

Fourth Quarter 2024

RETAILER Mail

Georgia WIC Updates



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APPLICATION PROCESS FOR RETAILERS

Please visit the program website: <https://dph.georgia.gov/wic/vendor-information/vendor-application-and-forms> to review selection criteria and retrieve documents to complete an application. To avoid delays in processing your application, please ensure that all documentation is complete and accurate.



RETAILER COMPLIANCE

The Georgia WIC program monitors and assesses authorized vendors for compliance in accordance with the terms outlined in the WIC Program Vendor Agreement. To ensure compliance, Georgia WIC conducts monitoring visits, complaint investigations, and inventory audits. When any authorized WIC vendor is found to be in violation of federal regulations or Georgia WIC policy, a sanction consistent with the severity and nature of the violation will be assessed. These sanctions may include termination of agreement, disqualification from WIC for a specified period and/or a civil monetary penalty.

For more information on violations, the sanction system and terminations, please review the Vendor Handbook located on our website:

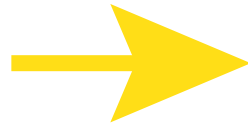
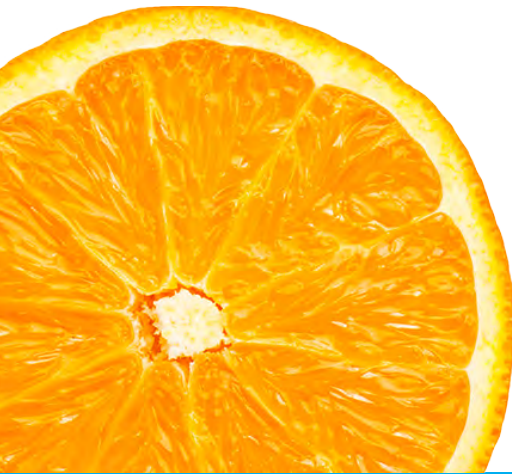
<https://dph.georgia.gov/training-materials-and-resources>



EXPIRED WAIVERS

The following waivers expired on August 9, 2023:

- The Food Substitutions
- Vendor Minimum Stocking Requirements
- Vendor Pre-authorization Visits
- Vendor Routine Monitoring On-site



REMINDER!

Please remember to provide WIC customers with a transaction receipt. Transaction receipts show customers their remaining balance and the date benefits expire.



SHELF PRICE AND FOOD SALES SUBMISSION CHANGES

As a reminder, the submission periods have changed from a quarterly cycle (4 per year) to a bi-annual cycle (2 per year).

The Shelf Price collection effort is mandated, per federal regulations, to be conducted a minimum of twice per year. Each authorized vendor is still required to submit the shelf prices for WIC food items carried in their store via the WIC Vendor Portal or by UPC submission. Despite the change in the submission frequency, authorized vendors can always access the portal to submit prices for food items that are either new to the redemption process or that may have experienced a price increase. Please note that Georgia WIC reserves the right to collect shelf prices outside of a bi-annual cycle, at its discretion. The bi-annual submissions are formally due at the end of February and the end of August each year.

ENFAMIL REGULINE POWDER

As part of our continuing efforts to enhance our approved contract formula, we are pleased to announce that Georgia WIC has added Enfamil Reguline Powder to our approved contract formula options (Approved Formula List - <https://dph.georgia.gov/wic/wic-formula-resources>).

This product is a milk-based infant formula designed to promote soft stools and support digestive health throughout the first 12 months of life and is now available to WIC participants. Vendors are asked to make every effort to ensure quantities of the formula are available. Consider having inventory available at the store location or having the ability to place an order with a timely turnaround upon request. Georgia WIC appreciates your assistance in making the Enfamil Reguline Powder available for redemption.

We appreciate our food delivery partners' cooperation and commitment to supporting seamless integration of this beneficial addition to our Georgia WIC-approved foods. The unit UPC for the Enfamil Reguline Infant Formula, 12.4 oz can is 300875111321.



REQUESTING WIC MATERIALS

Please remember that Vendors are required to prominently display the most current "GA-WIC Authorized Vendor" window cling in their store's front window.

If you need updated window clings or to request additional Georgia WIC materials, please contact the Vendor Relations Unit at 404-657-2900 or email: wic-vendor.relations@dph.ga.gov.

The following materials are available:

- Approved Foods Brochures
- Approved Foods Posters
- Window Clings
- WIC Approved Shelf Talkers



NEW MODERNIZED APPLICATION PROCESS

Welcome to the era of streamlined efficiency and convenience as we unveil the modernization of our application process. Embracing technology, we have redefined and enhanced every step to offer you a seamless and user-friendly experience.

During the FFY 2023 2-Year Agreement Re-authorization, the Office of Vendor Management launched the use of the newly developed Vendor SENDSS portal application submission process. All existing vendors and new applicants can now submit applications through the vendor portal.

The Office of Vendor Management received positive feedback regarding the new user-friendly process. Here are some of the great benefits seen while implementing the online portal.

- **Speed:** Electronic applications can be submitted and processed faster than paper applications.
- **24/7 Access:** Applicants can submit their materials anytime, even outside of regular business hours, making it more convenient.
- **Accessibility:** Applicants can access electronic applications from anywhere with an internet connection.
- **Reduced Paper and Postage Costs:** Electronic applications eliminate the need for physical paper forms and postage, resulting in cost savings for both applicants and Georgia WIC.
- **Electronic Signatures:** Digital signatures provide a secure way to verify the authenticity of submitted applications.
- **Centralized Data:** Electronic applications can be easily stored and retrieved.
- **User-Friendly:** The well-designed electronic application system is more user-friendly, providing guidance and assistance to applicants.



Georgia Department of Public Health
GA WIC Vendor Application Portal

Welcome to the GA WIC Vendor Application Portal

Please select: ☐ New Applicant ☐ Continue Application (**Returning Applicant**)

Vendor Contact Number: 404-657-2900 or 866-814-5468



CHANGES IN VENDOR INFORMATION

Any changes to the information provided on the vendor application must be communicated to Georgia WIC. Provide at least twenty-one (21) days advance written notice of the effective date of any changes, including:

- Change in ownership
- Closure of business
- Change of address or location
- Change of business operations

Failure to report changes may result in termination from the program. For more information on vendor information changes, review pages 45 - 47 of the Vendor Handbook.



NEED TECHNICAL ASSISTANCE?

Retailer Helpdesk (available 24 hours a day, 7 days a week): 1-844-309-5652
Vendors should contact Conduent for:

- Assistance with updating contract documentation (only applicable to vendors with stand-beside devices provided by Conduent).
- Transaction history, settlement information, disputes, and reconciliation procedures.
- Support on system adjustments and resolution of out-of-balance conditions.
- POS terminal and scanner training, troubleshooting and replacement (only applicable to vendors with stand beside devices provided by Conduent).
- Vendors with integrated systems should contact their third party-processor (TPP), if they need assistance with the areas listed above.
- For eWIC program-related questions, please contact the Georgia WIC Vendor Relations Unit at 404-657-2900 or email: wic-vendor.relations@dph.ga.gov. Program vendor staff will answer your questions promptly.



GEORGIA WIC VENDOR RELATIONS CONTACT INFORMATION

Please ensure your correct primary e-mail address is on file with your Vendor Relations Consultant. If there are any changes, please notify our office as soon as possible.

Georgia Department of Public Health WIC Program

Office of Vendor Management/Vendor Relations Unit
200 Piedmont Ave., SE / West Tower, Suite 1502
Atlanta, Georgia 30334
MAIN OFFICE NUMBER: 404-657-2900
CUSTOMER SERVICE HOTLINE: 1-866-814-5468
dph.georgia.gov/vendor-information
wic-vendor.relations@dph.ga.gov

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