

Oklahoma WIC Service: The Impact of eWIC

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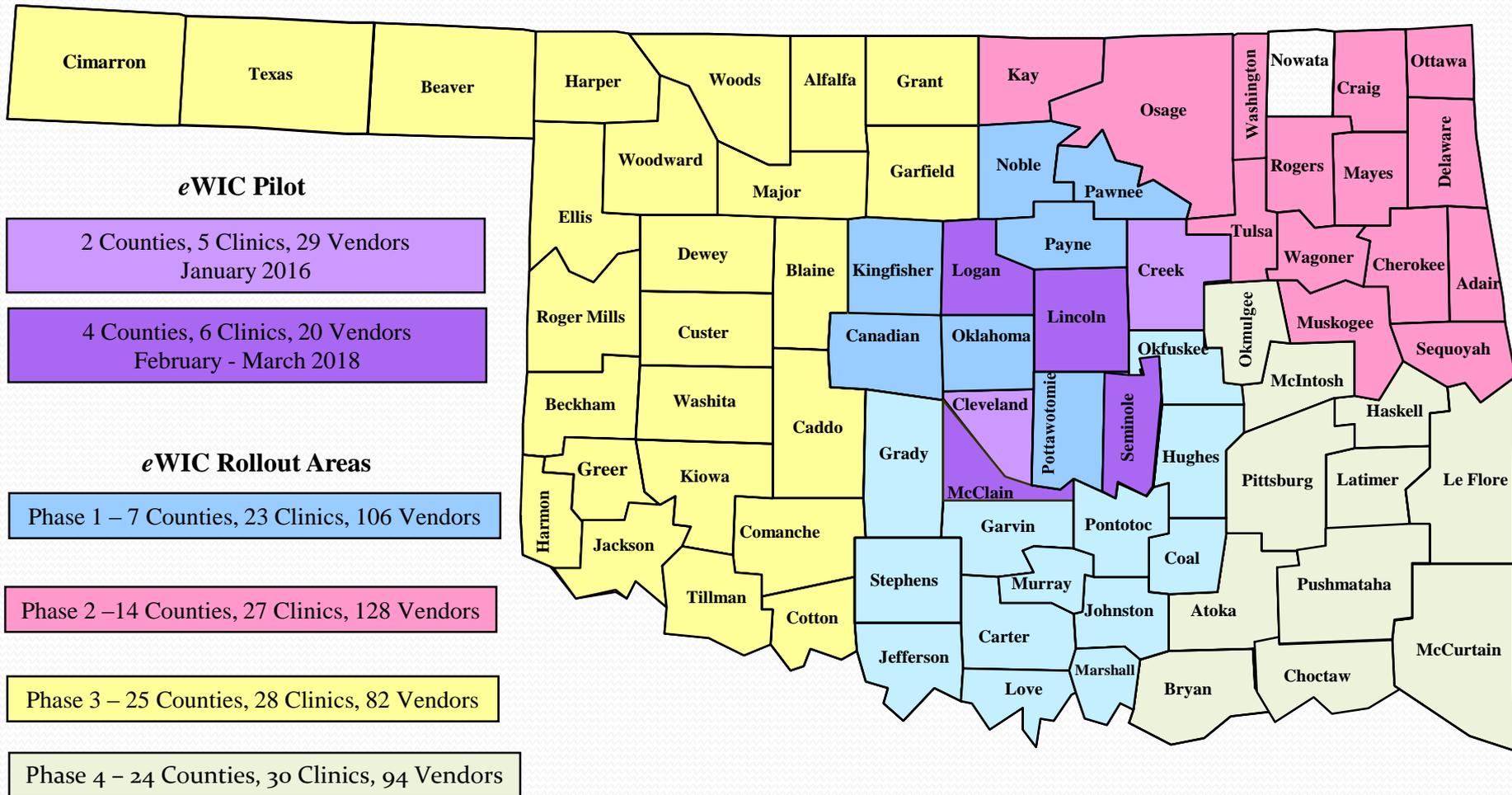
eWIC Rollout

- Conducted one month pilot at one clinic location first.
- Added additional clinics to pilot for two more months.
- After three month pilot, began statewide rollout.



Oklahoma Department of Health – WIC Service

eWIC State Rollout Plan



Clinic Training

- Ten state office staff assigned areas of the state.
- Two trainings on training day – one in AM and one in PM.
- Centralized training location near multiple clinics usually no more than one hour travel time to training site.



Clinic Training

- Trainings conducted in region at multiple locations about one month prior to that areas rollout.
- Each trainings conducted by two staff.
 - One hour for policy.
 - Two hours for eWIC PHOCIS training.



Vendor Training

- Used level three certification as the training opportunity for each store.
- Conducted multiple shops during certification so vendor could learn process.
- Make state vendor staff available by phone 24/7 during those first months.
- Resolves issues that may occur with both participant and store at checkout.
- Serves as real life, on the spot training.



Impact of eWIC on Clinic

- Fewer clinic visits related to benefit pick up and benefit changes -- saving time.
- Able to match up benefit periods for family members so appointments can be made for the family as a group – increased efficiency.
- More efficient to load benefits than print food instruments.
- Easier to tailor food benefits.
- Easier to handle lost eWIC card than lost food instruments.



Impact of eWIC on Vendor

- Saves time at checkout.
- More efficient.
- Does not allow purchase of non-WIC items.
- Cashier no longer serves as the “WIC Police.”
- No more rejected food instruments.
- No more verifying participant signatures.



Impact of eWIC on Participant

- Less wait time in the clinic and fewer visits.
- Participants who complete on-line nutrition education have benefits loaded without a clinic visit.
- If system is down, benefits can be loaded later without the participant returning to the clinic.
- A lost card can be cancelled and another reissued so no benefits lost to the client.
- Changes to benefits can be made and loaded without a clinic visit.



Impact of eWIC on Participant

- Buying items as needed more convenient.
- Increased convenience by allowing purchases at multiple stores since not forced to buy everything at once.
- Utilization of mixed basket at store.
- Faster check out at store reducing stigma often experienced by participants.



Impact of eWIC

- Did not impact caseload.
- Increased cost of operation.
- Reduced redemption of the Cash Value Benefit dollars.
- Participant can only purchase those items intended for them.
- Contractor down time has not been an issue as originally anticipated.



Impact of eWIC: Other Considerations

- Stores must be sure to notify the state office of PLU/UPC updates.
- Strong relationship with wholesalers improves communication regarding new products and product changes.
- Policy updates required as issues arise, i.e. policy regarding excessive card issuance.



eWIC Lessons Learned

- Length of time for IT to make programming changes much longer than anticipated.
- Be prepared to move deadlines – often.
- Make use of grant extensions.



Plans for the Future

- Send participants an appointment reminder text message.
- Automatically send a text with available food benefit balance.
- Make available a phone app to help participants shop for WIC approved foods.
- Use of Qualtrics for Customer Satisfaction Survey to hone in on what's working/what's not.



Qualtrics Survey

- Survey link sent each Friday to participants with an attended cert/recert appointment during the week.
- Participants click on link and take survey on their mobile phone.

Qualtrics Survey

- 24 question survey.
- Approximately 4–5 minutes to complete.
- Designed to capture feedback in 3 areas:
 - Experience with WIC Program in general.
 - Experience at clinic visit.
 - Shopping experience.

RESULTS: Overall Satisfaction



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- 97⁰% were very likely to recommend WIC to others.
- 82% responded WIC did a very good job of meeting their needs.
- 86% responded providing required documentation was very easy.



RESULTS: Reasons to be on WIC

- What is the main thing that motivates you to come to WIC?
 - 36% WIC food benefits.
 - 30% Nutrition information.
 - 16% Breastfeeding information.
 - 15% Support received from WIC staff.



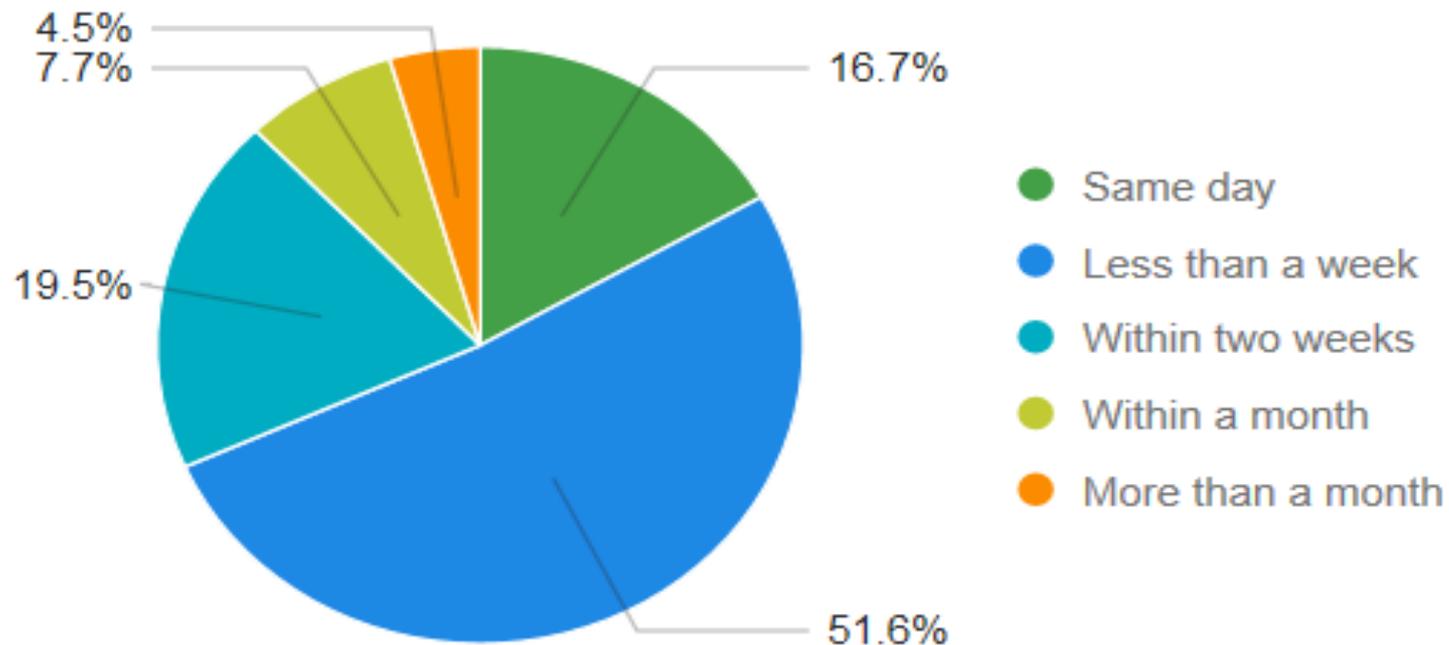
RESULTS: Clinic Experience

- 93% responded finding a clinic location was very easy.
- 85% were able to talk to clinic staff on the first phone call.
- 92% responded all their questions were answered at their visit.
- 88% were very satisfied with their most recent WIC visit.



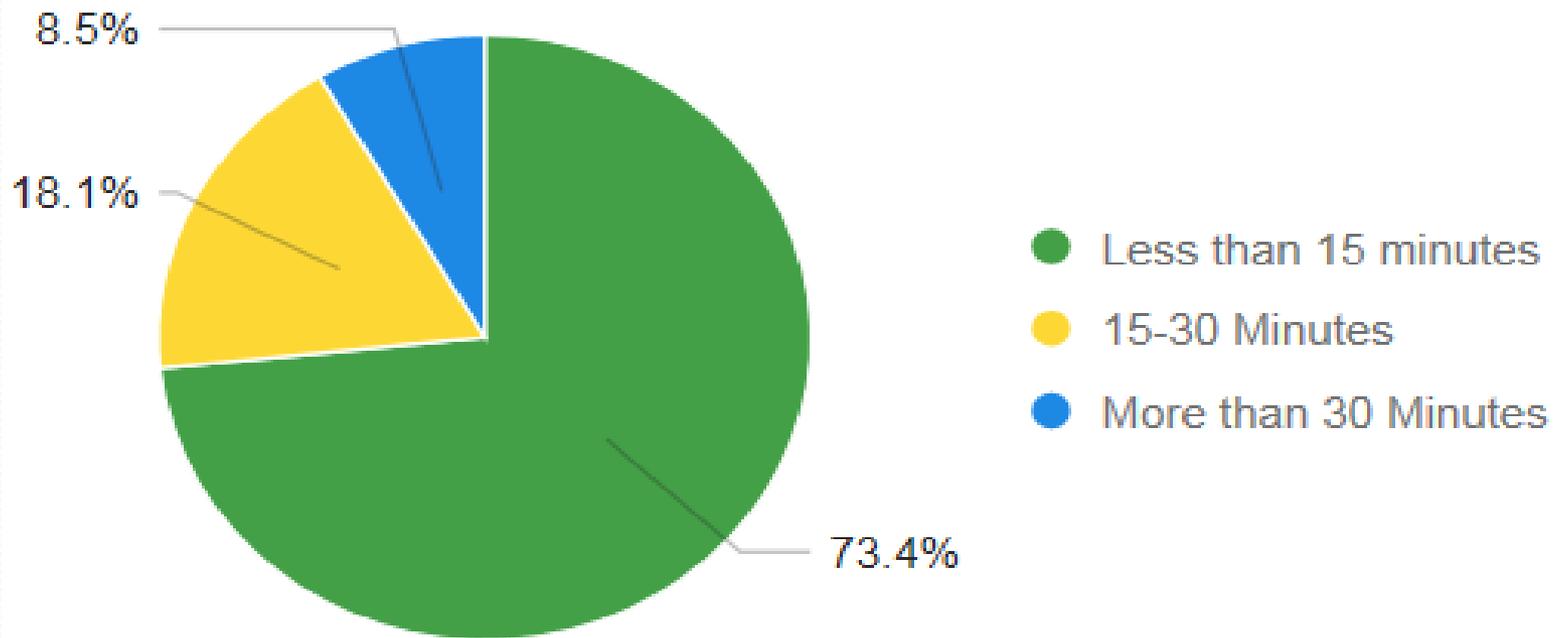
RESULTS: Clinic Experience

- When you called to make an appointment, how soon was one available?



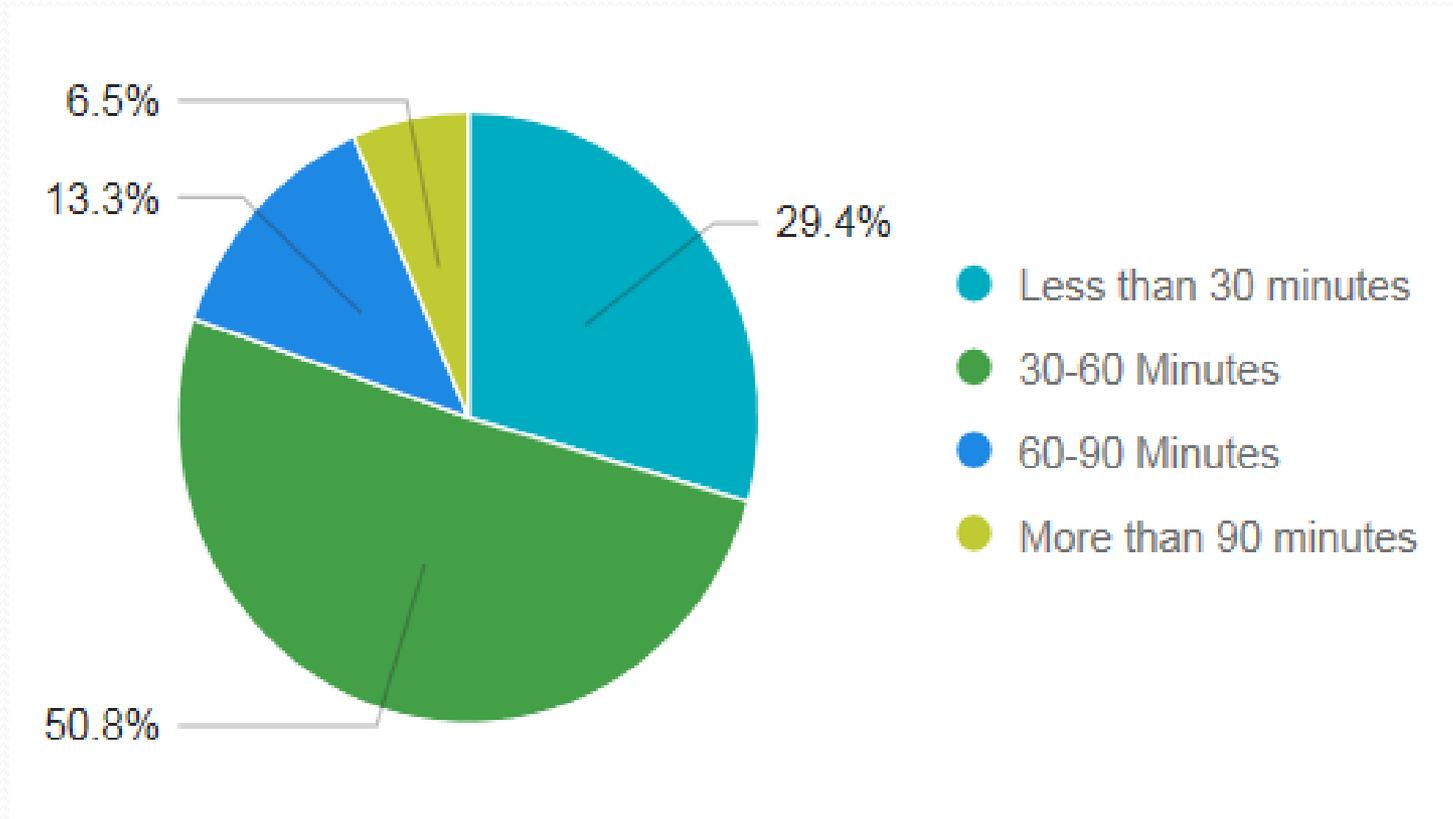
RESULTS: Clinic Experience

- When you arrived for your appointment, how long did you wait to be seen?



RESULTS: Clinic Experience

- How much total time did you spend at the WIC clinic?



RESULTS: Shopping Experience

- 95% responded they were very satisfied with their most recent WIC shopping experience.
- 84% responded finding an approved store was very easy.
- 67% responded they understand the WIC approved foods very well.



Participant Feedback

- 90% want a text with appointment reminders.
- 65% want a text with their available food benefit balance.
- 51% want a phone app to help them shop for WIC approved foods.
- 25% want to be able to text questions to WIC staff.
- 17% want to be able to email questions to WIC staff.



Plans for the Future

- As more surveys completed, focus on specific clinic results.
- Survey participants who are active, but not receiving benefits.
- Develop questionnaires specific to appointment types:
 - Nutrition education classes
 - Nutrition education on-line
 - Breastfeeding Peer Counseling

