



State Updates

Kristina Brady, MPH



Introducing....

Technology/System and FMNP Section

Who's on the Team?

Constance Godinez

Pam Gove

Michelle Moore

Josh Moss

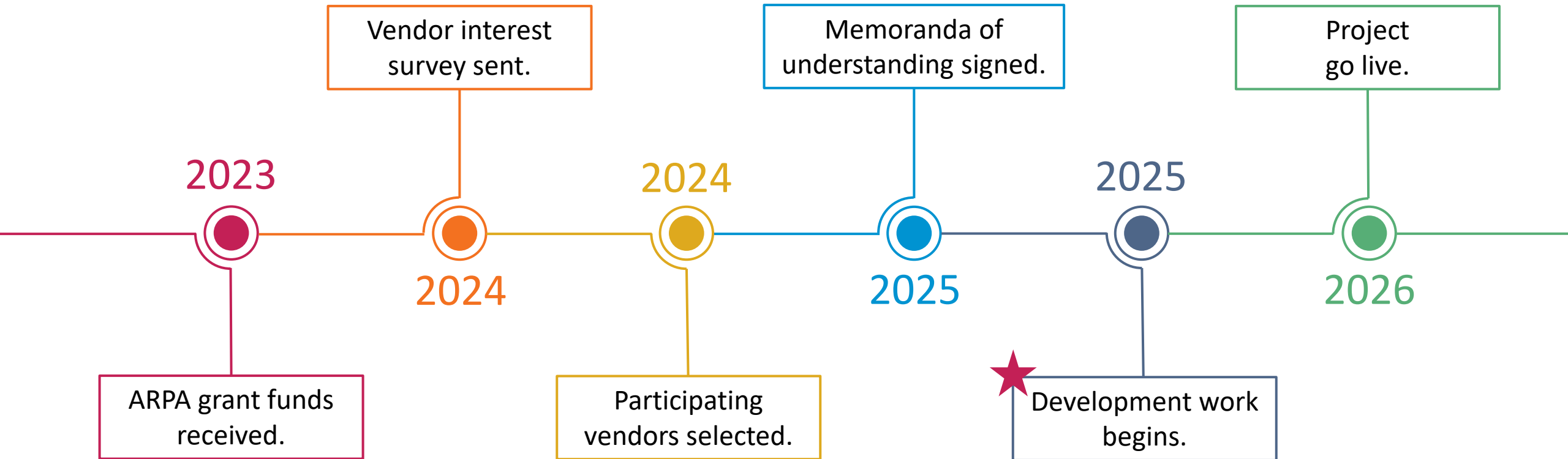
Raquel Tabet

**There is still work being done related to the organization and responsibilities of the new section, so staff organization may change. **



Online Shopping

Project Timeline





Who are the Online Shopping
retail partners?

meijer

Walmart



Estimated Roll Out

Meijer

- Beta Testing (approx. 10 locations) – February 2026
- Statewide (approx. 122 locations) – March 2026

Walmart

- Summer 2026

Training

- Staff training.
 - Webcast – walking through entire shopping & checkout process.
- Client training.
 - Training Brochure
 - Quick Reference Guide.



Future of Online Shopping



Go Live – 2026




Evaluation – 2026 – 2027



Evaluation and planning for potential future expansion

Evaluating solutions that may work for multiple/smaller retailers



Category/Subcategory Conversion

Category/Subcategory Conversion – SUCCESS!

1

Phase 1

- Infant Foods – converted to ounces
- One formula update

2

Phase 2

- Milk & Specialty Milk – converted to quarts, and now issued at the broadband

3

Phase 3

- Whole Grain & Cheese - converted to ounces
- Specialty formula - cat/subcat updates, name changes, unit of measure updates

Lingering Issues: Mobile Apps

- **WIC Connect Mobile app**

- The app we recommend the most, as this is the State-owned and controlled app.
- This should be displaying all of the correct information after our most recent update.

- **ebtEDGE app**

- The app provided by our EBT processor, FIS.
- We have some authority over how they display our information, but don't have control of the timeline. This app is still having some issues displaying correct information after the last update, but we have been told a fix is in the works and should be correct within the next few months.

- Other apps available on the market, like **Propel** and **Provider**

- We don't have any authority to control or request updates to how WIC information is displayed.
- This is resulting in incorrect information displayed (i.e. 16 lbs of cheese)



Blast Messages

Best Practices

- Be mindful of the number of messages you send and notification fatigue.
- Messages must be directly related to WIC benefits and services.
 - Messages promoting other health department programs or events are not allowable WIC costs.
- Avoid using free shortened URLs (bitly, etc.).
- Shorter is better!
 - Any text message over 160 characters is divided into multiple messages when sent to clients. Approximately 20% of the time the message segments are received in the incorrect order.
- MI-WIC only supports English letter characters.



MI-WIC Modernization

MDHHS-WICSystemMod@michigan.gov

Thank you to our Workgroups!

State Agency Workgroup

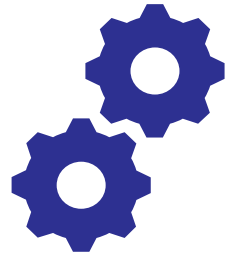
- Kristina Brady
- Bagya Kodur
- Katherine Groble
- Bill Dokianos
- Raquel Tabet
- Amber Argersinger
- Amy Neloms
- Julie Lothamer
- Brooke Perry
- Heather Sanders
- Shane Richardson

Local Agency Workgroup

- Gayathri Akella – Washtenaw
- Tracie Bolton – Ingham
- Arlene Campbell – Lapeer
- Heather Carefoot – Calhoun
- Stephanie Garrett – Monroe
- Laura Gehrman – Bay
- Joshua Hutson – Oakland
- Kali Jones – Intercare
- Mariah Kaufman – Benzie Leelanau
- Christina Lakovidis – Saginaw
- Erica Leyton – Genesee
- Janelle McGinnis – DHD 10
- Emily Menn – Kent
- Allie Monroe – Northwest
- Monica Orange – Kent
- Brittni Perry – Ingham
- Paige Urbano – Detroit Urban League
- Onnica Wells – Muskegon

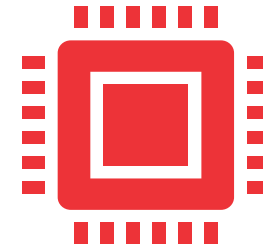
MI-WIC Modernization

Project Goals & Objectives



Goals

- Enhance & improve system usability
- Create operational efficiencies
- Introduce automation
- Reduce human error
- Reduce on-going maintenance costs
- Improve the use of data in decision making



Objective

- Obtain a new system built on updated technologies, taking existing functionality that is still viable in MI-WIC and applying lessons learned throughout the past decade.

MI-WIC Modernization

A Human Centered Approach



Lean Process Improvement



WIC Clinic Listening Sessions

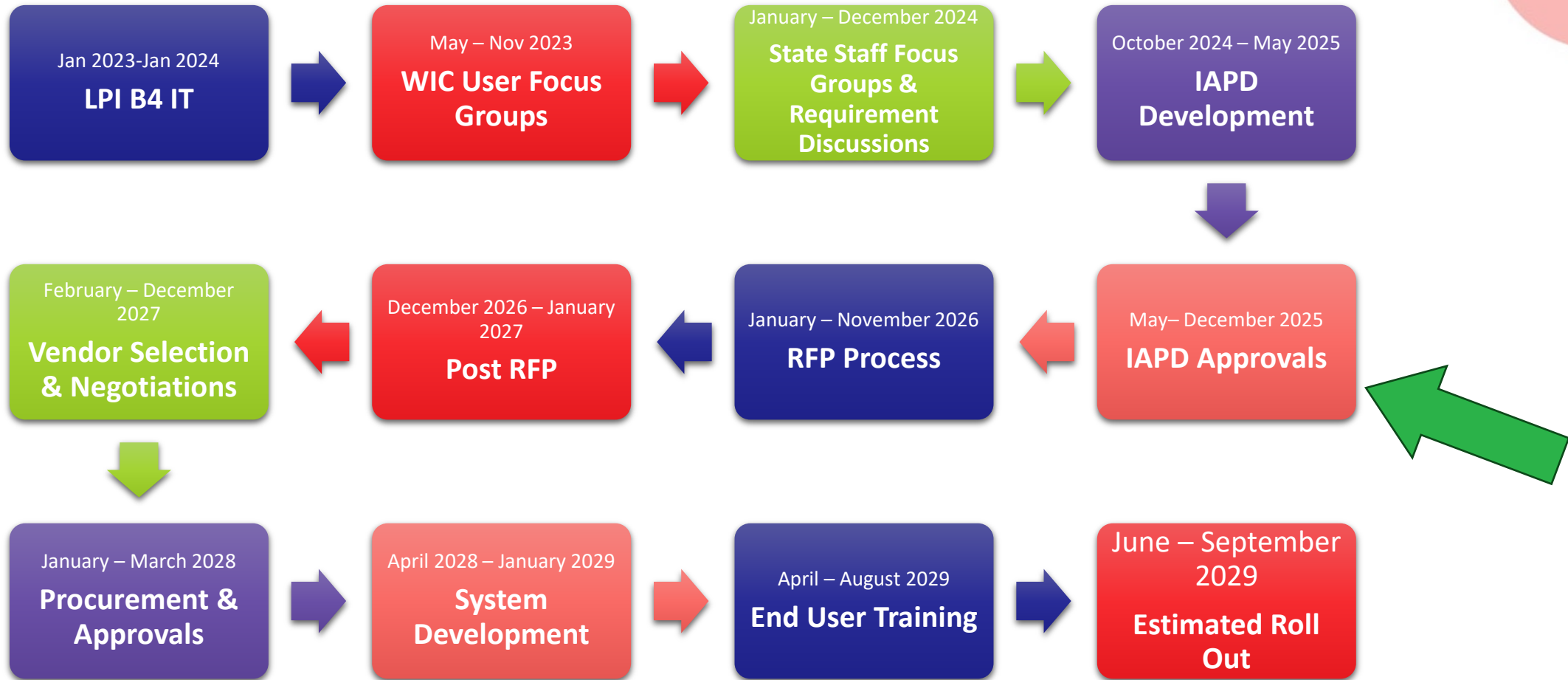


State User Groups & Requirement Gathering Sessions

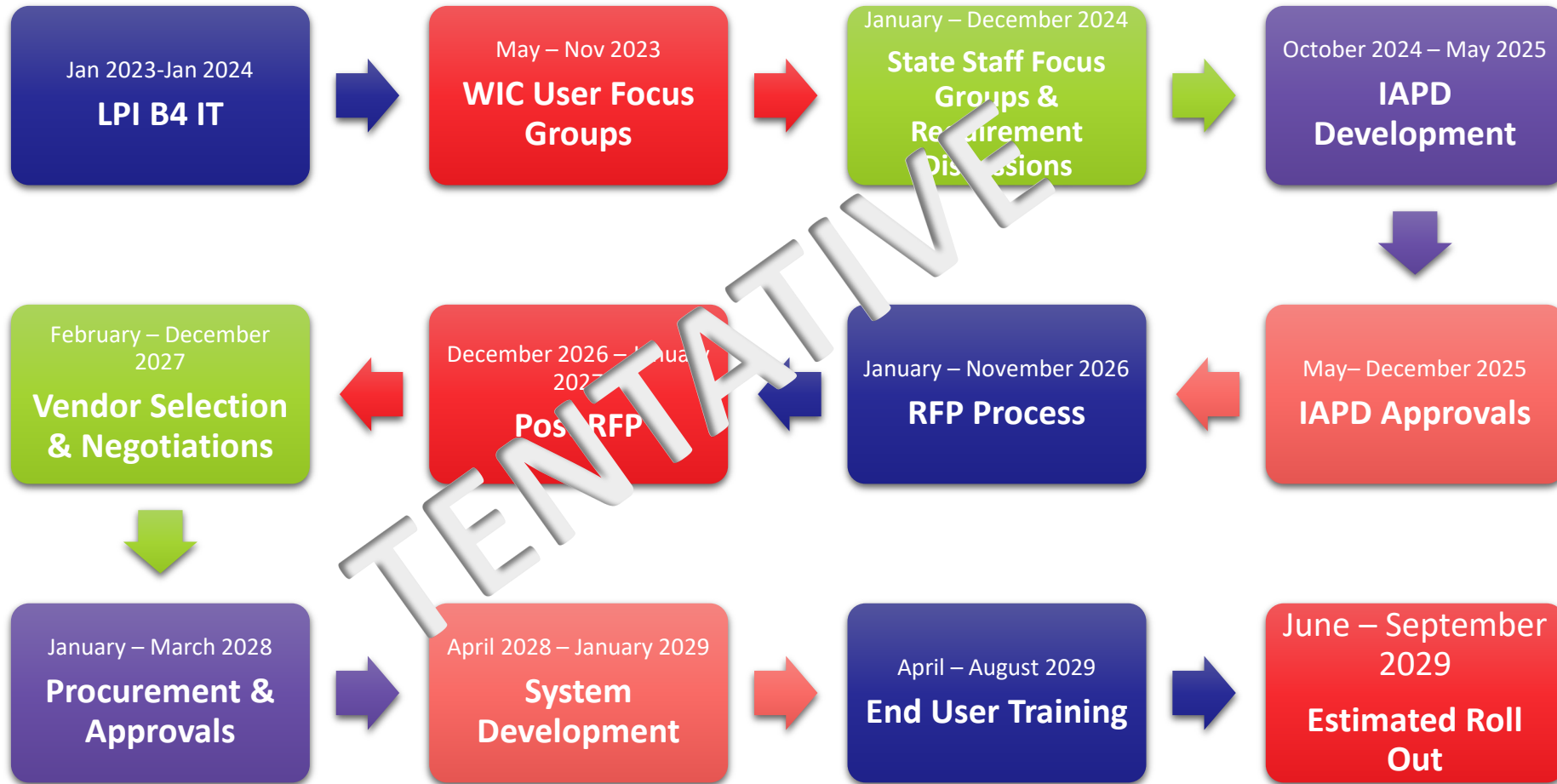
Priorities of the New System

- Efficient User Interface
- Improved scheduling
- Workflow Management tools
- Automation
- Enhanced structures to support policy compliance
- Easier access to data
 - Improved reports
 - Data dashboards
 - Data visualizations

MI-WIC Modernization Tentative Timeline



MI-WIC Modernization Tentative Timeline





Contact

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