Minnesota WIC Program Mobile App

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Minnesota WIC Program Overview

• Minnesota
  • MIS - HuBERT (SPIRIT – SAM system)
  • Serves approximately 111,000 participants per month
  • 87 Local Agencies
  • 194 clinic locations throughout the state
  • 980 Vendors
Minnesota WIC App Mission

Minnesota WIC App was developed to support engagement with WIC families.

• Encouraging retention in the WIC program;
• Providing the tools necessary to streamline identification of WIC foods; and
• Communicating important messages to participants; such as appointment reminders.

Providing information, at a participant’s fingertips, to improve the total WIC experience for families.
Evaluation of existing tools VS creating app

• Investigated existing products
  • Solution that could grow with MNs changing needs
  • Would interface with the MIS using paper benefits – apps available were eWIC only
  • Looked at cost and functionality – apps included a monthly cost for operations and support

• Created My MN WIC app
  • Costs were for development only
  • Operations and support fall under MN M&O contract with no increase in ongoing costs
  • Flexibility to make changes or add functionality as needed
My Minnesota WIC App

- Created for Minnesota by CSC as MIS contractor
- Available for use with Android and iOS
  - Not currently available for Windows phones
- Over 28,000 downloads
- 2,500 registered for messages/notifications
Technical

• Notification messages are sent using 3rd party solution - Pushwoosh
  • No participant information is sent to Pushwoosh, generic titles for the notifications are used.

Security

• Servers are secured with SSL certificates.
• Additional credential information from the mobile client will be used when processing eWIC requests
  • Credential information stored is isolated to the mobile app and accessible only that way.
Phase 1 – MN Food Finder

Phase 1 – Food Finder

• Pilot – May 2015
• Statewide – July 1, 2015
• Developed while still using paper checks
• Created an APL to scan against so put MN ahead getting ready for eWIC
• Simplified shopping by allowing the participants to scan and verify WIC allowed foods prior to getting to the register, improving the checkout experience
**About UPC & PLU Barcodes**

**PLU**
A PLU is a four (4) or five (5) digit code found on fresh produce. Example:

![PLU Example](image)

**UPC**
A UPC is a code found on food packages. Example:
Food Finder

Enter UPC/PLU

Food Item: 4444
Allowed
If listed on your voucher
Close

Enter UPC/PLU

Food Item: 1234
Not Allowed
Close
Food Finder

- Scan UPC
- Enter UPC/PLU
- Shopping Guide

WIC SHOPPING GUIDE 2015-2016

MINNESOTA WIC

To ensure a successful shopping experience at the grocery store, it's important to follow these steps:

1. Decide what you will buy
2. Use the "FSL" on your WIC card
3. Use the "FSL" on your WIC card
4. Use the "FSL" on your WIC card

For more information, contact your local WIC agency or call 1-800-536-6762.
Phase 2 – Messages (Appointment)

• Statewide – November 1, 2016

• Participants are given the option to register to receive Notifications

• Displays upcoming and missed appointments
  • Notifications are received 2 days before upcoming appointments and the day after the missed appointment to alert the participant to check the messages in the app

• Displays we miss you message
  • Notification is received 30 days after their cert end date to alert the participant to check the messages in the app
Phase 2 – Messages (General)

• Ability to send messages by Agency (ex. Closed Clinic)
• Ability to send messages to all registered (ex. Survey)
Register Device

First Name
Last Name
Date of Birth

Register

Settings

Messages
Unregister

Shopping Guide

Settings
You have successfully registered.

OK
My Minnesota WIC App

Food Finder

Messages

Welcome Patrice
Welcome to Minnesota WIC Messages where you will receive appointment and reminder info.

Upcoming Appointment
Jennifer
7/3/2015 at 10:00 AM
763-422-7055

Missed Appointment
Nathan
6/30/2015 at 10:00 AM
763-422-7055
WE MISS YOU!

Please contact your WIC clinic to schedule an appointment.

763-422-7055
Participant brochures

• Local Agencies order through state website

• Double sided, tips on using the scanner as well as how to register for messages

• Provided to participants by the Local Agencies
Sticky notes

- Local Agencies order through state website
- Provided to participants by the Local Agencies
- Vendor also have available in cashier lanes to provide to customers
• 27 reviews posted through the app store

• App has a rating of 4.3/5 (a couple low ratings are due to connectivity issues in the store) without these the rating is 4.6

• If comment is specific to a food item or shopping experience we can reply to their comments

• A few comments about the app
  
  • “The best thing to happen to WIC since Peanut Butter” – Local Agency WIC Coordinator
  
  • “Very Helpful This app is perfect for me because I am a CSM at a Wal-Mart so this lets me verify items if the register doesn't like it. I can also go with a customer to the shelf and find the correct item for them” – Wal-Mart CSM
  
  • “Easy to use for finding out what items I'm able to buy. – WIC Participant"
Feedback – Survey using Notifications

• Used Notifications to send the Survey with a link

• Sent 1784 Notifications, received 241 responses = 13.5% rate

• Asked 5 questions, none required a response;
  • Do you use Food finder? (217 Yes)
  • Do you use reminder messages? (182 Yes)
  • How long have you been using?
  • How often do you use? (Nearly every time I shop 120, 84 remember WIC appt)
  • What do you like the most? (136 responses, top 3 comments: Food finder, Appt reminders, Easy to use)
  • What would you like to see changed? (98 responses, 50 – Nothing, link to what is on checks, Store locator, schedule appts through app)

• Survey was fast easy way to get direct feedback from participants without putting additional work on Local Agency staff
Feedback – Survey Comments

• A few participant comments of what they like most
  • “It is very discreet and allows me to easily check if an item is WIC approved.”
  • “I love that I do not have to guess. If I am unsure I can check, it saves me so much time and headache!”
  • “Appointment reminders are the best!!!”
  • “The app itself is very useful, especially on the go.”
Phase 3 – eWIC

• Rebranding to match look and color scheme for new eWIC cards

• Currently in development – ready to use with MN eWIC Pilot
Household Benefit Balance - NEW

• Current balance with benefit start/end dates (real time - online)
• Upcoming benefits with benefit start/end dates
<table>
<thead>
<tr>
<th>QTY</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Dozen Eggs</td>
</tr>
<tr>
<td>36</td>
<td>Ounces Breakfast Cereal</td>
</tr>
<tr>
<td>1</td>
<td>Pound Whole Wheat Bread</td>
</tr>
</tbody>
</table>
Future

April 16 2017 – May 15 2017

May 16 2017 – June 15 2017

Future

April 16 2017 – May 15 2017

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May 16 2017 – June 15 2017
Food Finder - UPDATE

• When scan items will indicate if available in current food prescription balance

• Addition of name of food item scanned

• Can still use food finder without registering household ID – Many stores use food finder as well
Allowed
02119809
Extra Sharp Cheddar Cheese
Included in current benefits.

Not Allowed
02119999
Not WIC Allowed.

Allowed – Not Included
02119809
Extra Sharp Cheddar Cheese
Not included in current benefits.

Allowed – May be Included
4011
Banana
Check benefit balance.
Messages- UPDATE

• Ability to choose what types of messages they want to receive
  • Appointments
  • Benefits
Benefits Reminder Message - NEW

• Message reminders that benefits are expiring
  • Messages will be sent if any amount of benefit remains in current balance
  • Sent 7 days prior to benefit end date
  • Sent 2 days prior to benefit end date
Shopping Tips - NEW

• Links to website for Food Calculator – conversion for food items (ex. 1 quart milk = .25 gallons)
• eWIC Card user tips/training
• Shopping Guide moved here
Phase 4 – After eWIC Rollout

• Store Locator – Display location and directions of WIC-authorized vendors

• Target Messages – may include age appropriate Nutrition Education/Breastfeeding messages

• Store Issues form – for participants to complete and send to State Office Vendor staff
Questions - Thank you!

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Available for download