

Mobile Technology for WIC

2016 WIC EBT Users Group Meeting

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www.EBTShopper.com

Topics:

- What led us to create a mobile app
- Participant Reaction
- How our objectives have evolved
- How we can leverage "*The Killer Feature*"





We are...

Est. 1984

Point of Sale

12 Years in WIC

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The eWIC Revolution



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The eWIC Revolution

- ✓ No more paper checks
- ✓ Redeem food as needed
- ✓ Shop at multiple stores
- ✓ Streamlined Checkout
- ✓ Less Stigma

Sensational!

But...

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Nobody
wants this.



In some ways ...

It can be more frustrating to shop for WIC today than it was with checks

- ✓ What benefits do I have left?
- ✓ The Point of Sale *enforces precision*
- ✓ *No more "Gray Area"*

"I always keep my last receipt!"

Said no Millennial ever...

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This is where mobile
can step in.

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Do WIC
participants
own
smartphones?

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Smartphone Ownership

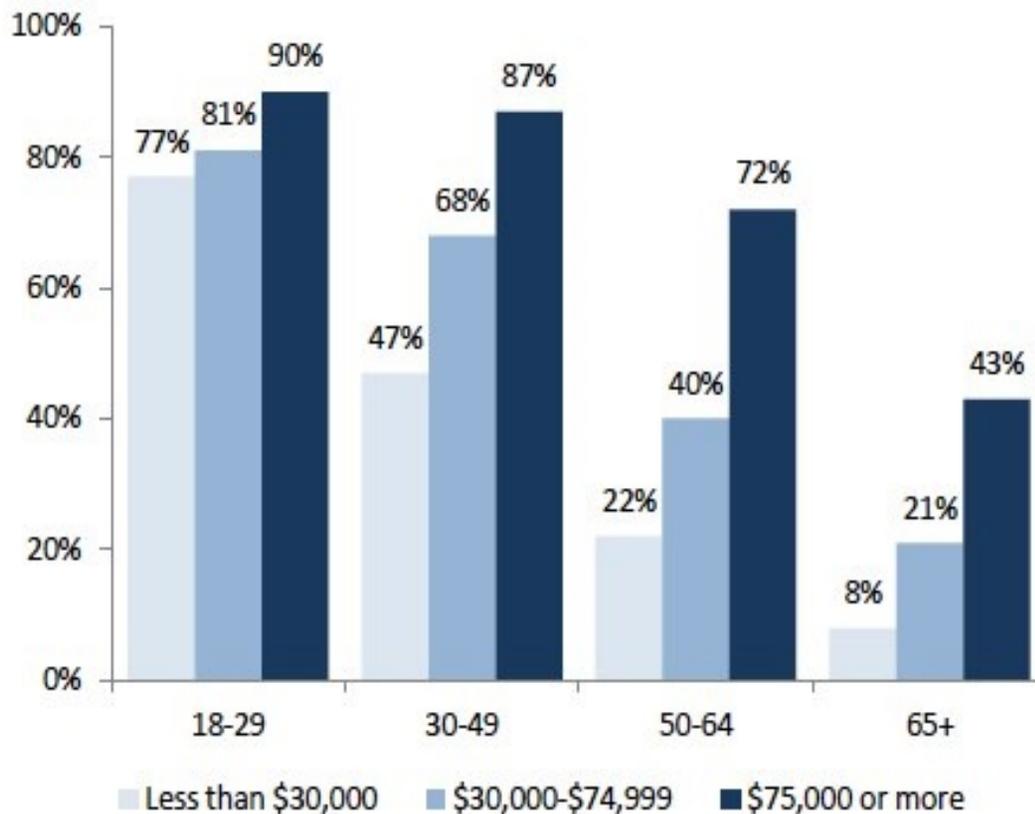
86%

18-29 own smartphones

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Smartphone ownership by income/age grouping

% within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than \$30,000 are smartphone owners)



Smartphone Ownership

77%

18-29 making less than \$30,000 have a smartphone.

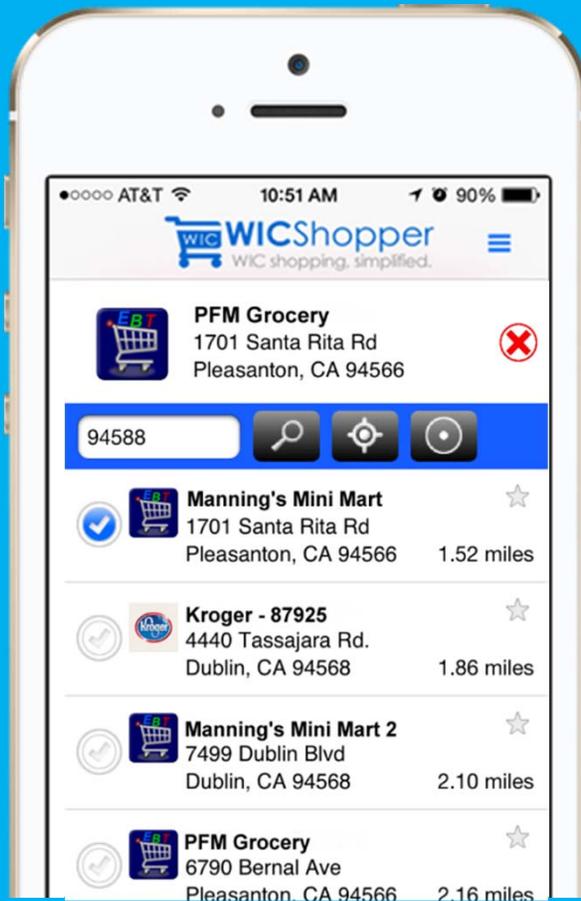
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Objective we started with:

Simplify the shopping experience.

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How it works...



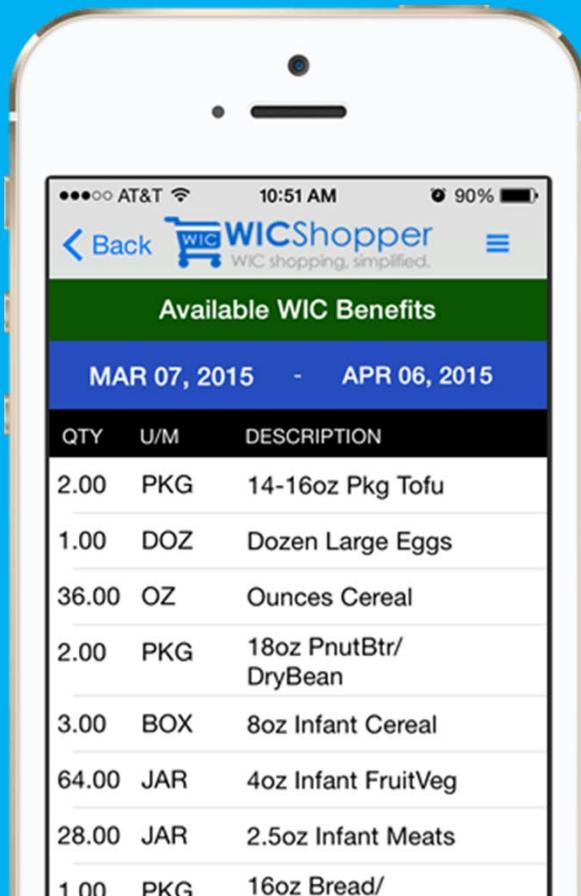
✓ Where to shop

✓ WIC Office Locations

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How it works...

Display real-time participant benefits.

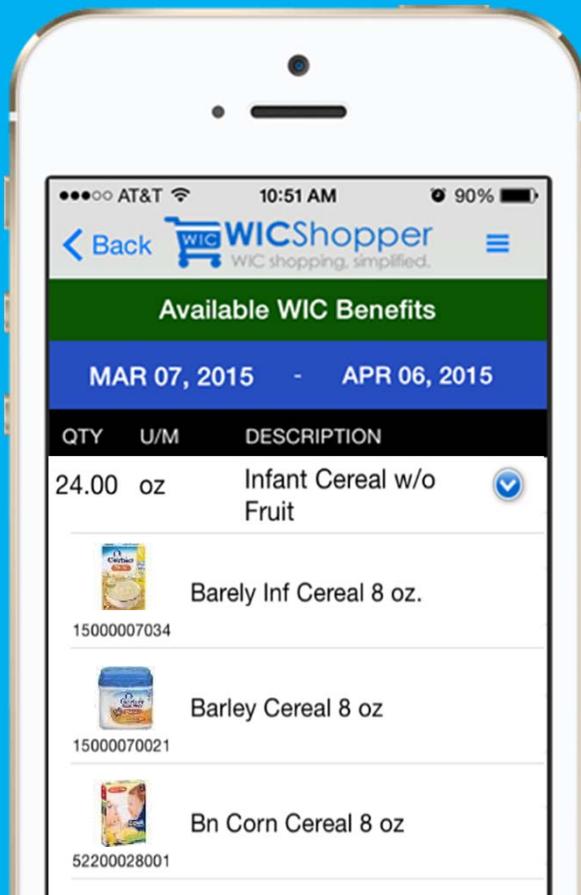


The image shows a smartphone screen displaying the WICShopper app. The app header includes a 'Back' button, the WICShopper logo with the tagline 'WIC shopping, simplified.', and a menu icon. Below the header, a green bar indicates 'Available WIC Benefits' for the period 'MAR 07, 2015 - APR 06, 2015'. A table lists the available benefits with columns for quantity (QTY), unit/measurement (U/M), and description (DESCRIPTION).

QTY	U/M	DESCRIPTION
2.00	PKG	14-16oz Pkg Tofu
1.00	DOZ	Dozen Large Eggs
36.00	OZ	Ounces Cereal
2.00	PKG	18oz PnutBtr/ DryBean
3.00	BOX	8oz Infant Cereal
64.00	JAR	4oz Infant FruitVeg
28.00	JAR	2.5oz Infant Meats
1.00	PKG	16oz Bread/

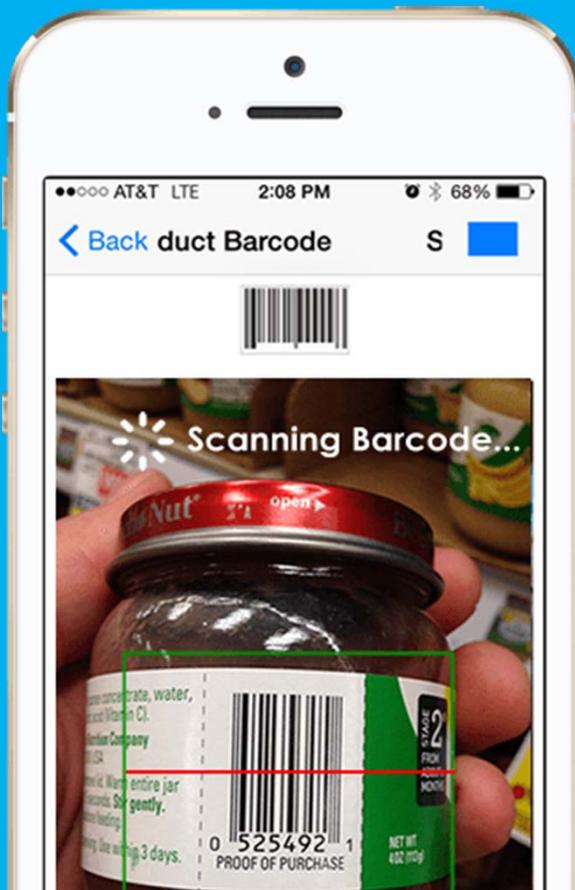
Once at the store...

Displays products
that are available
for *your*
prescription

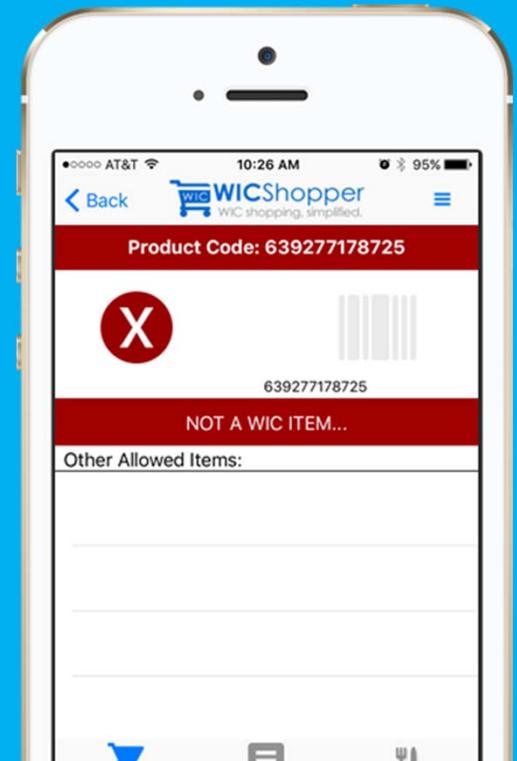
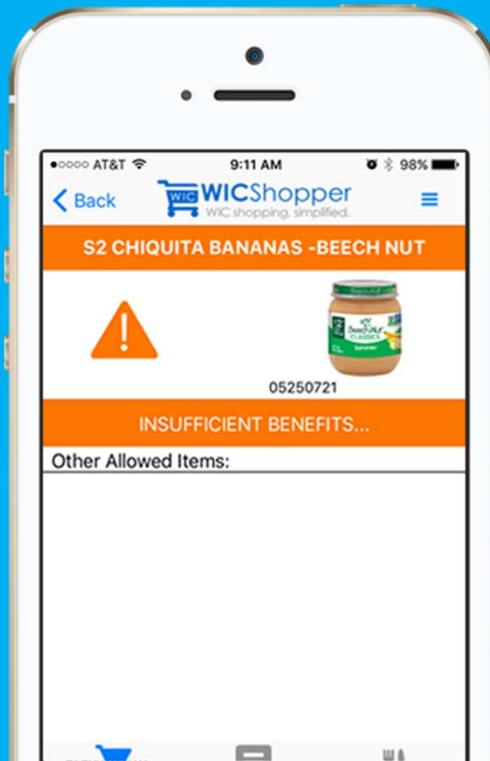
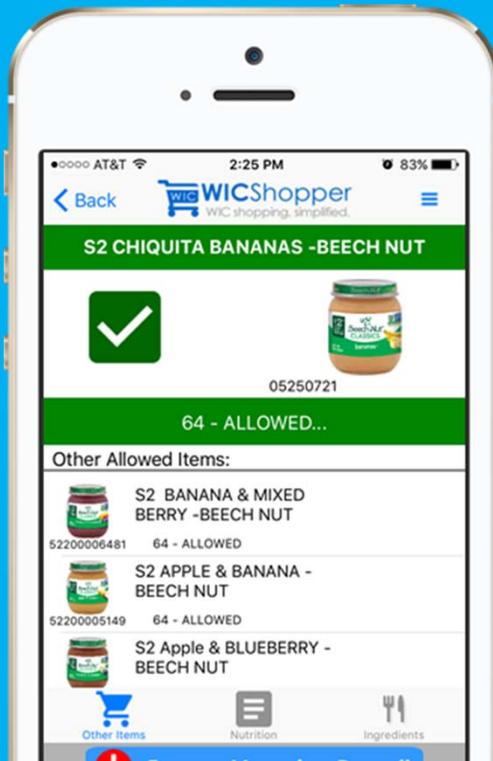


Once at the store...

Scan
products to
verify WIC
eligibility.



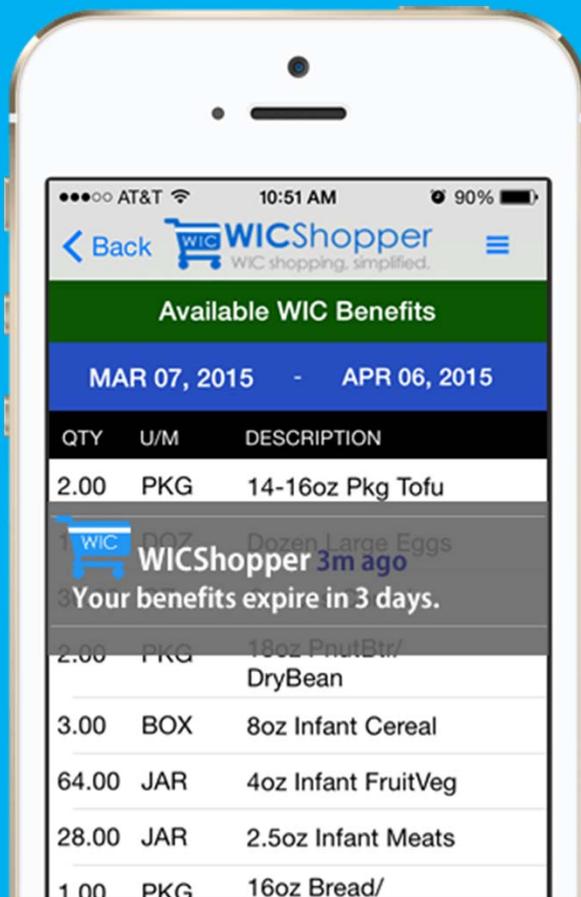
Possible results...



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Notifications

“Your benefits are about to expire...”



Reactions to *"The Killer Feature"*

Participants use **WICShopper**
each time they shop

On average, over 3 shopping trips per
month per family.

1st Six Weeks
in Massachusetts:

30,000 Families
Registered

300,000

Registered Families

750,000

Shopping trips per month

25,000

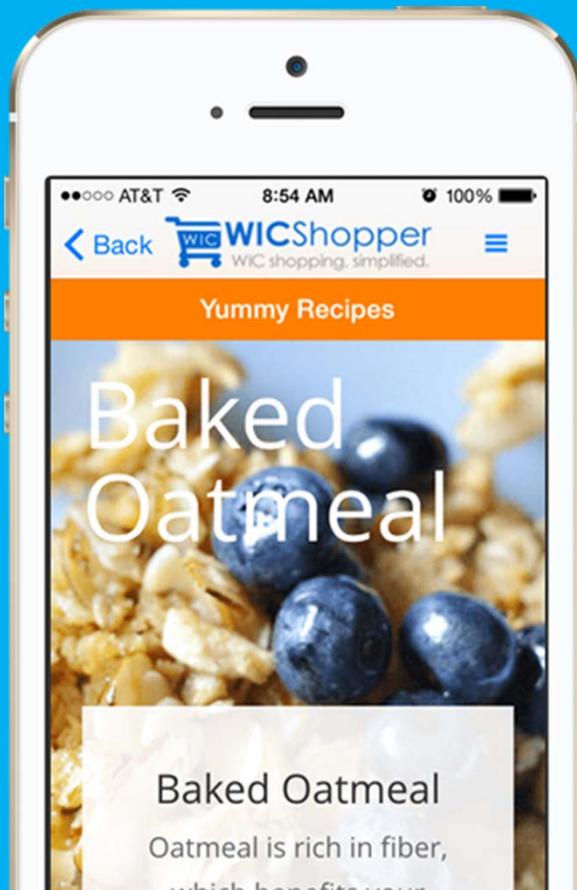
unique families use **WICShopper daily.**

Almost a **million**
opportunities each month
for WIC to **engage**
participants.

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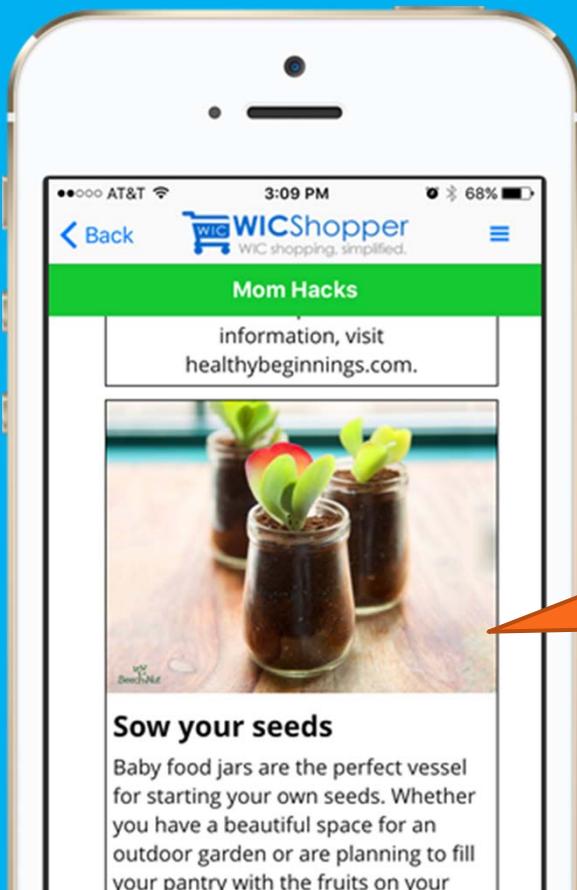
Recipes

Educate participants
on ways to prepare
their WIC foods



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Life Hacks



Fun tips to help
and engage
clients

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Interactive Food Lists

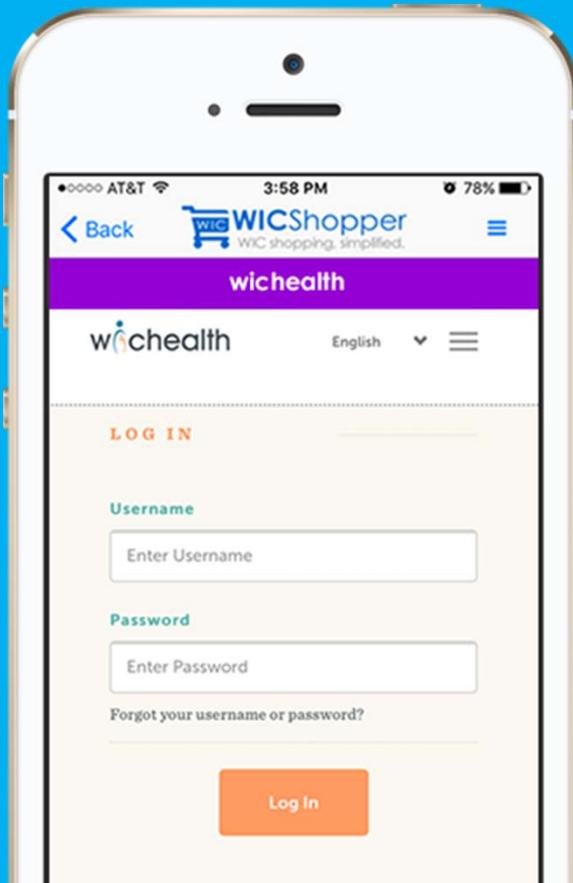
We redesign food lists to look beautiful on mobile and make sure participants have it every time they shop.



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Education

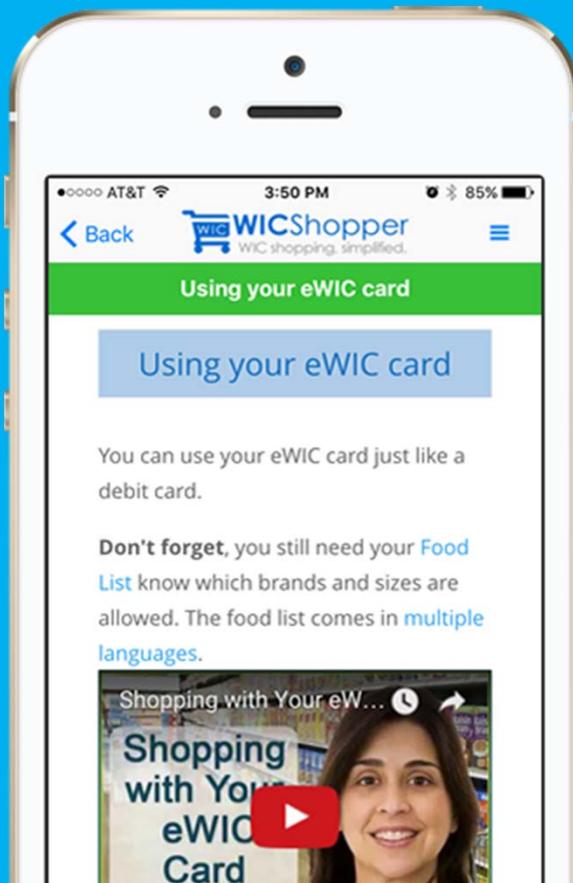
Integrating wichealth modules to app.



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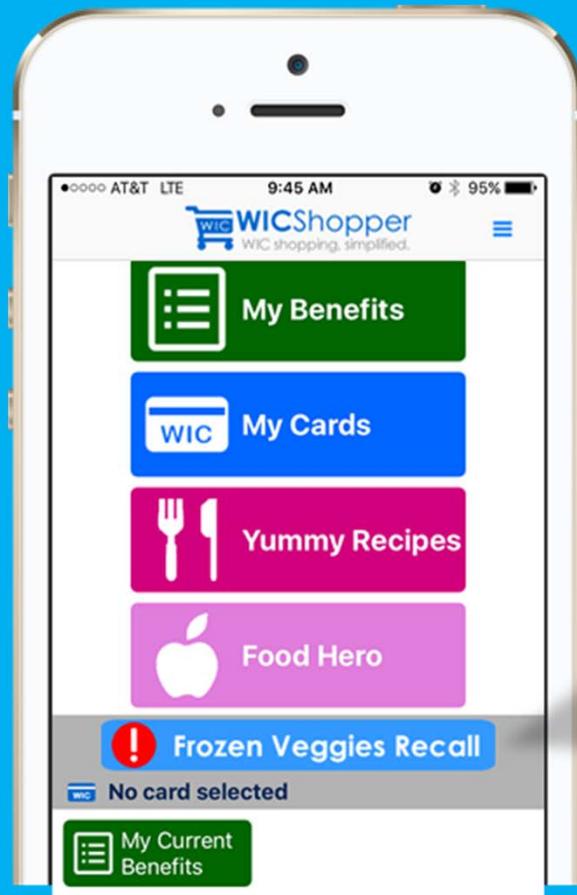
Video Tutorials

Videos from WIC agencies to teach Participants how to shop with eWIC, what to do if you lose your card...



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Recall Notices



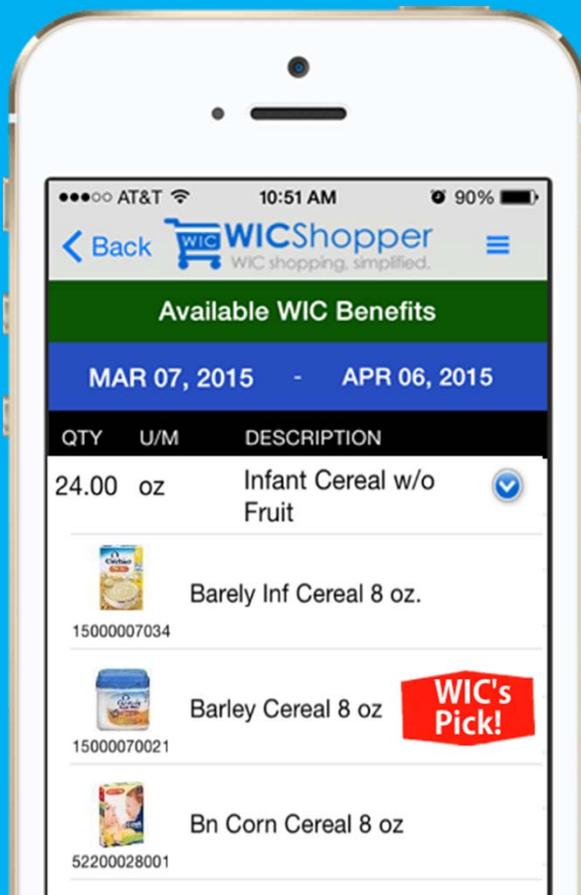
Recall - Frozen Produce

Frozen Vegetable Recall

National Frozen Foods is voluntarily recalling frozen peas and frozen mixed vegetables because they have the potential to be contaminated with *Listeria monocytogenes*, an organism which can cause serious and life-threatening illness in young children.

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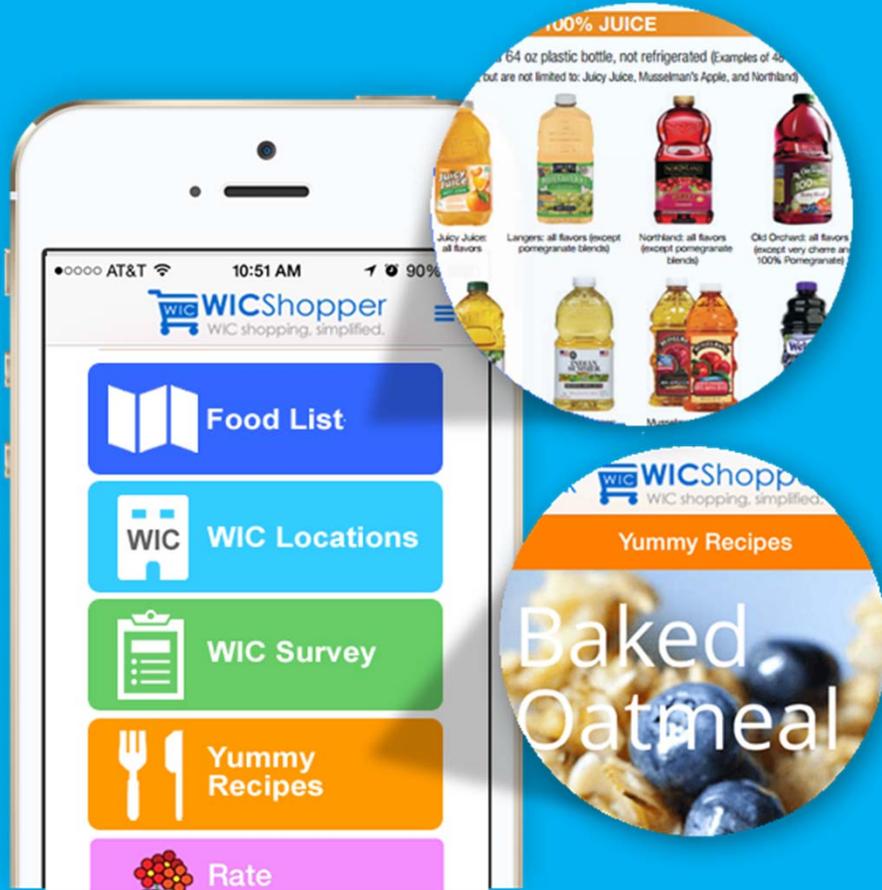
Cost Containment Encourage Least Expensive Brand



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Mobile devices can be used as a 'Palette'

- Food Packages
- Announcements
- Recall Notices
- Family Health
- Survey Participants
- Life Hacks, etc.



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Objectives then:

Simplify WIC shopping.

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Objectives now:

Deliver **all** of the tools participants need to thrive in the WIC program.

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Resulting in:

- ✓ **Increased** redemption.
- ✓ **Reverse** declining participation by making WIC less complex.
- ✓ **Retain** participant long enough to meet nutritional objectives WIC has prescribed



Question?
Comments?
Suggestions?

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