

**Oregon eWIC**



**eWIC Webinar 7:  
eWIC Vendor and Shopper Ed**

Wednesday, November 13, 2013 at 9:30  
Handout of slides is available on the eWIC website.



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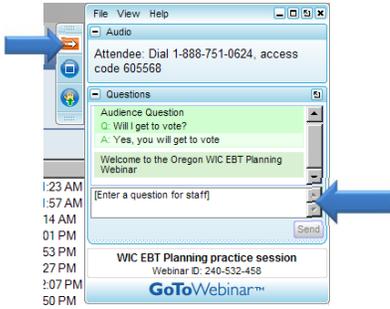
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**Oregon eWIC**

**How to use "Go To Meeting"**



1:23 AM  
1:57 AM  
14 AM  
01 PM  
53 PM  
27 PM  
2:07 PM  
50 PM

WIC EBT Planning practice session  
Webinar ID: 240-532-458  
GoToWebinar™

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**Guidelines for Webinars**



- If you have technical difficulties, please call 971-673-0040 or type a request in the question area.
- Because this webinar is being recorded, participants will be muted. Sorry!
- If you have a question, type it in the question area and it will be answered at the end.



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**Oregon eWIC**

## From Paper to Plastic: eWIC at the store

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**Oregon eWIC**

### During this webinar we will...

- Provide a summary of how eWIC will work at Oregon grocery stores and pharmacies
- Define “integrated” and “stand-beside” vendors
- Discuss how the Authorized Products List (APL) will work
- Highlight important shopper education tips
- Identify issues that could arise at the store




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**Oregon eWIC**

### Overview of Oregon WIC Vendors

Approximately 560 authorized vendors

- Grocery stores
  - Large chain, small chain, single-store
- Pharmacies
  - Stand-alone, in-store
- Hospital pharmacies
  - Providence, CDRC
- Farmers
  - Only a few “brick and mortar” farmers will be able to accept eWIC cards initially
  - Farm Direct benefits will still be issued on paper checks




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**POS = Point of Sale**

**Point of Sale System**



The diagram shows a central computer monitor with a touchscreen interface. To its left is a vertical pole display. Below the monitor is a receipt printer. To the right of the monitor is a programmable keyboard. Below the keyboard is a cash drawer. To the left of the keyboard is a barcode printer. Below the barcode printer is a barcode scanner. To the right of the scanner is a handheld device labeled 'Date Collection (PDT)'.

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Vendors will live in eWIC world in two ways:

**Integrated Point of Sale (POS)**      **Stand-beside POS**



The first image shows a person's hands interacting with a computer monitor and a receipt printer on a counter. The second image shows a close-up of a receipt printer with a receipt emerging.

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**Integrated POS**



- Store's POS system programmed with eWIC
- All large chains plan to integrate
- Must be certified by USDA
- Order of eWIC steps varies by vendor
- Mixed Basket

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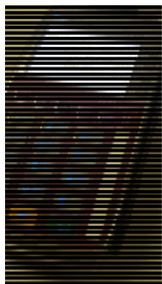
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**Oregon eWIC**

### Stand-beside POS

- Equipment and training from JPM
- WIC signs if more lanes than terminals
- Must keep WIC separate
- 75-ish out of 560 stores will do stand-beside
- Some integrated vendors will start with stand-beside terminals



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### Getting vendors ready for eWIC

- JPM connecting with all stores
- Quarterly VAC meetings
- Monthly eWIC Vendor News



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### Vendor Training Plan

- Pilot area and chain store trainings
- Regional vendor trainings during roll-out
- No new store authorizations for 6 months
- Cross-border shoppers should go to integrated chains
- Stores must accept paper and plastic

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**Oregon eWIC**

### Vendor and shopper training tidbits




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**Oregon eWIC**

### Wow, eWIC is slick!

**Many benefits of eWIC:**

- No WIC ID Card at the store
- Just eWIC card + PIN
- Don't have to buy everything in one trip
- Faster, more discreet transaction




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**Oregon eWIC**

### Keeping track of benefits

- No more checking dates on vouchers




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**Oregon eWIC**

### Keeping track of benefits

- eWIC benefits loaded at 12:01 a.m. on the first day of the month
- Unused benefits removed at 11:59 p.m. on the last day to use
- Transactions for current month must be final by 11:59 p.m. on the last day to use




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### Benefit balance

- Quantities and categories of foods
- Aggregated for families



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Remaining Plan (exp date 3-2-14):
2.00 lb Cheese
2.00 doz Eggs - large
72.00 oz Cereal - hot/cold
2.00 ctr Flr/dry beans
30.00 oz fish - canned
24.00 oz Baby cereal
925.00 oz Baby Food - Fruit/Veg
77.50 oz Baby food - heat
45.00 oz Whole grains
16.00 sst Fruit and vegetables
4.75 gal Whole fluid milk
4.75 gal Low fat fluid milk
3.00 ctr Fzn Juice 11.5-12oz
2.00 ctr Juice 48oz/1oz

*** Cardholder Copy ***
PLEASE KEEP THIS FOR YOUR RECORDS
THANK YOU FOR YOUR PATRONAGE
    
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### Ways to check benefit balance

- Benefits List from TWIST
- Online
- By phone
- Balance inquiry at the store
- Remaining balance receipt



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OREGON eWIC STORE
PULLMAN, OR 97130
877-347-0000

Date: 3-1-2014 Time: 4:52 PM

Balance Inquiry
Participant ID: 0000000000
Card Number: 00000000000000000000
Participant Name:
Participant Address:
Participant City:
Participant State:
Participant Zip:

Remaining Balance (exp date 3-2-14):
2.00 lb Cheese
2.00 doz Eggs - large
72.00 oz Cereal - hot/cold
2.00 ctr Flr/dry beans
30.00 oz fish - canned
24.00 oz Baby cereal
925.00 oz Baby Food - Fruit/Veg
77.50 oz Baby food - heat
45.00 oz Whole grains
16.00 sst Fruit and vegetables
4.75 gal Whole fluid milk
4.75 gal Low fat fluid milk
3.00 ctr Fzn Juice 11.5-12oz
2.00 ctr Juice 48oz/1oz

*** Cardholder Copy ***
PLEASE KEEP THIS FOR YOUR RECORDS
THANK YOU FOR YOUR PATRONAGE
    
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**Oregon eWIC**

## The APL

- Will always be a work in progress...
- UPC submission process

**Oregon WIC Program - UPC Request Form**

Instructions:

- Complete all areas in the Vendor and Product Information sections.
- Email form to [apl@oregon.gov](mailto:apl@oregon.gov). Use of electronic fillable form is preferred.
- For printed or handwritten forms to 503-679-0211 (State UPC Manager).
- When possible, include a picture of the item/package/ingredients list.

Vendor Information	
Request Date:	Contact Name:
Store Name:	Contact Email:
WIC Vendor ID:	Contact Phone:

Product Information	
Food Description (no abbreviations):	
Package Size:	Item Price:
Food Brand Name:	Manufacturer:
UPC/PLU digit(s):	Picture of item/label sent? <input type="checkbox"/> Yes <input type="checkbox"/> No

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State Use Only	
Date Submitted:	Date Reviewed:
Reviewed By:	UPC:
<input type="checkbox"/> Approved <input type="checkbox"/> Not Approved	Reason:
Date UPC Entered:	Entered By:
Category:	Sub-Category:

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## So, what does the APL do?

- WIC shopper swipes their eWIC card
- POS accesses cardholder's available benefit balance
- All benefit cats and sub-cats are tied to specific product UPCs and PLUs
- Item is scanned
- POS determines if benefit is available for specific the UPC or PLU




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*"I don't think you can get that on WIC."*

- Checkers are no longer *"The WIC Police"*
- Food List still important shopping tool
- No cashier override for items not in APL




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*"But I always used to buy that."*

- Common shopper complaint post-eWIC
- Reasons why an item doesn't ring up:
  - Insufficient balance
  - Unissued benefit
  - Item not on APL
    - Unauthorized?
    - Should be on the APL?
- 48 hours for UPC to be added to the APL




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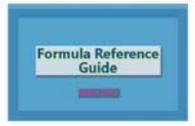
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### Finding Formula



**Similac Advance**

Match description, size and UPC:

DESCRIPTION	SIZE	UNIT	CASE
Powder (cans)	12.4 oz	070074559582	070074559575
Concentrate (cans)	1.3 oz	070074569741	070074569734
Ready-to-feed (bottles)	QT	070074533643	070074533636





Similac Advance

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### Systems and processes

- To separate or not to separate –  
Must separate at stand-beside, may choose at integrated





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**Oregon eWIC**

### Systems and processes

- Review of the WIC items being purchased
- Once the transaction is final there is no going back



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**Oregon eWIC**

### Systems and processes

- If the system goes down, a store cannot do a WIC transaction
- No manual or phone transactions like SNAP



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### Tender moments – Shopper ed tips

- Ask what to do the first time at a new store
- WIC 1<sup>st</sup>
  - Most restrictive to least restrictive payment types when using split-tender
- Know your balance
  - Benefit List, call customer service, check online, keep receipt, check balance at a register
- Use the Food List



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### Shopper ed tools

- Shopping with eWIC brochure
- Food List
- JPM Cardholder brochure
- Webinar video clips



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Oregon eWIC

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### Questions and Answers

- If you have additional questions please contact your agency's state nutrition consultant or Michelle Aarhus at [michelle.a.aarhus@state.or.us](mailto:michelle.a.aarhus@state.or.us)
- Recorded webinars and FAQ's can be accessed on the WIC website here: <http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/ewic-webinars.aspx>

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