

WIC Case Study: Michigan



WIC Agency Profile

Michigan WIC serves approximately 206,000 women, infants, and children through 47 local agencies and over 200 clinics across the state.

Project Description

Establish Online Appointment Scheduling

- Challenge** Michigan WIC sought to reduce barriers that impede clients' access to WIC services.
- Goal** Increase ease of scheduling WIC appointments and accessing WIC benefits
- Strategy** The program launched the Michigan WIC Connect Mobile app. New clients can schedule and existing clients can request appointments directly through the app without having to contact the clinic during business hours. The app also allows clients to access a list of their current WIC food benefits and use a UPC scanning tool to verify in the store whether a food is WIC-approved and whether they have benefits remaining for that item, before proceeding to a register.
- Outcome** For staff members, the appointment scheduling feature was the most popular WIC Connect feature, as it allowed clients to set up appointments quickly and easily.

For clients, the UPC scan feature was the most popular WIC Connect feature and improved their shopping experience.

Key Takeaways

The Michigan WIC program sought to improve appointment scheduling options by:

- Allowing applicants to schedule initial certification appointments through the WIC Connect app and
- Allowing participants to request recertification appointments through the app.

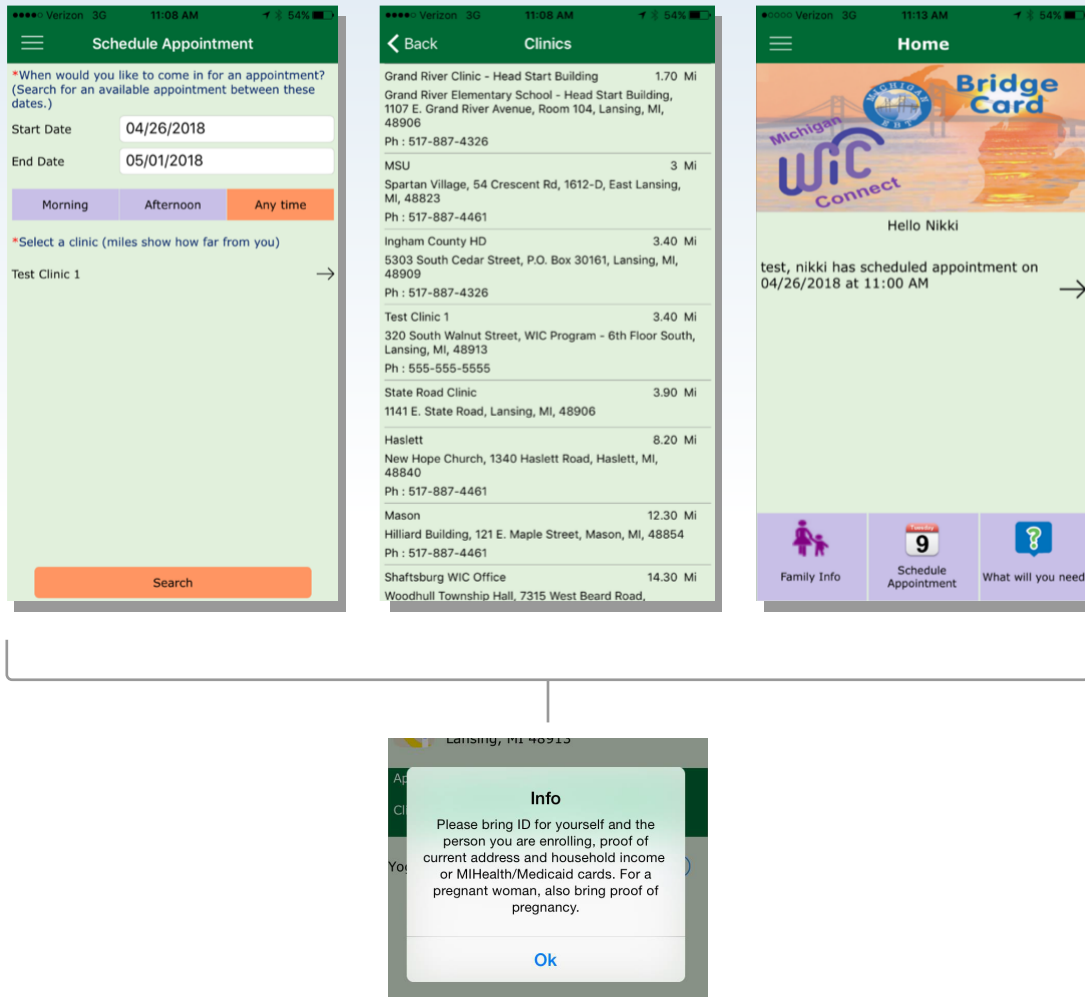
As a result of these changes:

- Appointment scheduling became the most popular WIC Connect feature for staff members.

WIC Connect Features

What is WIC?	PDF forms	
Am I eligible?	Family information	UPC scan
Clinic and stores maps	Benefits	Resource links
Schedule appointment	Broadcast messages	

Michigan WIC Connect Mobile App: Appointment Scheduling



Lessons Learned

Throughout the implementation process, Michigan WIC developed a deeper understanding of security measures needed to implement participant-facing technology and the time that agencies need to review, inspect, and approve new technologies.

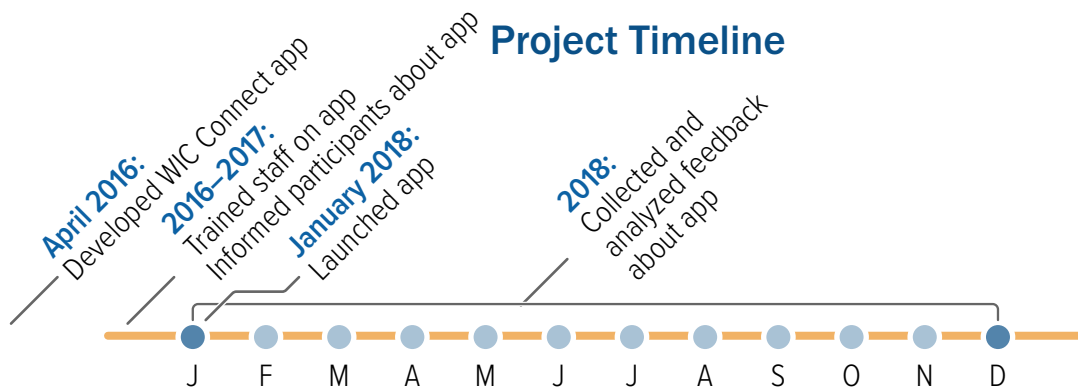
Leveraging familiar technology proved an effective way to communicate with participants and ultimately improve their WIC experience.

Michigan WIC also learned the importance of reviewing policies and procedures for similar applications across the state. While the WIC Connect app met all security standards and policies, it had a different login method than mobile apps from other government divisions and programs across

Michigan. The program subsequently had to change its own login method to match.

Next Steps

The app will continue to be updated with enhanced features to improve clients' experience. This includes adding nutrition assessment questions to speed the certification appointment and adding recipes to help clients better utilize all of their WIC food benefits.



Project Team

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