

Michigan WIC Connect Mobile App

Client Experience & EBT Shopping Behavior



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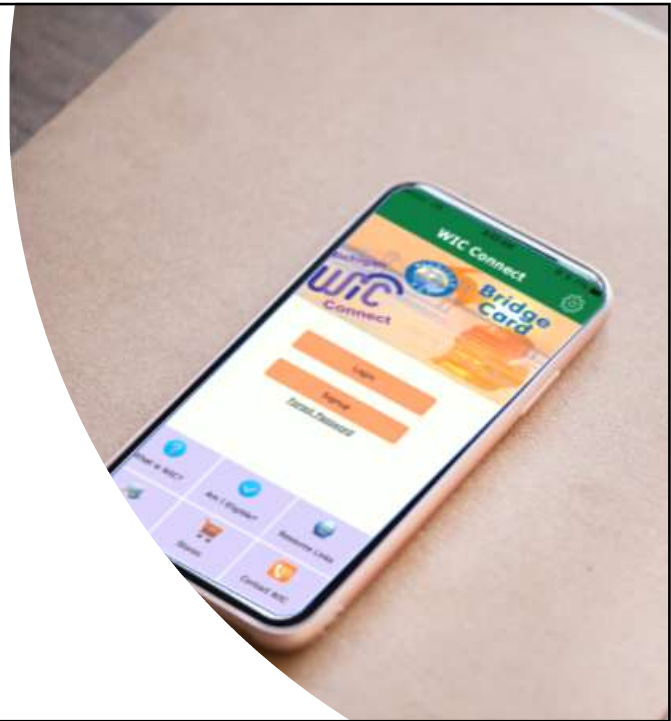
Introduction

-  WIC Connect Mobile Application was launched January 26, 2018, after development in April of 2016
-  The goal is to increase retention and redemption by increasing ease of access to WIC benefits and services.

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WIC Connect for Prospective WIC Clients

- What is WIC?
- Am I Eligible?
- Enter Family Information
 - Designate Proxy
 - Participant Information
 - Address & Phone Number
- Schedule an Appointment
- Find nearby WIC Clinics
- Locate Area WIC Vendors
- Contact WIC



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No SIM 5:09 PM

< Login What is WIC ?

WIC is the Women, Infants and Children Supplemental Nutrition Program. It is a health and nutrition program.

Women who are pregnant (or were recently pregnant), and children up to age 5 that qualify for WIC benefits get healthy foods, education, and referrals to other services.

- WIC foods are good sources of protein, iron, calcium, folic acid, Vitamin C and fiber. These foods help mom have a healthy pregnancy. They also help children to be healthy and grow well.
- WIC promotes breastfeeding

What is WIC?

‘What is WIC?’ provides a basic summary of many of the benefits of the WIC Program and the potential resources available.

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Am I Eligible ?

*1 Do any of the following describe you or anyone in your household? (Check all that apply) Your household is everyone who lives in your home (including children) and shares income and household expenses (bills, food, etc.). Your household may include people who are related to you and people who are not.

- Is Pregnant
- Has had a baby (or been pregnant) within the last 6 months
- Is currently breastfeeding a baby that is less than 12 months old
- Is a baby, child or foster child under the age of 5
- None of the above

Am I Eligible ?

*2 Are you a resident of the State of Michigan?

Yes
 No

Am I Eligible?

*3 Are you or anyone in your household currently enrolled in any of the following programs? (Check all that apply)

- Family Independence Program
- Food Distribution Program on Indian Reservations (FDPIR)
- Free or Reduced-Price School Lunch
- Maternity Outpatient Medical Services (MOMS)
- Other State-Provided Health Insurance
- Foster child under the age 5 on one of these programs
- None of these programs apply

Am I Eligible ?

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Schedule Appointment

*When would you like to come in for an appointment? (Search for an available appointment between these dates.)

Start Date: 04/26/2018
End Date: 05/01/2018

Morning Afternoon Any time

*Select a clinic (miles show how far from you)

Test Clinic 1

Schedule Appointment

Clinics

- Grand River Clinic - Head Start Building 1.70 Mi
- Grand River Elementary School - Head Start Building, 1107 E. Grand River Avenue, Room 104, Lansing, MI, 48906
Ph: 517-887-4326
- MSU 3 Mi
- Spartan Village, 54 Crescent Rd, 1612-D, East Lansing, MI, 48823
Ph: 517-887-4461
- Ingham County HD 3.40 Mi
- 5303 South Cedar Street, P.O. Box 30161, Lansing, MI, 48909
Ph: 517-887-4326
- Test Clinic 1 3.40 Mi
- 320 South Walnut Street, WIC Program - 6th Floor South, Lansing, MI, 48913
Ph: 555-555-5555
- State Road Clinic 3.90 Mi
- 1141 E. State Road, Lansing, MI, 48906
- Haslett 8.20 Mi
- New Hope Church, 1340 Haslett Road, Haslett, MI, 48840
Ph: 517-887-4461
- Mason 12.30 Mi
- Hilliard Building, 121 E. Maple Street, Mason, MI, 48854
Ph: 517-887-4461
- Shaftsbury WIC Office 14.30 Mi
- Woodhull Township Hall, 7315 West Beard Road,

Select Appointment

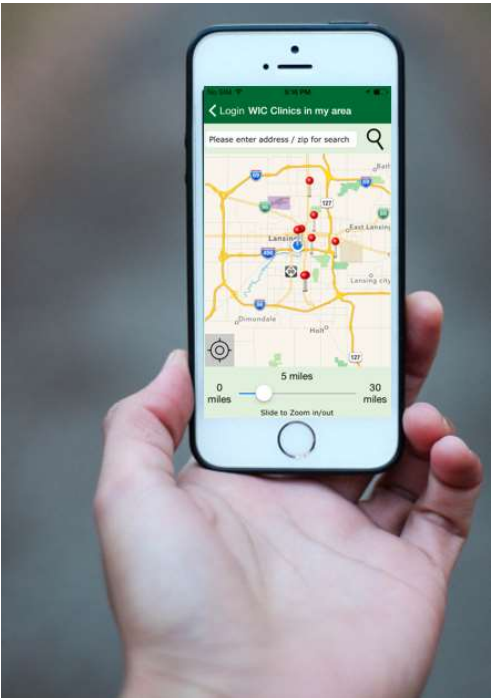
- Start Date: 04/26/2018
Start Time: 08:00 AM
End Time: 09:00 AM
- Start Date: 04/26/2018
Start Time: 09:00 AM
End Time: 10:00 AM
- Start Date: 04/26/2018
Start Time: 10:00 AM
End Time: 11:00 AM
- Start Date: 04/26/2018
Start Time: 11:00 AM
End Time: 12:00 PM
- Start Date: 04/26/2018
Start Time: 12:00 PM
End Time: 01:00 PM
- Start Date: 04/26/2018
Start Time: 01:00 PM
End Time: 02:00 PM
- Start Date: 04/26/2018
Start Time: 02:00 PM
End Time: 03:00 PM
- Start Date: 04/26/2018
Start Time: 03:00 PM

Schedule Appointment

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Nearby Clinics and Vendors

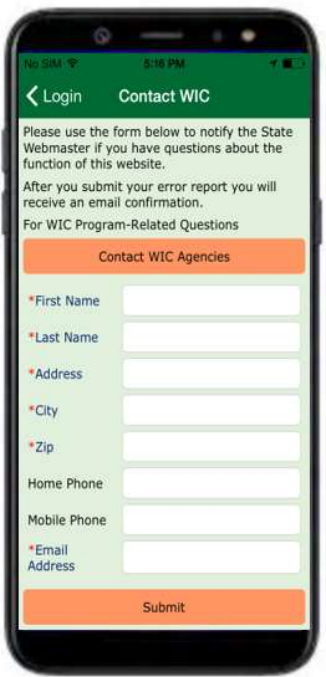
The WIC Connect Mobile app provides geographic mapping to help locate the nearest WIC Clinic and WIC Authorized Vendor to the client's current position.



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Contact WIC

- Clients can submit questions or comments regarding the app directly through the 'Contact WIC' Page.
- By completing basic information they are able to send a message directly to the webmaster for resolution and assistance.



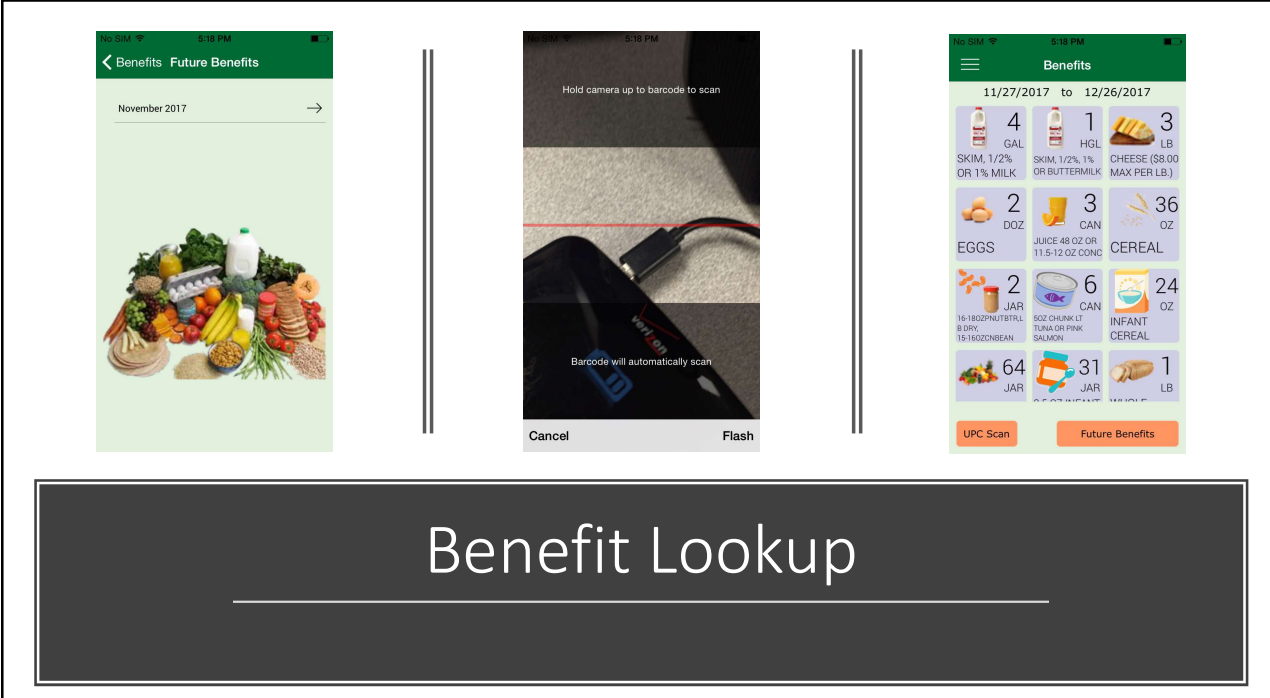
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WIC Connect for WIC Clients

- Request an Appointment
- See upcoming appointments
- Update and Review Family Information
- View PDF Forms
- Receive Broadcast Messages
- Find nearby WIC Clinics
- Locate Area WIC Vendors
- View Benefits
- UPC Scan

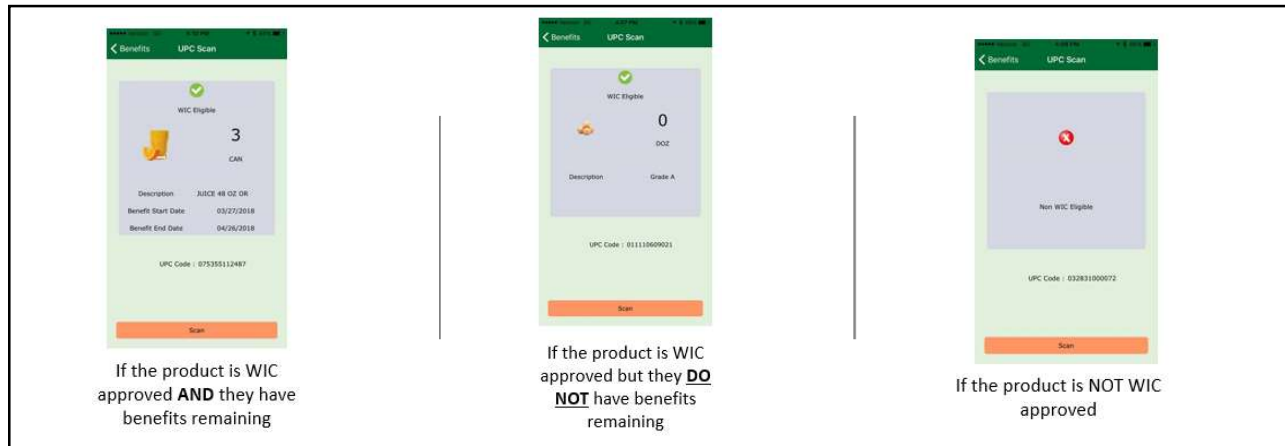
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Benefit Lookup

11/27/2017		to		12/26/2017	
4 GAL	1 HGL	3 LB			
SKIM, 1/2% OR 1% MILK	SKIM, 1/2%, 1% OR BUTTERMILK	CHEESE (\$8.00 MAX PER LB.)			
2 DOZ	3 CAN	36 OZ			
EGGS	JUICE 48 OZ OR 11.5-12 OZ CONC	CEREAL			
2 JAR	6 CAN	24 OZ			
15-18OZ NUTRITIONAL BERRY	8OZ CHUNK LIGHT TUNA OR PINK SALMON	INFANT CEREAL			
15-16OZ BEAN	31 JAR	1 LB			
64 JAR					

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If the product is WIC approved **AND** they have benefits remaining

If the product is WIC approved but they **DO NOT** have benefits remaining

If the product is NOT WIC approved

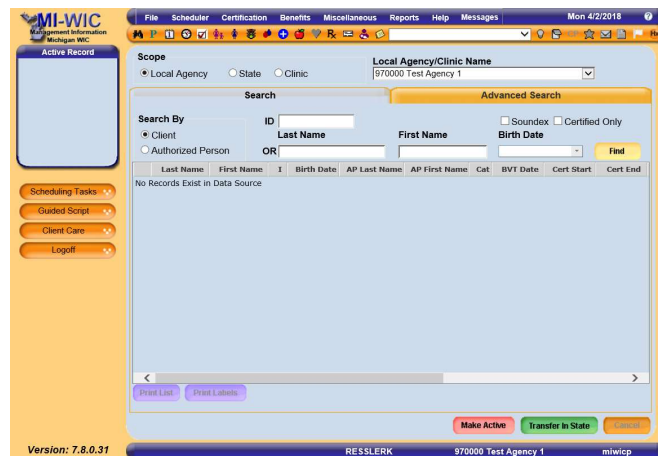
UPC Scan

Clients can scan products to determine if the item is WIC approved and see how much they have remaining for the current benefit period

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App Features and Functionality: WIC Connect and the MIS

- Scheduling directly into MIS Clinic Schedule
- Displaying Appointment Requests
- Immediately updating Client Records



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Scheduling
directly into
MIS Clinic
Schedule

Message from webpage ✕

(1) WIC Client Connect appointments have been scheduled for 04/18/2018

OK

- New Clients can schedule their first certification appointment directly through the app
- A pop-up notification will appear in the MIS for staff, informing them appointments scheduled directly through WIC Connect by potential WIC clients.
- WCC appointments can be viewed in the clinic 'Daily Schedule'.

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Family ID	Family Name	Phone Number	Date Range	Period	Status	Note	Received
9483665	Family TestInq.2		1/17/2014 - 1/17/2014	Afternoon	Requested		<input type="checkbox"/>
9483665	Family TestInq.2		1/17/2014 - 1/28/2014	Any Time	Requested		<input type="checkbox"/>
9538873	LP ParentInq	(517)255-3634	7/31/2014 - 8/13/2014	Any Time	Requested		<input type="checkbox"/>
9553987	Tari TestInq	(517)335-9561	4/6/2015 - 4/20/2015	Afternoon	Requested	My kids get off this...	<input type="checkbox"/>
9635437	Jane Doe	(555)555-5555	8/11/2015 - 8/19/2015	Any Time	Requested		<input type="checkbox"/>
9712338	Carte@2 LOC31		10/13/2017 - 10/13/...	Afternoon	Requested		<input type="checkbox"/>
9717672	EP 7 PostRelease	(127)464-6556	10/3/2017 - 10/3/2017	Any Time	Requested		<input type="checkbox"/>
9743368	Janis Doe		1/23/2018 - 1/23/2018	Afternoon	Requested		<input type="checkbox"/>
9752351	mink@3 Inat		1/25/2018 - 1/25/2018	Afternoon	Requested		<input type="checkbox"/>
9752351	mink@3 Inat		1/31/2018 - 1/31/2018	Any Time	Requested		<input type="checkbox"/>
9753770	BE EBTest	(654)546-4646	3/6/2018 - 3/6/2018	Any Time	Requested		<input type="checkbox"/>
9753770	BE EBTest	(654)546-4646	3/7/2018 - 3/9/2018	Any Time	Requested	Test	<input type="checkbox"/>
9759150	apple Inat	(543)685-2584	3/8/2018 - 3/11/2018	Any Time	Requested		<input type="checkbox"/>

Displaying Appointment Requests

- Returning or existing Clients can request an appointment through the app
- These requests are populated into a work queue for WIC staff to view and address.

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Advertising Campaign

Mobile Ads

- Rationale: More than 75% of the WIC population is online everyday.
- Display advertisements in other mobile apps that are frequently used by those in the target audience.

• Summary

- Dates: October 23, 2018 – February 3, 2019
- Impressions: 4,762,748
- Clicks: 26,217

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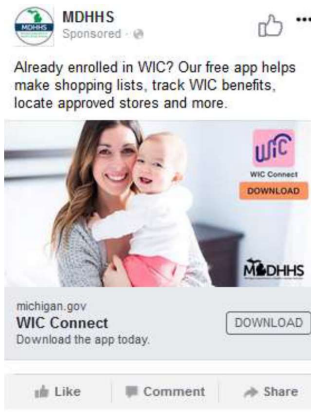
Advertising Campaign

Social Media

- Rationale: 90.4% of the target population has at least one social networking account.
- Display sponsored advertisement on Facebook.

• Summary:

- Dates: October 23, 2018 – February 3, 2019
- Impressions: 387,884
- Clicks: 1,864

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Michigan WIC CONNECT

Download the New Mobile App Today!

Keep track of upcoming appointments! Request appointment times!

Organize

View current and future food benefits!

Plan

Scan food products in the grocery store to find out if they are WIC approved!

Prioritize

Find WIC clinic locations & WIC approved grocery stores near you!

For help downloading WIC Connect or questions on how to use the app, please contact the Sanilac County WIC office at: (810) 648-4098 ext. 118

To Register for WIC Connect Mobile App:
 1. Download Michigan WIC Connect
 2. Enter required info: E Mail, Create Password, WIC Family ID # (call WIC office for WIC EBT Card # located on the back of your WIC card), and Privacy/Consent Date of Birth.

What can you do with WIC Connect?

A FREE APP NOW AVAILABLE FOR YOUR IPHONE OR ANDROID!

- Schedule appointments
- Track your benefits
- Scan foods for WIC information
- Keep family information updated
- See WIC-friendly stores
- Find WIC Locations

All in the palm of your hand!

Search for "WIC Connect" in your app store & get connected today!

This institution is an equal opportunity provider.

We're here to help you grow a healthy family.

The new WIC Connect mobile app is FREE for all iPhone and Android users. We invite you to download it today and put WIC resources at your fingertips!

- Schedule appointments
- Track your benefits
- Scan foods for WIC information
- Keep family information updated
- See WIC-friendly stores
- Find WIC Locations

This institution is an equal opportunity provider.

Flyers and Publications

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Get Connected.... to the Michigan WIC Connect Mobile App!

- View your WIC benefit list
- Check your WIC benefit/EBT balance
- Use UPC scan feature at stores to find WIC approved foods
- Schedule/confirm WIC appointments
- Update your contact information
- Directions & phone numbers to WIC approved stores

Once you download the app, you will see the home screen below. Select: "Existing WIC Clients - Register"

You will need:

- WIC Family ID#
- WIC EBT Card #

This institution is an equal opportunity provider.

Descarga hoy la única aplicación aprobada por Michigan WIC!

- Accede a tu lista de compra de WIC
- Comprueba tu beneficio y balance de EBT
- Examina e ídolo go UPC en las tiendas para encontrar alimentos aprobados por WIC
- Sanilac cita y fecha de asistencia de tus citas en WIC
- Actualiza tu información de contacto
- Encuentra direcciones & números de teléfono de las tiendas que reciben WIC

Una vez que descargues la aplicación, verás esta pantalla la Selección: "Existing WIC Clients - Register"

Necesitas:

- Número WIC EBT de familia
- Número de tarjeta(s) EBT de WIC

This institution is an equal opportunity provider.

مع تطبيق الجوال لميتشيفان

اتصال

- اطورى قائمة WIC لتتورى الشراء
- تحقق من رصيدك WIC و EBT و امانتك
- استخدم الميزة UPC في المتاجر للعثور على الاطعمة المسموح بها من WIC
- تاريخ موعد الحضور في WIC
- تحديث معلومات الاتصال الخاصة بك
- WIC و ارقام الهواتف و مواقع المتاجر التي تقبل WIC

بعد تحميل التطبيق، ستظهر الشاشة الرئيسية كما يلي:
 اختيار: "Existing WIC Clients - Register"

سوف تحتاج إلى:

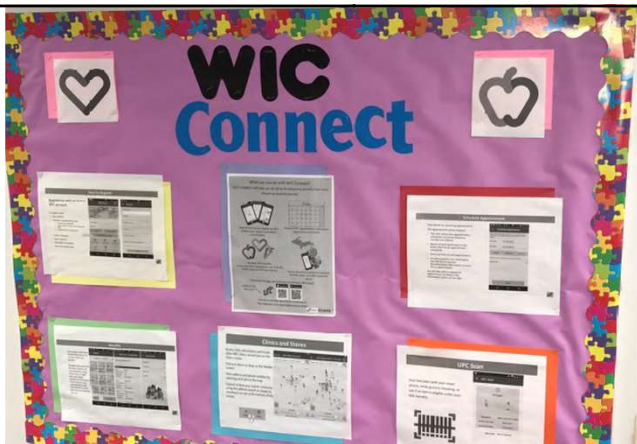
- رقم العائلة WIC EBT
- رقم بطاقة EBT

تعد هذه المؤسسة ميسرة في نقل المعلومات والخدمات.

What the client needs to know

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Make your WIC Shopping experience a *Breeze!*



Nutrition Education

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Client Experience

- 10 Most Common WIC Client Connect Email Inquiries

Topic	Number of E-mails	Comments
Login Issues	94	
Duplicate Account	1	
Appointments	27	Clients wanting to schedule/reschedule appointments for enrollment, certification/recertification, benefits, nutrition ed, etc.
Family ID	26	Clients needing their WIC family ID to complete the mobile app linking process
Benefit Changes/Questions	21	Clients concerned about benefit issuance, changing formula or food packages, etc
Farmer's Market Questions	1	
Pre-term Infant Needs	1	
Applying/Re-applying for WIC	9	
WIC Enrollment	4	
Updating/Correcting Account Info	6	
SOM Staff Needed More Info to Answer	6	Clients only provided one word descriptions such as "WIC" or "Benefits" in the problem portion of the question submission form
Lost/Stolen WIC Card	5	
Card Issues	3	Client cards not working when trying to purchase certain WIC approved items
Medicaid	1	Clients inquiring about Medicaid related issues

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Client Reviews

- Apple App Store
- Google Play
- WIC Connect Mobile app via the "Contact WIC" feature

August 22, 2019

"I want to express how undeniably grateful I am for this program. I'm the only one bringing home money and this feeds my family. This is a blessing to know I can get food for me and my baby when I'm working and hoping to afford my bills. Thank you to everyone involved to make this program work!"

MI WIC Client, WIC Connect Mobile App

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★★★★☆

Show history (2 items) ▾

I love that there is an app now for WIC. It has great promise but I would make a couple changes. First, please give the option for the app to remember login information. The app times out and it is a pain to continue to type email and password every time. Second, the barcode scanner needs to have manual focus controls. Shopping this weekend it simply wouldn't focus. Overall, excited to have this tool. With a couple improvements it will be perfect.

★★★★☆

Show history (4 items) ▾

When I first got the app it was great. But for some reason lately it hasn't been working. I tried deleting and redownloading but that didn't. It keeps saying can't connect to servers. Update: 07/08/19 After the update it's been working great! Thanks

You replied on Jul 9, 2019 at 3:16 PM

Hi [REDACTED].

Excellent! We are happy to hear that the app is working well for you. Please send us an e-mail directly using the "Contact WIC" option on the mobile app if you have any questions/concerns in the future.

Thank you!

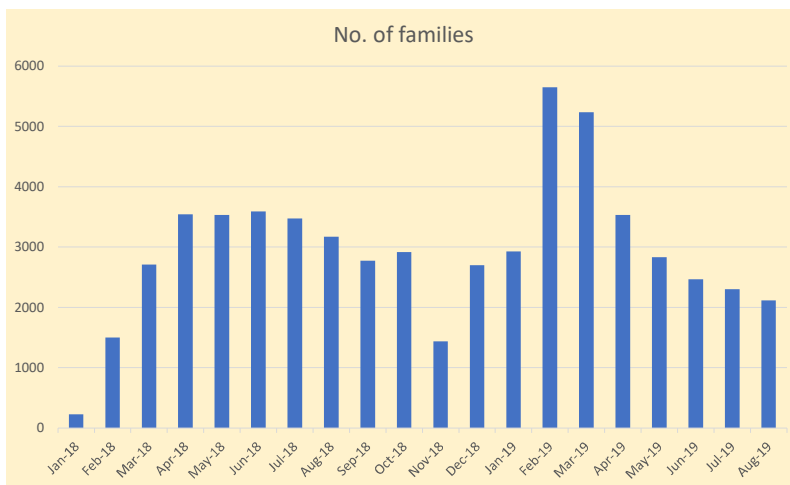
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Data Analysis -

- Several changes were introduced during Dec 2018 - Feb 2019, and chose data for this time frame
- Period of analysis - Dec 2018 – May 2019
- A look at the population that downloaded the app.
- **Method :**
- Here we investigate the client shopping behavior among those that downloaded the mobile app (n =20,042 families). For the period of analysis, we evaluate the redemption pattern two months prior and after the app was downloaded.
- A Paired T-test analysis used for months of issuance from Dec 2018 – April 2019 of families that downloaded the app.
- A look at the most used features in the app.

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App downloads since launch

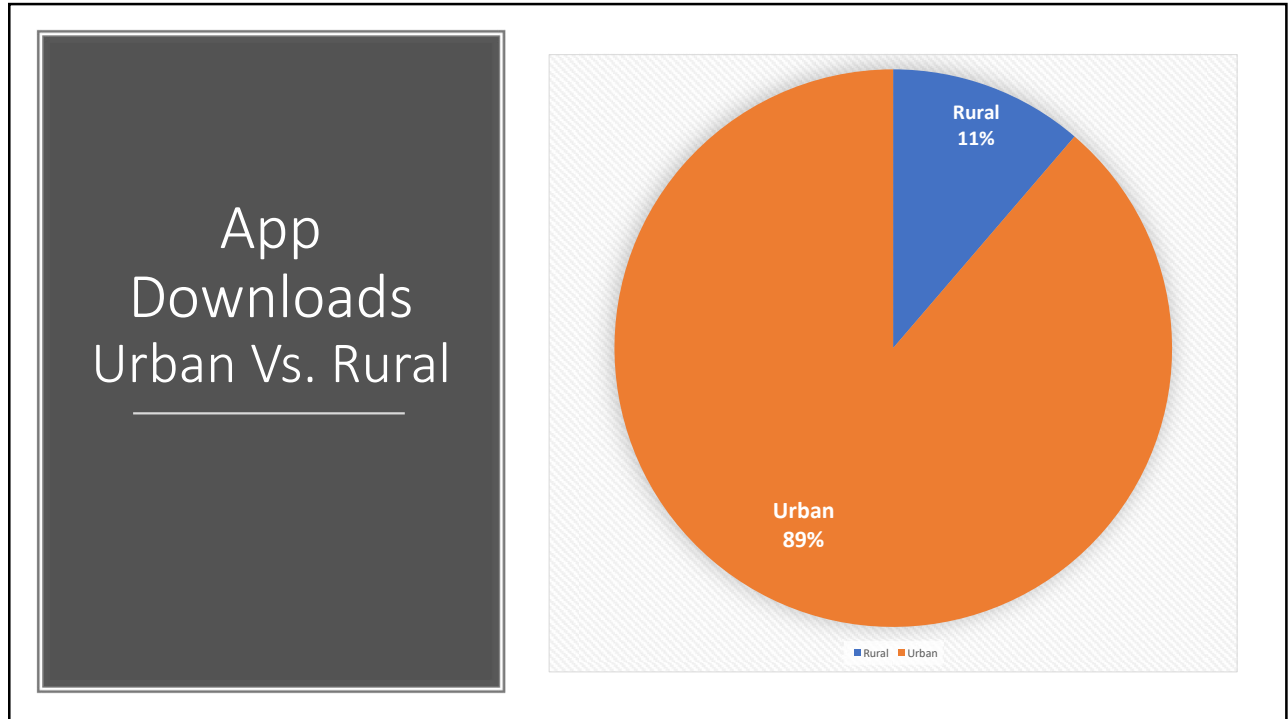


Total Active Michigan WIC families: 139,906

Total App downloads : 58,737

* As of 9/3/2019

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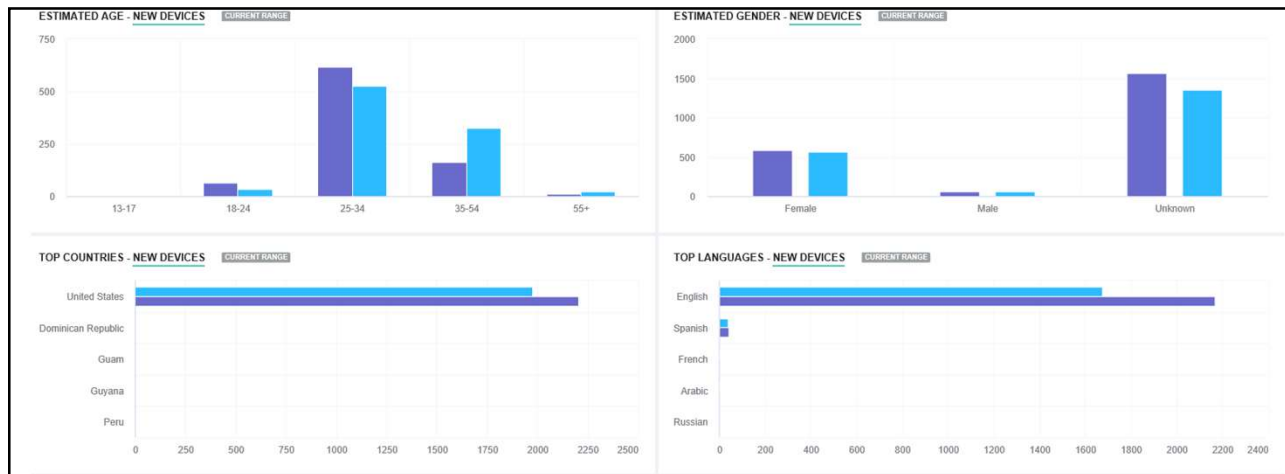
<div style="border: 2px solid black; border-radius: 50%; width: 100px; height: 100px; margin: 0 auto; background-color: #333; color: white; display: flex; align-items: center; justify-content: center;"> <p style="text-align: center; margin: 0;">WIC Connect Mobile App Accounts</p> </div>	Total Number of Accounts	New Android Accounts Aug 2019	New iOS Accounts Aug 2019
	> 58,000	1,968	2,195
<div style="border: 2px solid black; border-radius: 50%; width: 100px; height: 100px; margin: 0 auto; background-color: #333; color: white; display: flex; align-items: center; justify-content: center;"> <p style="text-align: center; margin: 0;">WIC Connect Appointments</p> </div>	Number Appointments Requested	Number of Appointments Scheduled	% Requested Appointment resolved
	3644	2115	58.2%

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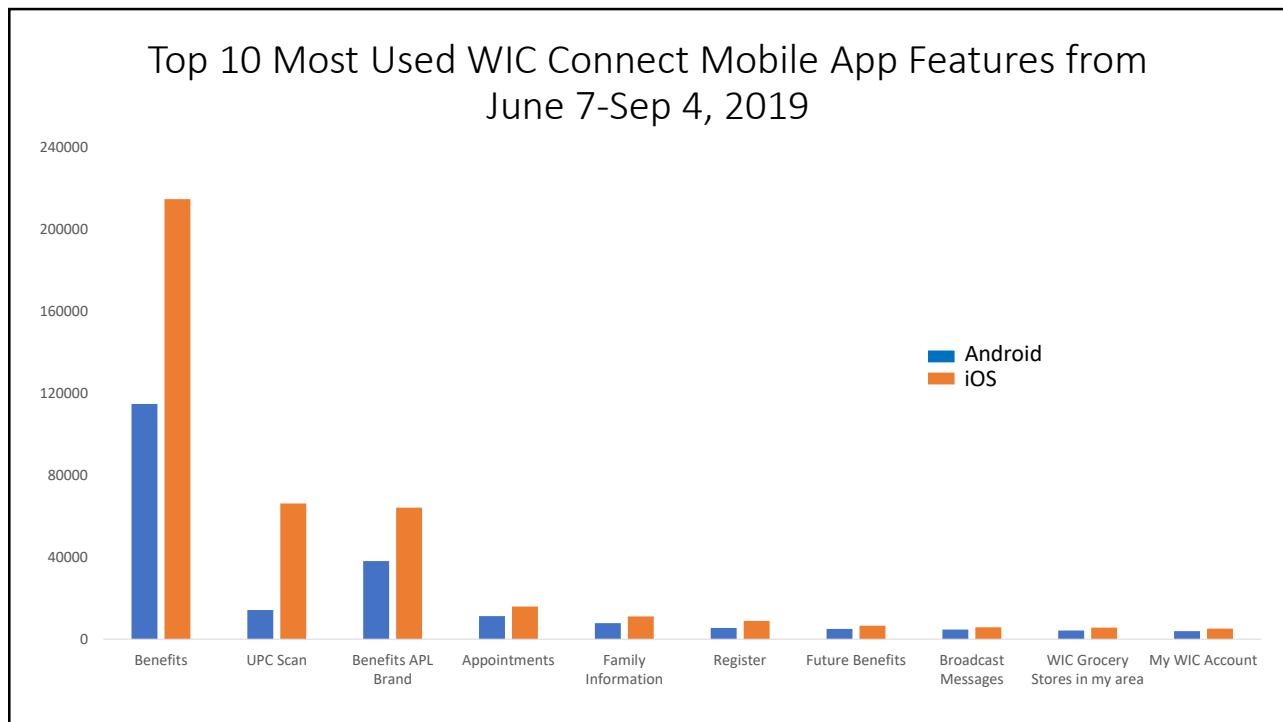
What data is collected from the WIC Connect Mobile App?

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Which clients are using the App?

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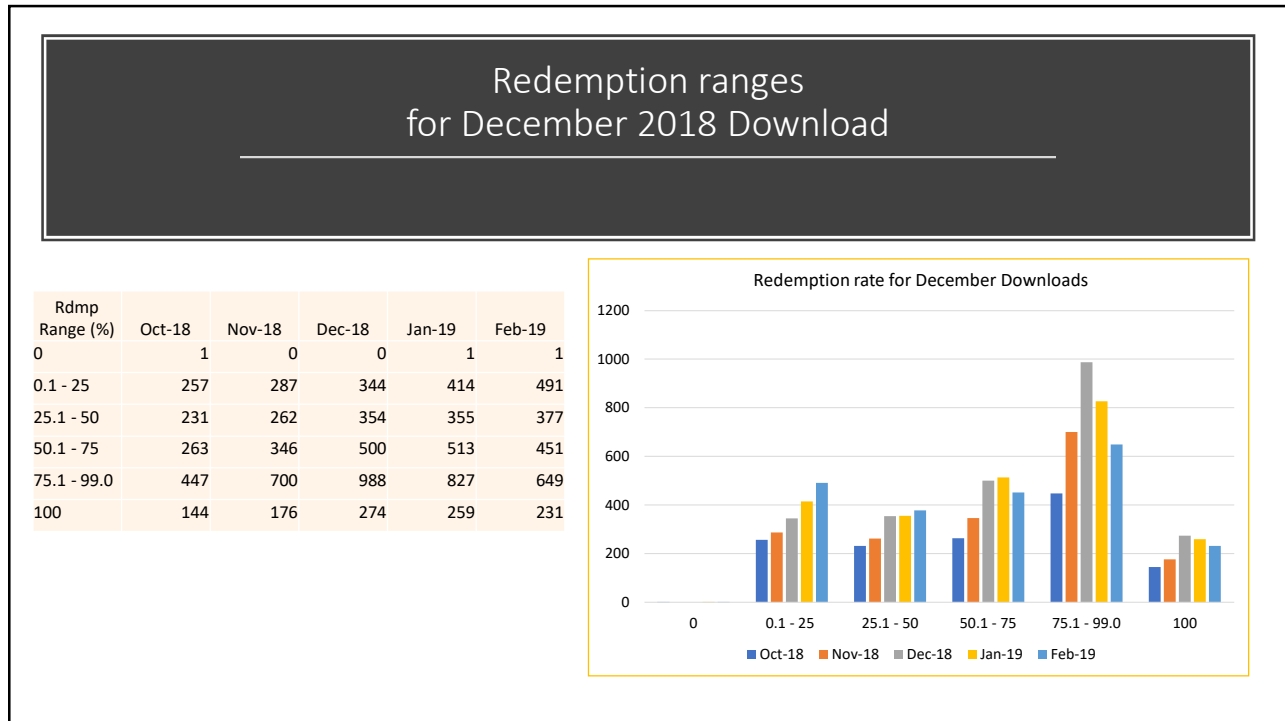
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Data Analysis – Paired T-test results

Month of download	Mean difference	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Dec-18	mean before - mean after	-0.5565	28.0175	0.6609	-1.8528	0.7398	-0.842	1796	0.400
Jan-19	meanbefore - meanafter	1.9221	26.5306	0.6193	0.7074	3.1368	3.103	1834	0.002
Feb-19	meanbefore - meanafter	3.5462	24.7071	0.5311	2.5046	4.5877	6.677	2163	0.000
Mar-19	meanbefore - meanafter	0.7528	25.8766	0.3928	-0.0174	1.5230	1.916	4338	0.055
➔ Apr-19	Meanbefore - Meanafter	-1.1045	27.2172	0.5301	-2.1440	-0.0650	-2.084	2635	0.037

- By comparing the mean redemption rate two months prior to app download and after.
- For April 2019 , p value of .037 for significant behavior change in redemption pattern.

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Client Challenges

- Being unaware an app is available
- Technical challenges in downloading and setting up app
- Being unaware of account details
- Exploring and navigating the app
- Data usage/storage space





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Local Agency Challenges

-  Staff awareness and comfort level with app
-  Advertising app to clients encouraging them to use it
-  Staff understanding of how app interacts with MIS - Training
-  Staff shortage to handle another appointment type in the clinic
-  Assisting clients with technical issues – knowing whom to contact

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State Level Challenges

-  Providing consistent guidance and tools for local agency staff and clients
-  Working to resolve the technical issues within State
-  Delays in getting approvals for work to be done
-  State level policies and MILogin

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<p>Assessment Questions</p>	<p>Recipes</p>	<p>Nutrition Education</p>	<p>Continued Research</p>
<p>Allow clients the ability to answer assessment questions through the app, in the convenience of their home or while waiting in the clinic. Goal: Reduce Certification time and increase opportunity for counseling and education.</p>	<p>Recipes will be added to help clients learn how to best utilize their remaining WIC benefits. The app will provide recipe ideas and reminders based on the family's remaining WIC benefits for the month. Goal: Increase redemption rates and improve client nutrition</p>	<p>Allow clients to complete Nutrition Education lessons directly through the app. Goal: Increase retention, improve access to Nutrition Education lessons.</p>	<p>Compare EBT Shopping behaviors of those who have downloaded the app compared to those who have not. Goal: Increased understanding of impact WIC Connect has on Shopping Behavior.</p>

The Future of WIC Connect

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Questions

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Thank you!

If you have further questions, please contact:

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