

Vendor Relations Updates

Katherine Groble – Unit Manager



Meet the Staff



- Applications and contracts
- Training
- Policy
- On-site monitoring
- Adverse action
- And more!



FY25 Accomplishments



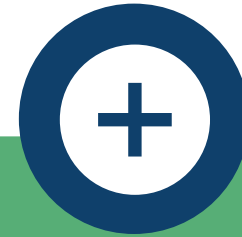
iPOS
project



Technology
upgrades



WICwise
(base +
cashier)



Vendor+
certification



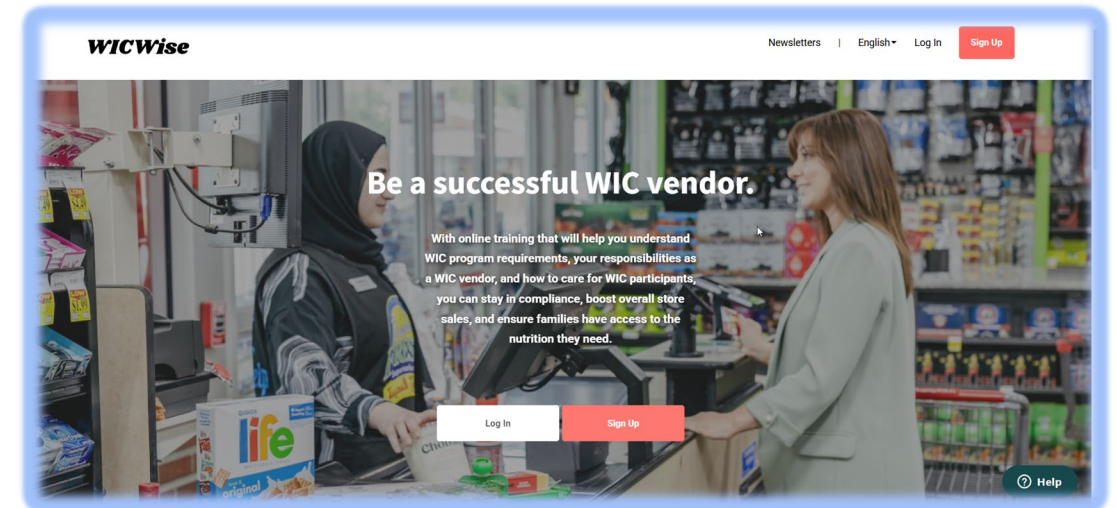
Client
shopping
survey

WICwise

Andrea Felska, Vendor Module Analyst

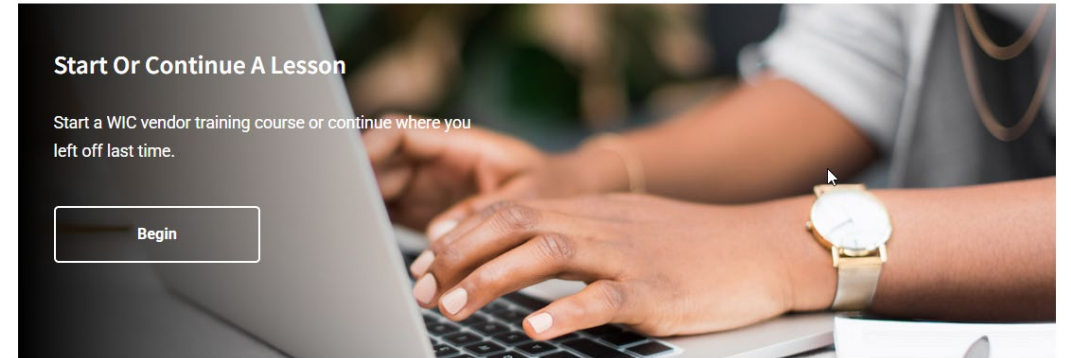


- Launched in May 2025 (replaced LMS training).
- Leveraged OA grant and WIChealth platform.
- Easier for vendors to navigate and invite staff.
- Available in English and Spanish.
- Integrated with MI-WIC.



WICwise features

- 5 comprehensive lessons.
- Multiple choice questions.
- Card sorts.
- Animated scenarios.
- Videos.
- Help bot.
- Bookmarks.
- Embedded resources.
- Surveys.



Your Recently Completed Lessons



✔ WIC: The Shopping Experience

[View Lesson Summary](#)



✔ Vendor Compliance: Handling Visits & Resolving Issues

[View Certificate](#) | [View Lesson Summary](#)

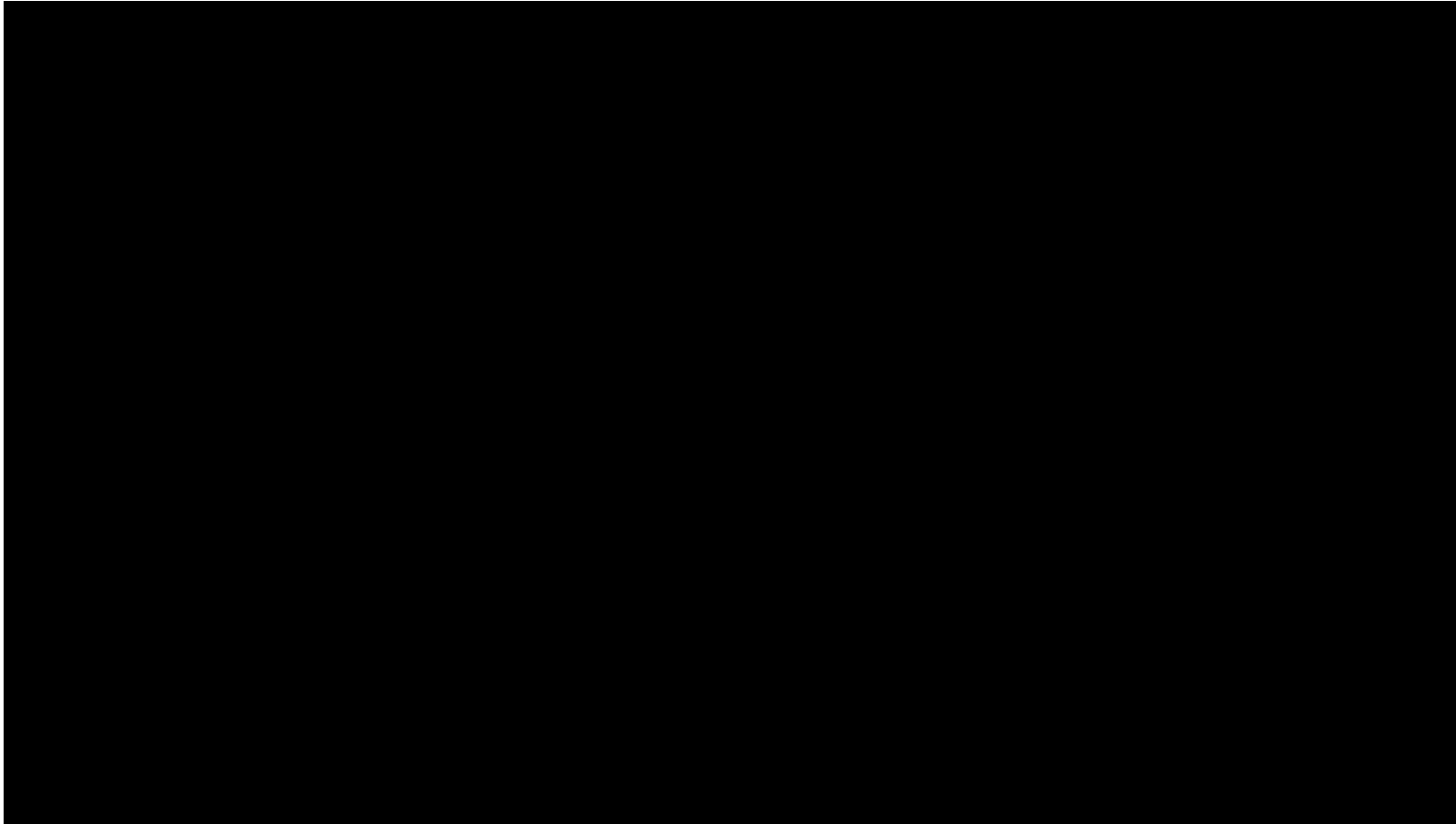


✔ WIC: The Shopping Experience

[View Lesson Summary](#)

[View All Completed Lessons](#)

Cashier Training



VENDOR+ CERTIFICATION PILOT PROJECT

Harold Stratton
Vendor Relations Analyst
MDHHS – WIC Division



PURPOSE/GOAL

To improve the WIC shopping experience for clients and vendors via an opt-in vendor certification program that provides vendors with personalized training, materials and in-store assistance.



PILOT – ROUND 1

Three (3) vendors from different peer groups:

- PG 41 – Save-A-Lot, Bay City (Renee)
 - PG 54 – Great Giant Market, Grand Rapids (Harold)
 - PG 99 – Papaya Supermarket, Detroit (Diala)
- Not currently including PG 21 (Walmart/Meijer), as larger stores have less ability to implement store-specific changes.



BENEFITS TO PARTICIPATION

- One-on-one assistance from Michigan WIC staff to help vendors be more successful.
- Expanded knowledge of WIC and vendor responsibilities by store staff.
- Increased satisfaction with the WIC program.
- Improved WIC customer service.
- Enhanced communication between vendors and Michigan WIC.
- Increased customer retention and WIC sales.



WHAT HAPPENS DURING VISITS?

- Four (4) in-store visits at each participating vendor location.
- Development of a personalized improvement plan.
- Food labeling.
- Creation of WIC dedicated shelves.
- One-on-one training.
- Help with PLU mapping.
- Intro to WIC Connect app.
- And more!



VENDOR+ REPORT AND FOLLOW-UP

WIC VENDOR PLUS CERTIFIED REPORT
Michigan Department of Health and Human Services
(Revised 9-25)

SECTION 1 – VENDOR INFORMATION

Vendor Number	Vendor Name		
Vendor Street Address	City	State	Zip Code
Past Quarter Sales			
Arrival Time	Departure Time	Date of Visit	Visit Number
Email	Phone		
Person(s) Interviewed			

Initial visit – Report used to provide training and evaluate vendor strengths and deficiencies, store needs and areas of improvement.

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SECTION 2 – AREAS FOR IMPROVEMENT TO REACH WIC VENDOR CERTIFICATION+
For the purpose of completing the WIC Vendor + Certification, the following areas were identified as

Follow-up visits – Second form used to monitor store’s changes and improvements. First report brought along for reference while evaluating progress and communicating with store staff.



OUTCOME

At the end of the certification period, vendors that successfully complete the Vendor+ certification will:

- Be better able to assist WIC clients when shopping at their store.
- Receive a certificate.
- Be recognized in the Vendor Newsletter.
- Be listed as Vendor+ certified on our website.



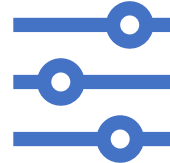
LESSONS LEARNED



Communication

Have a single point of contact at the store.

Follow-up with phone calls/emails between visits.



A tailored approach

Visits may not always take four hours.

A vendor may need more or less than four visits.



Interventions

Focus more on APL, produce mapping and UPC requests.

Make distinction between issues we can address and ones beyond our scope of assistance.



PILOT – ROUND 2

- Incorporate lessons learned.
- Hone process.
- More focused plan of action.

- Store selection:
 - PG 41 – Polly Country Market, Chelsea (Hal)
 - PG 54 – Super Greenland, Dearborn (Diala)
 - PG 99 – Great Giant Market, Flint (Renee)



EXPANSION

- Early 2026.
- Open to non-pharmacy vendors with less than 18 registers.
- Online application – first come, first served.
- One (1) vendor per analyst at a time to balance other work duties.
- Certification takes 1-2 months per vendor.



Client Shopping Survey

Shawn Gompa, Vendor Analyst



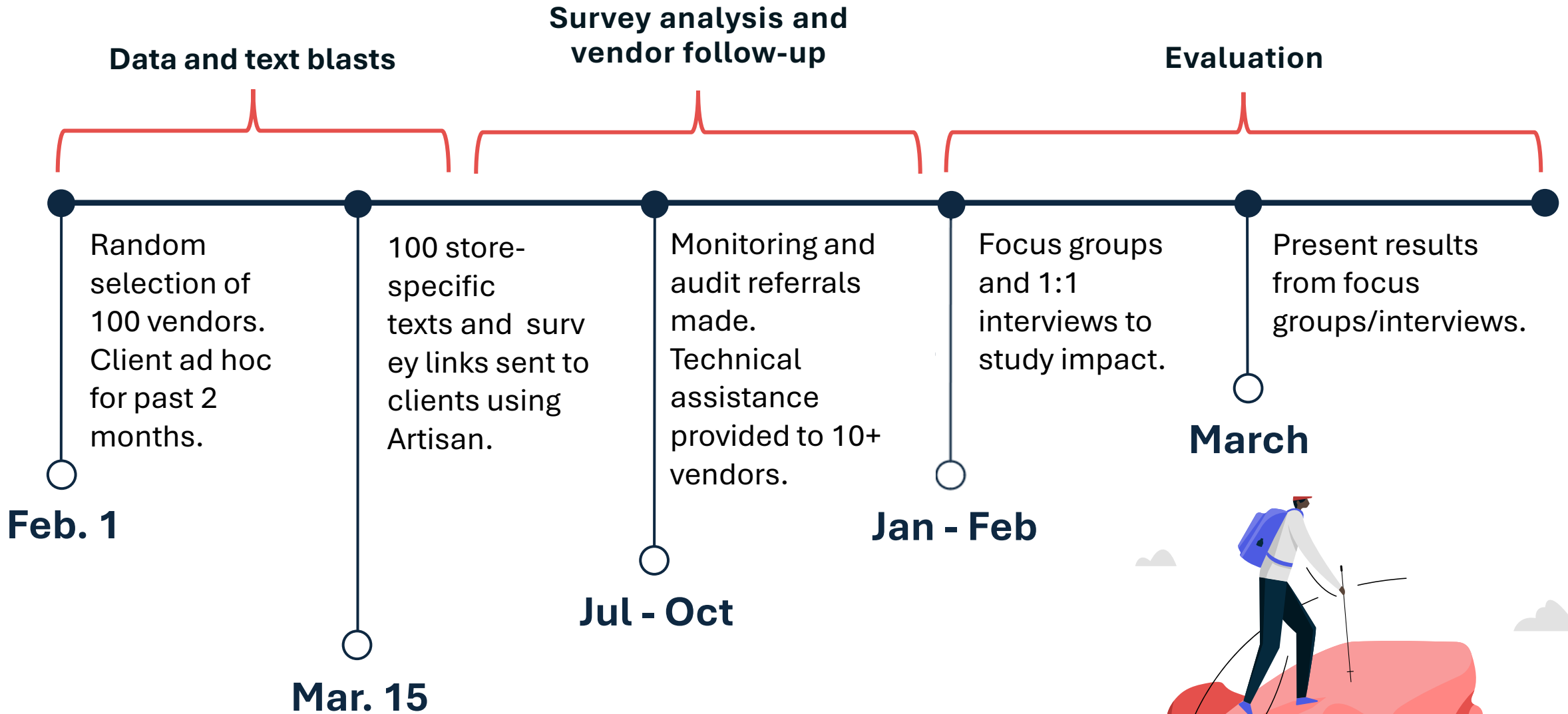
Client Shopping Survey Summary

- 478 responses (out of 17,277 sent messages).
- 76 stores (out of 100).
 - 4 Arabic language stores, no Spanish.
- ~44 stores reported issues with labelling.
- 15 stores were fully positive.
- 31 stores had reports that their client experience was poor.

Meijer	5
Kroger	4
Save A Lot	1
Independent Grocers	8
Walmart	5
Middle Eastern Supermarkets	3
Hardings	2



SURVEY EXPANSION TIMELINE



QUESTIONS?

