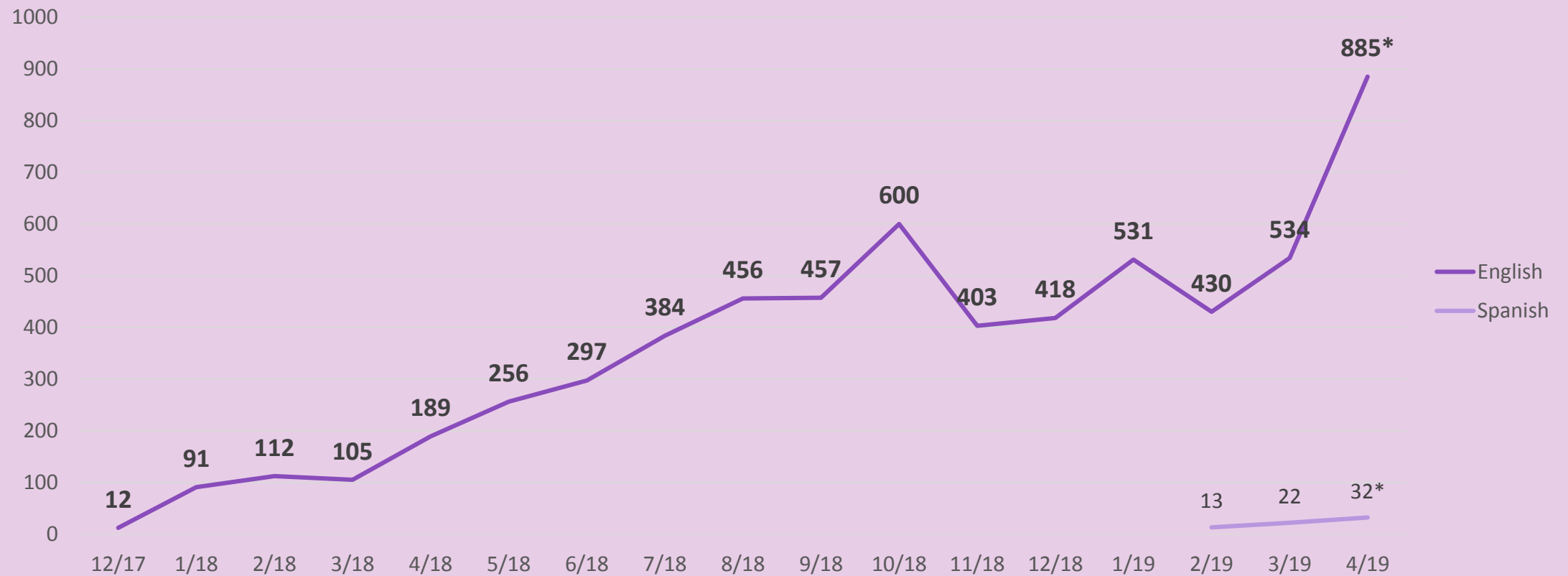
Universal Phone Number

- One public number
- “Call-tree”
- Automated Responses
- Option to speak with staff
- Not a call center, directed to individual clinics
- Convenient when moving or closing clinics
- “Branding”

602-506-9333

Results

Online Appointment Requests by Month



Text Outreach Campaign

Current SNAP Clients not on WIC

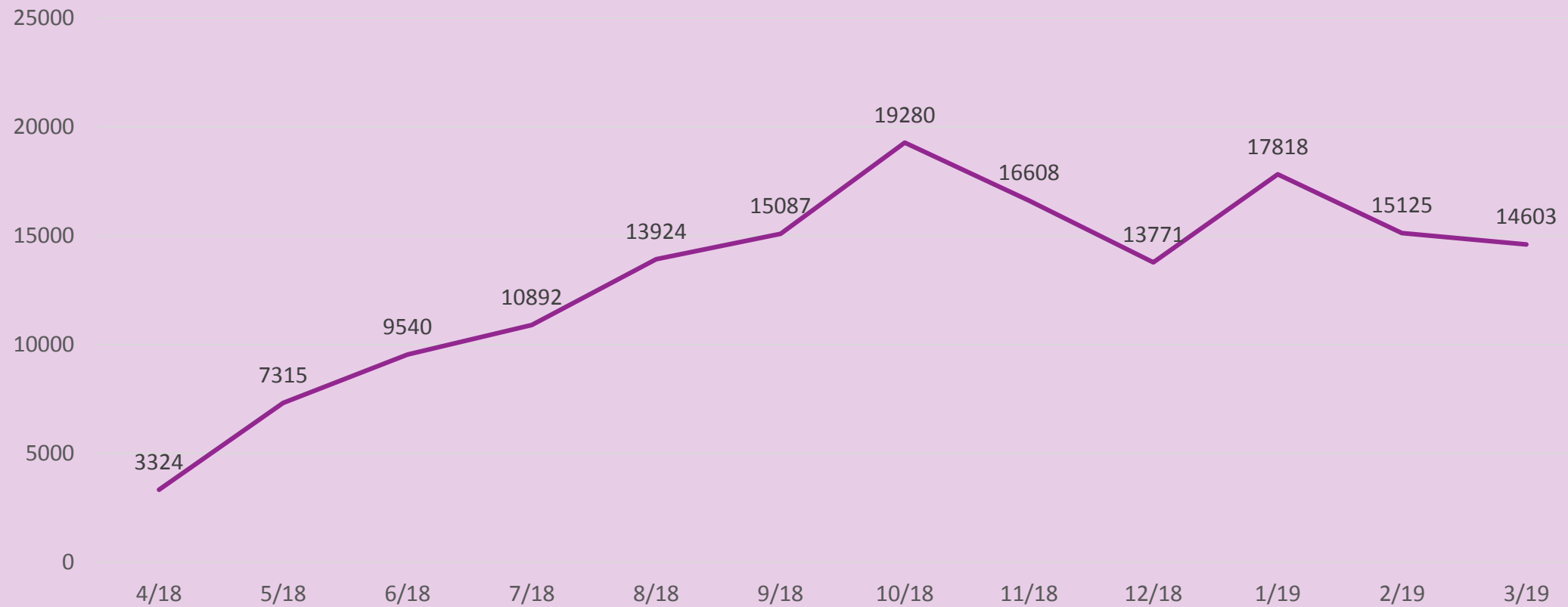
1. *WIC is a free program providing a debit card for healthy foods, nutrition info, and other resources. Want to enroll? Text Yes.*
2. *Great! You can request an appointment online at www.maricopawic.com or reply yes and your nearest clinic will contact you. See you soon!*

Current clients that didn't receive benefits in March:

Don't miss out on WIC! Request an appointment at www.maricopawic.com or reply yes and a WIC staff will call you

Results

Number of Phone Calls per Month



Lessons Learned

ONLINE APPOINTMENT REQUEST

- Popular
- Easy call to action
- Management

UNIVERSAL NUMBER

- Call volume
- Harder to update
- “Back door”
- Confusion

Thank you!

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