Leveraging Technology
TO EFFECTIVELY REACH MILLENNIALS AND STREAMLINE WIC SERVICES

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MARICOPA COUNTY DEPARTMENT OF PUBLIC HEALTH
Objectives

1. Discuss the importance of utilizing technology throughout the WIC participant experience
2. Learn how to utilize technology outside of your WIC MIS system to engage and retain participants
3. Identify small steps to streamline the WIC Certification process and remove barriers for clients
4. Discuss lessons learned CQI
MCDPH – WIC Overview

Caseload – 48,000 per month
88% of Caregivers are Millennials
Primary urban, Phoenix Metro Area
17 clinics across the County
110 staff

Clinic Flow for Certifications
  ◦ WIC Intake Specialists complete demographics and income verification and documentation
  ◦ Nutritionists complete nutrition assessment, education, food package prescription and load eWIC benefits
The Problem

- Decreased Caseload
- Budget Cuts & Decreased Staff
- ¼ Temporary Certifications
- Barriers for Clients
- Extra Work for Staff
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<tr>
<th>Action</th>
<th>Description</th>
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<tbody>
<tr>
<td>Provide</td>
<td>Provide more client centered options for communication</td>
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<tr>
<td>Improve</td>
<td>Improve work flow for staff</td>
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<td>Utilize</td>
<td>Utilize technology to decrease temporary certifications</td>
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<td>Reduce</td>
<td>Reduce Client Barriers to Participation</td>
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Project Strategies

- Universal Phone Number
- Online Appointment Request
- Utilize Technology in the Clinic
- Utilize Technology outside the Clinic
Universal Phone Number

602-506-9333
Universal Number

Lessons Learned

Call volume
Updates
Bypassing
Confusion
Online Appointment Request

[Image of a website page with forms for making an appointment, including fields for personal information, family information, and appointment information.]
Results

Online Appointment Requests

- English
- Spanish
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

April - Don't miss out on WIC! Request an appointment at www.maricopawic.com or reply yes and a WIC staff will call you
Lessons Learned
Easier
Popular
Easy call to action
Management
Obtaining Documentation in Clinic
Staff Perception of Utilizing Technology to Reduce 30-day Temporary Certs

- **Pre-Implementation**
  - 30 day certs never given: 1%
  - 30 day certs given 1-5 times per month: 29%
  - 30 day certs given 6-10 times per month: 43%
  - 30 day certs given 11-15 times per month: 19%
  - 30 day certs given more than 15 times per month: 4%

- **Post-Implementation**
  - 30 day certs never given: 1%
  - 30 day certs given 1-5 times per month: 37%
  - 30 day certs given 6-10 times per month: 32%
  - 30 day certs given 11-15 times per month: 12%
  - 30 day certs given more than 15 times per month: 4%
Results

Percent of Total Certifications that were 30-day Temporary Certifications due to lack of Documentation

Pre-Implementation (Sept 2017) 26%
Post-Implementation (May 2018) 12%
Post-Implementation (June 2018) 11.60%
Post-Implementation (Oct 2018) 2%
Obtaining Documentation Outside of Clinic
Results

Number of Document Submissions

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Lessons Learned
“It’s about time!!!”

“I feel like we are cutting edge”

“…frees up much needed appointment slots”

“It is efficient and convenient for employees and clients”
Using Technology for Nutrition Education
Facilitated Group Discussions
Surprise...

Attendance

- Attended: 62%
- Missed: 48%
“This was my first time participating in this and it was awesome! I'm so glad this is available as an option!”

“Great experience!, Very Convenient!”

“This has been definitely convenient and less stressful for me. I enjoyed it! Very impressed with all the new changes with WIC! Thank you.”

“It was much easier than bringing my toddlers to the clinic.”

“Loved it!, “It was amazing”
1:1 Nutrition Education Sessions
Results

Attendance for Virtual Appointments

- English Grp
- Spanish Grp
- 1:1
Challenges

Staff turnover  Online Platform  Communication
Next Steps

DECREASING NUMBER OF GROUPS

INCREASING THE CAPACITY FOR 1:1 APPOINTMENTS OVER THE PHONE
Added Benefits

- Build on WIC Experience
- Work from Home
- Professional Growth – Autonomy
- Later Evening Appointments Easier to Staff
- Improved Work-Life Balance
Thank you!

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