

2019 Biennial NWA WIC Technology, Program Integrity, and Vendor Management Education & Networking Conference and Exhibits

Tentative Agenda

Monday, September 16

4:00 - 6:00 p.m.

Registration Open

LV Pre-Function East

Tuesday, September 17

7:30 a.m. - 5:00 p.m.

Registration Open

LV Pre-Function East

7:30 - 8:45 a.m.

Continental Breakfast Sponsored by Mom's Fresh Foods

LV Pre-Function East

8:00 a.m. - 5:00 p.m.

Lactation Suite Open

Biltmore

8:00 a.m. - 5:00 p.m.

Speaker/Media Ready Room

18

8:30 - 9:00 a.m.

Welcome and Opening Remarks

AB Ballroom

Presenters

- Beth Beachy, Tazewell County Health Department (IL), NWA Board Chair
- William "Bill" Ludwig, United States Department of Agriculture/Food and Nutrition Service (USDA/FNS) – Southwest Regional Office

9:00 - 10:30 a.m.

General Session: Mapping the WIC Participant Journey Beyond 2020

AB Ballroom

Speakers will describe the role of journey mapping in identifying pain points and bright spots in the WIC participant journey and ultimately identifying ways to improve the participant experience. Speakers will also instruct attendees on how to engage with the journey mapping activity at the conference.

Presenters

- Martelle Esposito, Johns Hopkins University
- Melanie Hall, Kellogg's
- Anthony D. "Tony" Panzera, Svelo Advisors, LLC/American University

10:30 - 11:30 a.m.

Break

LV Pre-Function East

11:30 a.m. - 12:30 p.m.

Shopping Experience - Guiding from Our Own Experiences

AB Ballroom

The Shopping Experience gives all state and local staff the opportunity to learn WIC shopping through first-hand experience. Pairs of staff shopping with a WIC EBT card explore the challenges of live-shopping while taking stores on a test drive of card shopping. Staff awareness of the realities of shopping with a card gives a first test of participant materials and participant support to complement training. Staff experience maximizes their ability to lead participants through successful shopping.

Presenter

- Katie Harding Méndez, Washington State Department of Health

11:30 a.m. - 12:30 p.m.

Understanding Why Changes in the EBT Standards and Operating Rules Matter

19/20

The WIC EBT technical documents are at the core of successful EBT implementations in every State agency. In this workshop attendees will find out what key issues have shaped change requests in the past two years; identify steps agencies can take to incorporate changes as they implement EBT; and better understand how future changes may affect agencies' day-to-day EBT operations

Presenter

- Tina Fearneyhough, Wyoming WIC Program
- Erin McBride, USDA/FNS – Headquarters
- Johnny Sena, CDP

11:30 a.m. - 12:30 p.m.

Re-Procurement of WIC EBT Services

16/17

Within the next 12 months following the conference date, the WIC EBT Mandate will be completed. Many of the EBT contracts were executed in the mid 2000's. These contracts are nearing expiration, which will require agencies to re-procure. Agencies are seeking guidance on what options are available and should be considered. Original RFP's are outdated and need to represent the future.

Presenter

- Julie Alyea, CDP
- Victor Ho, USDA/FNS – Midwest Regional Office
- Louise Meyer, FIS
- Melinda Newport, Chickasaw Nation
- Peter Relich, Peter Relich Consulting, LLC

11:30 a.m. - 12:30 p.m.

Issuing Special/Medical Formula Can be Challenging in an EBT Environment

D Ballroom

Hear how states designed ways to issue special/medical infant formulas under EBT. And learn about the functionality available or planned for special formula issuance among current WIC EBT processors and MIS contractors. A wide range of solutions have been designed by state agencies and their contractors to allow for special or medical formulas to be issued electronically.

Presenter

- Amy Holtan, USDA/FNS – Mid-Atlantic Regional Office
- Mitchell Mize, Colorado Department of Public Health and Environment
- Debbie Morgan, Maryland WIC Program
- Alison Whitten, Arkansas WIC Program

11:30 a.m. - 12:30 p.m.

Surfing on Lava: Joining an eWIC Project in Progress

E Ballroom

A new state WIC director encountered an eWIC project that was already underway for years, was moving quickly, had no organizational change manager or communication plan, was significantly underfunded, and faced staffing losses. The pilot also revealed weaknesses that required rapid correction. Thanks to well-planned systems, processes, collaboration, and structure, these challenges were successfully addressed. This presentation will describe the personal and professional challenges that the new WIC director faced; the strategies he used to identify, prioritize, and manage the challenges; lessons learned; and how the experience of implementing eWIC has changed the state WIC office in unexpected ways.

Presenter

- Paul Throne, Washington State WIC

12:30 - 2:00 p.m.

Lunch on Your Own

2:00 - 3:00 p.m.

Michigan WIC Connect Mobile App, Client Experience, & EBT Shopping Behavior

AB Ballroom

The Michigan WIC Connect Mobile Application currently has more than 50,000 users. Here, we describe the impact of app usage on our ability to enhance client experiences by allowing clients to complete many required aspects of the program directly from their smartphones. We also investigate EBT shopping behavior and redemption patterns after downloading the app, and discuss the importance of staff buy-in to app success. The WIC Connect Mobile App will be used to further our ongoing efforts to promote the WIC program, and to provide clients with quick and simple access to the program's features to increase retention.

Presenter

- Bagyalakshmi V. Kodur, State of Michigan – Michigan WIC Program
- Kristina Ressler, State of Michigan – Michigan WIC Program

2:00 - 3:00 p.m.

WIC Participant Integrity

19/20

FNS continues to make program integrity a top priority. FNS is finalizing a suite of new resources on participant integrity and would like to debut these at the conference. This session will review federal requirements aimed at both preventing and detecting participant violations. The soon-to-be released resources that will be covered in this session were developed as FNS worked closely with state WIC agencies to identify best practices, encourage innovation, and improve data collection and reporting methods.

Presenter

- Elizabeth Barrett, USDA/FNS – Headquarters

2:00 - 3:00 p.m.

Child Nutrition Reauthorization: New Opportunities to Enhance the WIC Experience

16/17

The Healthy, Hunger-Free Kids Act of 2010 substantially altered the WIC experience by sparking the transition to EBT/e-WIC. Now, Congress is once again considering reauthorization of the child nutrition programs, providing a critical opportunity to strengthen WIC services. NWA is advocating for a wide range of program improvements that will enhance state innovations in technology, streamline the clinic and retail experiences, and expand WIC's public health imprint. NWA's public policy staff will discuss the legislative process, its current status, and various policy proposals that can empower WIC to seize the twenty-first century.

Presenters

- Brian Dittmeier, National WIC Association
- Kirsten Kelley, National WIC Association

2:00 - 3:00 p.m.

CVB at WIC-Authorized Farmers and Farmers' Markets in a WIC EBT World

D Ballroom

USDA/FNS released WIC Policy Memorandum #2019-3 Optional Implementation of Electronic Benefits Transfer (EBT) Cash-Value Benefit (CVB) at WIC-Authorized farmers and farmers markets on April 11, 2019. This session will address the intent of the memorandum and summarize the information USDA/FNS will require in APDs to include implementing CVB a WIC-authorized farmers and farmers' markets. This session will include state agencies who are exploring implementation of CVB at WIC-Authorized farmers and farmers' markets. This presentation is the first opportunity for State agencies to learn more about the process to implement CVB at WIC-authorized farmers and farmers' markets.

Presenters

- Duane Grabarschick, Texas Health & Human Services Commission
- Joanna Madias, USDA/FNS – Western Regional Office
- Jerilyn Malliet, USDA/FNS – Headquarters
- Sara Sloan, Oregon Health Authority
- Shey Walley, USDA/FNS – Headquarters

2:00 - 3:00 p.m.

When Disaster Strikes: North Carolina's Response to Hurricane Florence

E Ballroom

Natural disasters will inevitably impact WIC participants, but state WIC agencies can mitigate participation loss and provide needed food benefits to impacted families. In response to Hurricane Florence, the State of NC developed and implemented an automatic issuance protocol using eWIC. The implementation of this protocol contributed to the highest statewide participation numbers in the six months prior to and four months following the storm.

Presenter

- Cara Perdue, North Carolina Department of Health and Human Services

3:00 - 3:30 p.m.

Break

LV Pre-Function East

3:30 - 5:00 p.m.

General Session: Harnessing Technology Beyond EBT to Improve the WIC Shopping Experience

AB Ballroom

Presenters will describe WIC agency and retailer strategies aimed at improving the WIC shopping experience, including EBT and other technological innovations. Presenters will also describe how WIC agencies and retailers can best partner to improve the WIC shopping experience. There will then be time for discussion and audience Q & A.

Presenters

- Art Burger, Burger, Carroll, and Associates, Inc.
- Berry Kelly, Community Nutrition Services (CNS), South Carolina Department of Health and Environmental Control
- Celeste Lunceford, Texas WIC, Texas Health and Human Services Commission
- Tammy Seitel, General Mills

5:00 - 6:30 p.m.

Exhibit Hall Opening Reception

C Ballroom

Wednesday, September 18

6:45 - 7:30 a.m.

Exercise

1/2

7:30 a.m. - 5:00 p.m.

Registration Open

LV Pre-Function East

7:30 - 9:00 a.m.

Continental Breakfast in Exhibit Hall Sponsored by Kellogg's

C Ballroom

8:00 a.m. - 5:00 p.m.

Lactation Suite Open

Biltmore

8:00 a.m. - 5:00 p.m.

Speaker/Media Ready Room

18

9:00 - 10:30 a.m.

General Session: Launching New Digital Tools for WIC Participants

AB Ballroom

This session will describe the types of digital tools for WIC participants available and how they can be helpful. In addition, speakers will provide guidance for: Evaluating the important choices to consider before purchasing digital tools; developing questions to discuss within the WIC agency and with potential vendors; identifying key features to ensure that digital tools are user-friendly for WIC participants; incorporating digital tools into WIC clinic operations; and utilizing data to improve digital tools over time.

Presenters

- Hilary Dockray, Alluma
- Pamela Hull, Vanderbilt University Medical Center
- Manon Taylor, Osage Nation

10:30 - 11:30 a.m.

Networking with Exhibitors

C Ballroom

11:30 a.m. - 12:30 p.m.

How to Succeed in EBT Procurements Without Trying...

AB Ballroom

This panel brings the four operationally active EBT system providers together to share experiences, so that the WIC community can understand the key drivers and pain points in the procurement process from the processor side. The goal is to help State Agencies understand how requirements impact pricing and services.

Presenters

- Brenda Berry, Solutran
- Amy Duncan, CDP
- Jerilyn Malliet, USDA/FNS – Headquarters
- Jerry Owens, Conduent
- Beth Saalman, FIS

11:30 a.m. - 12:30 p.m.

Data Archiving and Purging: Concepts, Approaches, and Technologies

19/20

During this session we will explore concepts, approaches, and technologies that can be applied to implement a data archiving and purging strategy that optimizes the use of state resources while meeting FNS Record-Keeping requirements.

Presenter

- Robert Nash, DXC.technology

11:30 a.m. - 12:30 p.m.

Meijer Self Checkout and Shop and Scan App

16/17

We would like to highlight how at Meijer, WIC participants have the ability to use Meijer Shop and Scan technology and Self Check out. This lets customers scan barcodes and bag their groceries as they shop and place items in digital cart. A running total of items purchased is available as customers shop throughout the store, scanning and bagging their groceries. Once done, they simply scan their phone at a self-checkout lane and pay for the WIC items with their WIC card. This will make the Meijer experience dramatically faster, easier and more convenient for our customers.

Presenter

- Mark Eldred, Meijer
- Kelly Ward, Meijer

11:30 a.m. - 12:30 p.m.

How Funding and APDs Go Together Like Peas and Carrots

D Ballroom

This session will review the Advance Planning document (APD) and sources of funds for MIS and EBT projects. In general, WIC state agencies are required to submit an APD to pursue an MIS and EBT project. The APD is the mechanism to define the planning and implementation deliverables for the project. The use of any federal funding including Nutrition Services and Administration (NSA) funds, Operational Adjustment (OA) funds, and national Technology and infrastructure funding requires FNS approval.

Presenter

- Bridget Kearney, USDA/FNS – Headquarters
- Jessica Owen-Day, USDA/FNS – Headquarters
- Shey Walley, USDA/FNS – Headquarters

11:30 a.m. – 12:30 p.m.

Online EBT Operations Phase: Online Retail Point-Of-Sale (POS) Certification, Re-Certification, and Mini-Certs - Planning for the Future

E Ballroom

Online retail points of sale (POS), also known as cash register systems, are certified by EBT processors prior to eWIC implementation, and other states accept those certifications. Currently, many POS were certified 5 – 10 years ago. POS software and hardware, like all other systems, require updates. Once a WIC agency is in the operation phase the question becomes how POS changes should be managed. Collaboration is needed between contractors, developers, vendors and states to improve communication, coordinate testing and acceptance, share costs, and maintain POS functionality to improve the shopping experience for WIC participants.

Presenters

- Carrie Coenen, Wisconsin Department of Health Services Office of the Inspector General
- Erin McBride, USDA/FNS – Headquarters
- Lauren Dalton, MAXIMUS, Inc.
- Ellen Thompson, MAXIMUS, Inc.

12:30 - 2:00 p.m.

Lunch on Your Own

2:00 - 3:00 p.m.

Minnesota eWIC Vendor Integration Funding Project

AB Ballroom

Minnesota WIC requested and received funds in our eWIC implementation grant to help as many vendors as possible to upgrade to a Point of Sale (POS) system that is integrated for eWIC. This session will provide attendees with a look at how Minnesota WIC worked successfully with POS providers and vendors of varying sizes to disseminate approximately \$1,000,000.00 in grant funds to be used on integrated POS systems. Attendees will gain insight on Minnesota's processes, suggestions on how to structure the grant, effective ways to engage business partners, and opportunities for other states to build on Minnesota's success.

Presenter

- Emily Gomez, Minnesota Department of Health/Minnesota WIC Program

2:00 - 3:00 p.m.

Enhanced Business Integrity Reviews

19/20

7 CFR 246.12(g)(3)(ii) requires the state agency to consider the business integrity of a WIC vendor applicant. Washington State has found that having a robust business integrity review process is important for program integrity, and can save the state time and resources that would otherwise have been devoted to investigating and recovering losses due to fraud and abuse. Washington's business integrity reviews have resulted in the denial of authorization of several vendor applicants that were attempting to circumvent previous WIC and/or SNAP sanctions.

Presenter

- John Clabaugh, Washington State Department of Health, WIC Program

2:00 - 3:00 p.m.

Competitive Price Criteria Using EBT Data

16/17

The Oregon WIC program was interested in restructuring their Competitive Price Selection Criteria data analysis process by disaggregating EBT data at the UPC level by Retailer and by Peer Group to authorize Retailers. This method meant the vendor's average price for a specific UPC to the average peer group price for the same UPC. Using Tableau, the Oregon WIC program created comparison reports, visual data reports, and technical assistance reports for staff, vendors, and partners to use to improve accuracy and transparency.

Presenter

- Erin Macauley, Oregon WIC

2:00 - 3:00 p.m.

Why Authorized Product List (APL) is Important to Your EBT Implementation

D Ballroom

The Authorized Products Lists (APLs) are electronic lists or files identifying WIC food items authorized by state agencies for purchase with WIC benefits. The APL is essential to EBT implementation.

Presenter

- Karen Burns-Hill, USDA/FNS – Southeast Regional Office
- Jim Chilcoat, CDP
- Lauren Dalton, MAXIMUS, Inc.
- Erin McBride, USDA/FNS – Headquarters
- Chris Normandeau, LOC software

2:00 - 3:00 p.m.

Using Technology to Improve Recruitment and Retention of WIC Participants

E Ballroom

This session will cover national and state-level WIC participation trends from the last ten years and discuss reasons for caseload declines. Presenters will then describe various technologies currently being used to recruit new participants to the program and retain current participants. Examples will include insights from the NWA National WIC Recruitment and Retention campaign.

Presenters

- Elisabet Eppes, National WIC Association
- Chuck Hajj, Meredith, Foundry 360
- Natalie Mulloy, National WIC Association

3:00 - 4:00 p.m.

Networking with Exhibitors

C Ballroom

4:00 - 5:30 p.m.

General Session: With Great Data Comes Great Responsibility

AB Ballroom

Data is widely available, but it can be overwhelming and difficult to start using it in the most effective way. Panelists will share their experiences to inspire others to jump in to use the tools they have in an effective way.

Presenters

- Mary Blocksidge, Massachusetts WIC Program
- Bagya Kodur, State of Michigan
- Mark McNutt, CDP
- Susan Sabatier, Women, Infants and Children Division, California Department of Public Health
- Julie Scott, Chickasaw Nation
- Johnny Sena, CDP

Dinner on Your Own

Thursday, September 19

6:45 - 7:30 a.m.

Exercise

1/2

7:30 a.m. - 3:30 p.m.

Registration Open

LV Pre-Function East

7:30 - 9:00 a.m.

Continental Breakfast in Exhibit Hall

C Ballroom

8:00 a.m. - 5:00 p.m.

Lactation Suite Open

Biltmore

8:00 a.m. - 5:00 p.m.

Speaker/Media Ready Room

9:00 - 10:30 a.m.

General Session: Keeping All the Balls in the Air

AB Ballroom

As the pace of technological change accelerates, WIC leaders and teams clearly need to juggle more multiple responsibilities than ever. What isn't so clear is how to keep up without feeling constantly overworked and chronically underslept. (Jugglers aren't the only ones tossing in their sleep!) With humor and heart Rob shares true stories of how to keep the right balls in the air, and have less distress, and more success. He illustrates a practice of 'Kind Management' that revitalizes our powers of concentration, motivates positive mind sets, and leaves attendees energized, encouraged, and uplifted.

Presenter

- Rob Peck, Zestworks

10:30 - 11:30 a.m.

Networking with Exhibitors

C Ballroom

11:30 a.m. - 12:30 p.m.

Unconference Sessions During this breakout, attendees are invited to curate the content of pre-determined themes relevant to them. Each theme will offer a place to discuss emerging issues, and pose and answer questions that are on your mind. The purpose is to foster ideas and conversations as well as share knowledge, resources, and best practices with one another. There will be a facilitator to help guide the session.

Unconference Session: WIC's Role in Combatting Maternal Mortality

AB Ballroom

Unconference Session: Using EBT Data

19/20

Unconference Session: Mobile Apps

16/17

Unconference Session: Online Shopping

D Ballroom

Unconference Session: Changes to Nutrition Education as a Result of EBT Transition

E ballroom

12:30 - 2:00 p.m.

Lunch on Your Own

2:00 - 3:00 p.m.

Promoting Collaboration across FNS Programs: WIC and SNAP Vendor Management: FOR STATE DIRECTORS AND FEDERAL EMPLOYEES ONLY

AB Ballroom

Representatives from USDA's Food and Nutrition Service's (FNS) WIC and Retailers Operations Division (ROD) will discuss ways to improve collaboration. ROD is responsible for authorizing, investigating, and sanctioning SNAP retailers (where necessary). This session will present strategies for WIC State agency staff to identify and build relationships with local FNS-ROD counterparts and better use resources available to both programs to improve monitoring and investigations.

Presenters

- Amie Churchill, USDA/FNS – Headquarters

- Sanela Ocanovic, USDA/FNS – Headquarters
- Katey Yoast, USDA/FNS – Headquarters

2:00 - 3:00 p.m.

WIC Mobile Apps - Updates from the FNS Mobile App Analysis Project

19/20

As WIC State Agencies implement EBT, they are frequently also implementing “shopping” apps. These apps allow WIC families to access important EBT information such as benefit balances, authorized WIC vendors, and WIC-approved products. In 2018, FNS launched the WIC Mobile App Analysis project. The goal of the project is to research and analyze the shopping apps in use by State Agencies. The analysis will include the features of the shopping apps as well as the security practices used to protect participant data. During the session, FNS will share insights gained from the research and future plans for the project.

Presenters

- Eric Kaleida, Sigma Resources, LLC
- Jerilyn Malliet, USDA/FNS – Headquarters

2:00 - 3:00 p.m.

How to Apply EBT Data on WIC-related Research? New Concepts and New Approaches

16/17

This session introduces new concepts and perspectives for viewing WIC EBT data. Innovative approaches will be demonstrated to apply these concepts in significant topics in WIC-related research, such as retention and redemption behaviors. Specifically, we will discuss the gap days between the benefit cycles and how these gap days may shape loyalty in the WIC program. We will also introduce the concept of redemption efficiency to measure redemption behaviors. These new concepts and approaches in using EBT data can build a foundation for future WIC-related research.

Presenter

- Harry Zhang, Old Dominion University

2:00 - 3:00 p.m.

eWIC and Program Integrity – Managing Information for Effectiveness in Inventory Audits

D Ballroom

eWIC allows agencies to view detailed, up to date data for every WIC transaction taking place. While it can initially seem overwhelming, this information can easily become a powerful tool for use in the continued effort to identify and reduce program waste, fraud, and abuse, by: (1) Gathering and analyzing information to develop risk indicators, improving accuracy in identifying high risk vendors and focusing audits for optimal effect; (2) Broadening the scope and range of audits to cover longer timelines and a larger selection of WIC items; (3) Improving accuracy in audit findings; and (4) Reducing turnaround times for audits.

Presenter

- Ross Bradley, State of Wisconsin Dept. Health Services – Office of the Inspector General

2:00 – 3:00 p.m.

Leveraging Technology to Effectively Reach Millennials and Streamline WIC Services

E Ballroom

Identifying ways to utilize technology outside of our MIS system is crucial. Online appointment requests, smartphone use during certifications, online submission of proof of ID, address and income, and our “WIC@Home” program all streamline WIC processes and eliminate clinic visits. 30 day temporary certifications decreased from 26% to 2%. 125 securely uploaded documents and over 500 online appointment requests are received per month. With WIC caseloads falling, it is imperative that we provide services with the most perceived value while staying relevant to our families. Utilizing technology is an effective and manageable way to serve our clients.

Presenter

- Carrie Zavala, Maricopa County Department of Public Health

3:00 - 3:30 p.m.

Break

LV Pre-Function East

3:30 – 4:30 p.m.

Closing General Session: Stages of EBT Implementation: Lessons Learned

AB Ballroom

Implementing EBT is a huge undertaking! In this session, three WIC agencies will reflect on key lessons learned through the process of planning, implementing and rolling-out EBT.

Presenters:

- Stacey Neumann, Alabama Department of Public Health
- Ginger Roberts-Scott, Maine WIC Nutrition Program, Maine CDC Division of Disease Prevention
- Kim Word, Oregon WIC Program

4:30 – 5:00 p.m.

Journey Map Wrap-Up and Closing Remarks

AB Ballroom

During this session, presenters will go over the main findings from the interactive journey map activity at the conference and discuss what these findings mean for the future of WIC.

Presenters:

- Martelle Esposito, Johns Hopkins University
- Melanie Hall, Kellogg's
- Anthony D. "Tony" Panzera, Svelo Advisors, LLC/American University

Conference Adjournment