

Georgia WIC eWIC Virtual Vendor Kickoff Meeting

February 9, 2022

Meeting Objective

The purpose of this meeting is to:

Create an atmosphere that provides insight into the activities required to ensure eWIC readiness.

Welcome and Introductions

Welcome and Virtual Housekeeping

- Welcome to the Georgia eWIC Vendor Virtual Kickoff Meeting.
- To share questions and feedback during the presentation, use the chat tool.
- The presentation will be posted to the Georgia WIC Website for use following the meeting.

Agenda

- Georgia eWIC Implementation Timeline
- eWIC and its Benefits
- WIC Authorized Retailer eWIC Activities
 - The Authorized Product List (APL)
 - Retailer Enablement
 - Transaction Processing
 - WIC Retailer Training
 - WIC Retailer Certification
- Questions & Answers
- Summary
- Schedule Next Meeting Date/Time
- Adjourn

Georgia eWIC Implementation Timeline

Healthy, Hunger Free Kids Act - 2010

- Healthy, Hunger Free Kids Act requires all WIC agencies to issue food benefits via Electronic Benefit Transfer (EBT) by October 2020.
- Georgia WIC has been granted an exemption that extends the full implementation date to October 2022.



Pilot and Waves Rollout by Health District

- Pilot: Coastal Health District (HD) - Go Live Date: 5/23/22
- Wave 1: Waycross, Valdosta, & Albany HDs - Go Live Date: 8/22/22
- Wave 2: Columbus, Dublin, Macon, & Augusta HDs - Go Live Date: 9/06/22
- Wave 3: Clayton, LaGrange, Rome, & Dalton HDs - Go Live Date: 9/19/22
- Wave 4: Gainesville, Athens, Gwinnett, & DeKalb HDs - Go Live Date: 10/03/22
- Wave 5: Cobb-Douglas, Fulton HDs - Go Live Date: 10/17/22

eWIC and its Benefits

- eWIC is the electronic issuance, redemption, reconciliation and payment of WIC benefits
- WIC benefits are issued to a magnetic stripe card (like a debit card) and are available during a specified timeframe or benefit period

eWIC (cont.)

- During an eWIC transaction:
 - Each item is first verified against the Authorized Product List (APL) to confirm that the item is WIC eligible
 - Each eligible food item is then compared to the benefit balance and the benefit period
- The transaction is sent to Conduent, the eWIC Processor, where the following transpires:
 - Retailer status is confirmed
 - Food items are verified against the APL data
 - Items are deducted from the benefit balance
 - Requested price is compared to the Not To Exceed (NTE) price
 - Transaction is approved or denied

The Benefits of eWIC

Retailer Benefits

- Faster settlement, usually within 24 hours.
- System approves only WIC items (less errors).
- Fewer administrative tasks (i.e., no paper WIC checks to stamp and no rejected food instruments).
- Reduced risk of fraud.
- Less time at the register

Participant Benefits

- Greater flexibility in shopping trips and ability to choose WIC foods and quantities to meet a family's needs
- Online Cardholder Portal and Interactive Voice Response (IVR) access to benefit balance and transaction history
- More convenient and easier to use

Authorized Retailer eWIC Activities

Timeline of Authorized Retailer Activities

Timeline of Retailer Activities

Tasks	Begin	End
Retailer Surveys	12/7/2021	1/31/2022
Stand Beside Point of Sale (POS) Retailer Packets Mailing	12/8/2021	On-going
Retailers Return Retailer Agreements and Other Contractual Documents	12/14/2021	On-going
Value Added Reseller (VAR), Third Party Processor (TPP) Levels I and II Testing Activity	2/14/2022	On-going

Timeline of Retailer Activities (cont.)

Tasks	Begin	End
Pilot Level III Retailer Certifications	5/2/2022	5/20/2022
Rollout Wave 1 Level III Retailer Certifications	8/1/2022	8/19/2022
Rollout Wave 2 Level III Retailer Certifications	8/15/2022	9/2/2022
Rollout Wave 3 Level III Retailer Certifications	8/29/2022	9/16/2022
Rollout Wave 4 Level III Retailer Certifications	9/12/2022	9/30/2022
Rollout Wave 5 Level III Retailer Certifications	9/26/2022	10/14/2022

The Authorized Product List (APL)

What is an APL?

- The APL file is a list of authorized food items established by Georgia WIC.
 - If a food item is not in the APL file, the vendor will be able to complete a UPC submission form and submit it to Georgia WIC for review. This form will be posted on our website.
- The APL file must be downloaded daily to the vendor's cash register system to ensure accurate WIC eligible food items are available for purchase.
 - Integrated vendors will obtain the file from Conduent's FTP site.
 - Stand beside devices are configured to automatically receive the APL file if they are left on and have connectivity (analog phone line or wired internet connection).

Produce Mapping

- Georgia WIC is requiring integrated vendors to map produce to a Georgia WIC approved Price Look-Up (PLU) code.
- Any WIC approved fresh fruit or vegetable without an International Federation of Produce Standards (IFPS) approved PLU must be mapped to an IFPS-approved PLU. This includes produce items with a UPC bar code.
- It is the store's responsibility to map all required fresh fruits and vegetables. If produce mapping is not completed, the WIC transaction will decline.
- Stores should reach out to their Electronic Cash Register (ECR) provider for instructions on how to map produce items.

Universal Product Code (UPC) Collection



Universal Product Code (UPC) Collection (cont.)

- Initiated collection on November 29, 2021, in the Coastal Health District with four (4) teams
- Started the collection process with 7,152 Mississippi WIC UPCs in the collection database
- First two months –
 - Visited 200+ authorized retailers, including eight (8) commissaries
 - Collected 11,251 UPCs

Retailer Enablement

- Conduent sent out a Retailer Survey on December 7, 2021.
- Georgia WIC Retailers returned completed surveys by January 31, 2022.
- The surveys are being utilized to assess the following:
 - the number and state of integrated systems,
 - the number of required stand beside devices, and
 - the effort required to enable successful eWIC transaction processing.

Transaction Processing

Transaction Processing

- Integrated Transaction Processing
- Stand Beside Transaction Processing

Integrated Transaction Processing

Integrated Retailers

- Retailers use eWIC software to submit transactions through a certified Third-Party Processor (TPP).
 - Fiserv Solutions, Inc. (First Data Corporation)
 - Worldpay US, Inc.
- A TPP is a full-service provider for transaction processing, reconciliation and settlement for all payment types supported by the retailer (including eWIC).
- TPPs charge retailer fees based on the type of service selected (i.e. per transaction fee).
- Questions regarding settlement or transaction processing should be directed to your TPP.

Conduent Certified Retailers

- CVS
- Food City
- Food Giant
- Food Lion
- Ingles
- Kroger
- Publix
- Save A Lot
- Target
- Walmart
- Winn Dixie

Certified Electronic Cash Register (ECR) Systems

- IBM ACE v7.2/8
- StoreNext ISS45 v7/v8
- StoreNext Scanmaster v2
- NCR RealPOS Model 7446
- IBM System 3200
- Dell Optiplex 760
- Retail Professional, V2010.1301.0.127
- LOC SMS v3.3/3.4
- Upfront V40

Note: Contact your Electronic Cash Register (ECR) provider to determine what is needed to accept eWIC transactions.

Integrated eWIC Purchase Flow

- An APL is downloaded nightly to the retailer's ECR system.
- Items are scanned (no need to separate WIC items).
- The universal product codes (UPCs) and price look-up codes (PLUs) are verified against the APL file.
- Items are checked against the WIC family's benefit balance.
- Items scanned are transmitted to Conduent's WIC Connect system for approval.
- WIC Connect responds with approval and remaining benefit balance.
- Once completed, if there are any non-WIC items remaining, the WIC family will be given the opportunity to pay the remaining balance with another form of tender.

Note: Depending on the retailer's ECR system, the card swipe and PIN entry could occur at the beginning, middle or end of initiating the WIC purchase transaction.

Stand Beside POS Terminal Transaction Processing

Overview

Stand Beside POS Retailers (GA WIC provided equipment)

- Often utilized by small chains or single store merchants
- No cost to retailer for initial point of sale (POS) terminal lane
- Equipment maintenance and retailer support provided at no cost
- No fee to merchant for transaction processing

Less efficient

- Need to scan items twice, at POS and in retailer's ECR system
- Takes up valuable counter space
- Requires dedicated power and analog phone line or wired internet connection for each stand beside in the lane
- Can only process WIC transactions
- Retailers with an integrated ECR system *will not* receive a stand beside terminal



Stand Beside POS Retailer Requirements

- Retailer must complete and return a Conduent agreement and W9 form.
- Conduent will not ship stand beside equipment without a fully executed retailer agreement, including W9 form and payment instructions.
- Conduent will only be able to conduct training once the retailer has a working analog phone line or wired internet connection.

Stand Beside POS Terminal - eWIC Purchase Flow

- Cardholder swipes their eWIC card.
- Cardholder will then enter his/her PIN.
- Cashier scans the UPCs or enters the PLUs into the stand beside POS terminal and scans each item on the register as well.
- Cashier enters or confirms the food item price on the stand beside.
- Cashier completes the transaction on the stand beside POS terminal.
- The stand beside POS terminal prints a receipt that has the remaining benefit balance details for the cardholder.

Retailer Training

Retailer Training

Stand beside

- Uses a “ship and train” process
- A manual and quick reference guide are sent with the stand beside POS terminal shipment
- After the retailer receives the stand beside POS retailer and has a working analog phone line or wired internet connection for the device, the retailer will need to call the retailer help desk to schedule a time for telephone-based training. The retailer helpdesk phone number can be found on the quick reference guide
- Retailer is contacted at the schedule appointment time and is trained on the functionality of the stand beside POS terminal

Integrated retailers

- Retailers are trained by their corporate staff or ECR provider

Level III Certifications

Level III Certifications

- A live test by WIC staff, or other designated personnel, will be conducted to verify that the ECR system can successfully process eWIC transactions.
- The live test will consist of a balance inquiry, WIC purchase and WIC void transaction.
- All retailer locations must pass Level III Certification prior to accepting eWIC.

Level III Certifications (cont.)

- A WIC Vendor Relations Unit member will contact retailers to establish a date for Level III certification for stores in the pilot and subsequent waves.
- All stores in the pilot will have an onsite Level III certification.
- Entities with multiple store locations throughout the state, may not require onsite Level III certification at all remaining stores in subsequent waves.
 - Virtual Level III certifications will be conducted in at least one (1) store location within each subsequent wave.
- All WIC authorized retail locations must be Level III certified prior to accepting eWIC.

Upcoming Meeting and Activities

Upcoming Meetings and Activities

Next Monthly Meeting (GFIA time slot/ entire time or a %):

March, 2022
10:00 AM – 11:00 AM

Summary

- Value Added Reseller (VAR), Third Party Processor (TPP)
Levels I & II Testing Activity Begins – 2/14/2022
- Level III Certifications begin in Pilot Area – 5/2/2022
 - eWIC Pilot begins – 5/23/2022
 - Level III Certifications are conducted 2 – 3 weeks prior to a wave
 - All WIC authorized retail locations must be Level III certified prior to accepting eWIC.
- Statewide Rollout is Complete – 10/24/2022

Questions and Answers

- Please share questions, comments or feedback related to eWIC Implementation.
 - You may unmute your microphones or submit a message in the chat section.

- A list of Frequently Asked Questions will be posted to the Georgia WIC Vendor Website for your ongoing reference

- Questions may be submitted to: ebt-miswic@dph.ga.gov
 or wic-vendor.relations@dph.ga.gov



Contacts

Georgia WIC Vendor Relations and Administration Unit

Roxanne Cade, Manager

wic-vendor.relations@dph.ga.gov

Yvonne Rodgers, Deputy Director

Georgia WIC Office of Vendor Management

Yvonne.Rodgers@dph.ga.gov



