

Montana WIC Program

eWIC Training Memo #2

May 15, 2017

Retail managers are responsible for ensuring this information is shared with all relevant store staff by June 1, 2017 (pilot stores only). WIC will be visiting each store prior to eWIC go-live to test the POS system and will be verifying this training requirement.



This is the second eWIC training memo to help retailers succeed in the shift from accepting WIC checks to accepting eWIC cards. We want to help your store understand and meet all of the expectations in this process.

It is critical that retail managers ensure all relevant staff understand this material and know the correct processes for conducting eWIC transactions.

For all eWIC information refer to the “**eWIC Information for Retailers**” webpage, located here:

www.dphhs.mt.gov/publichealth/WIC/Retailers/eWICInformationForRetailers.

Mark Your Calendars:

eWIC pilot will begin in **June 2017** with retailers in the following counties: **Broadwater, Deer Lodge, Jefferson, Lewis & Clark, Meagher, Powell, and Silver Bow**. Statewide eWIC rollout will continue with all other retailers in **September 2017**.

Upcoming eWIC retailer conference calls are scheduled to share updates and hear feedback and concerns. Please join us!

Pilot Area Call: May 19, 2017 10:00am

Statewide Call: June 23, 2017 10:00am

Call in Number: (866) 910-4857

Passcode: 768324

***Note:** Although the first call is for pilot area retailers, all retailers are welcome to participate and learn what to expect for statewide rollout.

Rolling MAR:

WIC's process for managing a competitive price system for WIC foods is going to improve considerably. WIC uses **Maximum Allowable Reimbursement (MAR)** prices to determine the most that can be paid to a retailer for a particular WIC food. Price surveys are no longer necessary with eWIC because MAR prices are calculated by averaging the requested prices that retailers submit during WIC transactions, plus a buffer to account for any variations. After ten transactions on a WIC food item the prices submitted are recalculated to a new average for that item. This creates a *rolling MAR*, where the maximum price for a WIC food fluctuates based on different prices submitted by different vendors. This means the MAR prices will more accurately reflect the prices retailers are charging. Here are the key points about the eWIC *rolling MAR*:

- If a retailer's requested price exceeds WIC's MAR, the payment will be automatically adjusted to the MAR price.
- No more price surveys.
- No more bank fees on WIC benefits rejected for *Over Max Price*.

Requirements for eWIC Transactions:

eWIC transactions will be easier than accepting checks, but there are still requirements that all retail staff must be aware of:

Retail Staff Are No Longer Required To...

- Verify benefits apply to the correct date range;
- Compare WIC customer's signatures;
- Ensure WIC foods and non-WIC foods are separated on the checkout counter. eWIC allows for mixed basket transactions where all items are rung-up in one group, and the eWIC card applies payment to only authorized items*

* Integrated POS systems only, single function (stand besides) require separation.

Retail Staff Are Required To...

- **Always ensure the eWIC card as the first form of payment** (so that WIC foods are not applied to another form of payment;)
- Provide a benefit balance if requested by the WIC customer before the transaction begins;
- Treat WIC customers that same as any other customer, all coupons and discounts also apply to WIC participants;
- Verify with the customer the foods that were applied to the eWIC card;
- Always provide a receipt to the WIC customer.

Level 3 Certifications:

WIC is required to ensure that each retailer's POS system is capable of conducting eWIC transactions, and will be visiting each store prior to pilot/rollout to carry out these *Level 3 Certifications*. This is a final certification of eWIC system readiness before stores begin accepting cards, and gives retail staff an opportunity to see how the eWIC transaction works before going live. These visits also provide an opportunity for an in-person check in between retailers and WIC staff for any last minute training or troubleshooting.

Pilot area retailers may have already scheduled these certifications, and all other retailers will be contacted to schedule these visits in August 2017. While on site, WIC staff will be verifying that all retailer staff has been trained on eWIC procedures.

Level 3 Certifications will include running multiple purchase variables on all checkout lanes, such as performing a benefit balance inquiry, transacting approved foods and trying to transact unapproved foods, applying a discount or coupon, and verifying produce PLU mapping, if applicable.

eWIC Training Topics Covered So Far:

- Visit the “eWIC Information for Retailers” page on the Montana WIC website for eWIC training and testing resources.
- eWIC Rollout Schedule
- Produce Mapping
- Approved Product List (APL)
- Produce PLU mapping
- Rolling MAR
- Requirements for eWIC Transactions
- Level 3 Certifications

Who Do Retailers Call with Questions?

- **Questions on eWIC Vendor policies or authorized foods:**

Call State WIC Office at 800-433-4298

- **Submit possible missing food items to eWIC APL:**

Use form available on “*eWIC Information for Retailers*” webpage, or use mobile App

- **Questions on eWIC payment adjustments**

Call your TPP or Solutran Retailer Help Desk at 866-730-7746 / ebtserVICES@solutran.com

- **Questions regarding your integrated POS**

Call your ECR provider

- **Questions regarding your stand-beside (single function) POS**

Call Solutran Retailer Help Desk at 866-730-7746 or email ebtserVICES@solutran.com



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Department of Public Health & Human Services

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Montana WIC Program

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**Questions? Please do not
hesitate to contact:**

All eWIC Inquiries:

Kevin Moore, Montana WIC Program
kmoore@mt.gov
(406) 444-5530

Questions regarding eWIC processing:

Chad Main, Solutran (eWIC Processor)
cmain@solutran.com
(512) 291-6432

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(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

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