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.
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
What is WIC?

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

*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

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

- [ ] Yes
- [ ] No

*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 (FDP/IR)
- [ ] 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?
Scheduling an Appointment
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.
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.
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
Benefit Lookup
Clients can scan products to determine if the item is WIC approved and see how much they have remaining for the current benefit period.
App Features and Functionality: WIC Connect and the MIS

- Scheduling directly into MIS Clinic Schedule
- Displaying Appointment Requests
- Immediately updating Client Records
• 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’.
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.
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
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
What the client needs to know
Make your WIC Shopping experience a **Breeze**!

Nutrition Education
## Client Experience

### 10 Most Common WIC Client Connect Email Inquiries

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

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.

When I first got the app it was great. But for some reason lately it hasn’t been working 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 [username],

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!
App downloads since launch

Total Active Michigan WIC families: 139,906

Total App downloads: 58,737

* As of 9/3/2019
App Downloads
Urban Vs. Rural

- Urban: 89%
- Rural: 11%
App Downloads By Race

% of Families by Race

- American Indian Or Alaska Native: 0.99%
- Asian: 1.69%
- Black or African American: 16.61%
- Native Hawaiian Or Other Pacific Islander: 13.64%
- Other: 66.93%
- White: 1.00%
Appointment type (WCC) in MI-WIC allows clients to schedule appointments.

<table>
<thead>
<tr>
<th>Number Appointments Requested</th>
<th>Number of Appointments Scheduled</th>
<th>% Requested Appointment resolved</th>
</tr>
</thead>
<tbody>
<tr>
<td>3644</td>
<td>2115</td>
<td>58.2%</td>
</tr>
</tbody>
</table>
What data is collected from the WIC Connect Mobile App?
Which clients are using the App?
Top 10 Most Used WIC Connect Mobile App Features from June 7-Sep 4, 2019

- Benefits
- UPC Scan
- Benefits APL Brand
- Appointments
- Family Information
- Register
- Future Benefits
- Broadcast Messages
- WIC Grocery Stores in my area
- My WIC Account
## Application Summary – Aug 2019

<table>
<thead>
<tr>
<th>WIC Connect App Type</th>
<th>New Devices</th>
<th>Avg Daily Active Devices</th>
<th>Active Devices</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>2,101</td>
<td>936</td>
<td>9,314</td>
<td>65,931</td>
</tr>
<tr>
<td>iOS</td>
<td>2,303</td>
<td>1,327</td>
<td>12,556</td>
<td>90,573</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,404</strong></td>
<td><strong>2,263</strong></td>
<td><strong>21,870</strong></td>
<td><strong>156,504</strong></td>
</tr>
</tbody>
</table>

> 35,000 active families use the app.
# Redemption ranges for December 2018 Download

<table>
<thead>
<tr>
<th>Rdmp Range (%)</th>
<th>Oct-18</th>
<th>Nov-18</th>
<th>Dec-18</th>
<th>Jan-19</th>
<th>Feb-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>0.1 - 25</td>
<td>257</td>
<td>287</td>
<td>344</td>
<td>414</td>
<td>491</td>
</tr>
<tr>
<td>25.1 - 50</td>
<td>231</td>
<td>262</td>
<td>354</td>
<td>355</td>
<td>377</td>
</tr>
<tr>
<td>50.1 - 75</td>
<td>263</td>
<td>346</td>
<td>500</td>
<td>513</td>
<td>451</td>
</tr>
<tr>
<td>75.1 - 99.0</td>
<td>447</td>
<td>700</td>
<td>988</td>
<td>827</td>
<td>649</td>
</tr>
<tr>
<td>100</td>
<td>144</td>
<td>176</td>
<td>274</td>
<td>259</td>
<td>231</td>
</tr>
</tbody>
</table>

## Redemption rate for December Downloads

![Redemption rate for December Downloads](chart.png)
Data Analysis – Design and Data

• Families that downloaded the app between Dec 2018 and April 2019. (n =20,042 families). Several changes were introduced during Dec 2018 - Feb 2019, hence data for this time frame was chosen

• We investigated 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.

• Similar analysis was conducted for families that did not download app for April 2019

• Period of analysis - Dec 2018 – May 2019
Data Analysis – Statistical Analysis

• Paired T-test: Tests if the redemption rates for the same population are equal between two means

• For families that downloaded app between Dec 2018 – April 2019, redemption rates were compared two months before and after app download

• Results were found to be significant for April 2019. For this month, we compared the redemption rates for families that never downloaded the app
## Data Analysis – Paired T-test results

<table>
<thead>
<tr>
<th>Month of download</th>
<th>Mean difference</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
<th>95% Confidence Interval of the Difference</th>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec-18</td>
<td>mean before - mean after</td>
<td>-0.5565</td>
<td>28.0175</td>
<td>0.6609</td>
<td>-1.8528 - 0.7398</td>
<td>-0.842</td>
<td>1796</td>
</tr>
<tr>
<td>Jan-19</td>
<td>mean before - mean after</td>
<td>1.9221</td>
<td>26.5306</td>
<td>0.6193</td>
<td>0.7074 - 3.1368</td>
<td>3.103</td>
<td>1834</td>
</tr>
<tr>
<td>Feb-19</td>
<td>mean before - mean after</td>
<td>3.5462</td>
<td>24.7071</td>
<td>0.5311</td>
<td>2.5046 - 4.5877</td>
<td>6.677</td>
<td>2163</td>
</tr>
<tr>
<td>Mar-19</td>
<td>mean before - mean after</td>
<td>0.7528</td>
<td>25.8766</td>
<td>0.3928</td>
<td>-0.0174 - 1.5230</td>
<td>1.916</td>
<td>4338</td>
</tr>
<tr>
<td>Apr-19</td>
<td>Mean before - Mean after</td>
<td>-1.1045</td>
<td>27.2172</td>
<td>0.5301</td>
<td>-2.1440 - 0.0650</td>
<td>-2.084</td>
<td>2635</td>
</tr>
</tbody>
</table>

- 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.
Paired T-test Results for families that downloaded app

EBT redemption rates before and after WIC app download

April 2019, p-value = .037
Paired T-test Results for families with no app

Redemption rates with no app download

April 2019, p-value = .000
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
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
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
The Future of WIC Connect

Assessment Questions
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.

Recipes
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

Nutrition Education
Allow clients to complete Nutrition Education lessons directly through the app.

**Goal:** Increase retention, improve access to Nutrition Education lessons.
Questions
Thank you!

If you have further questions, please contact:

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