

WIC Vendor Training *for Pharmacy Associates*

Mississippi State Department of Health
WIC Program

Objectives

- Understand the Purpose of WIC
- Understand the Role of a WIC Pharmacy Vendor
- Understand WIC Vendor Requirements
- Learn About WIC Approved Formulas
- Identify an eWIC card
- Understand how to process an eWIC transaction
- Learn How WIC Monitors Stores and Assigns Sanctions
- Learn Additional Aspects of the WIC Program

Purpose of WIC

WIC is a federally funded program, administered at the federal level by the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS).



Purpose of WIC



The mission of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is to safeguard the health of low-income women, infants, and children up to age five who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

Mississippi WIC Program

- Established in 1972
- Provides healthy food choices and nutrition education for mothers and families in Mississippi
- Mississippi WIC Program served approximately 90,000 Mississippians in Federal Fiscal Year (FY) 2019



- Services are available in all Mississippi counties through a grant from the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS)

Role of a WIC Pharmacy Vendor

WIC Approved Pharmacies

WIC pharmacies provide medical infant formula and WIC- eligible nutritional only.

WIC electronic benefit cards, referred to as eWIC cards, contain a food prescription designed for the WIC participants medical or nutritional needs. The pharmacy provides the medical infant formula or WIC-eligible nutritional ensuring that the participant receives what is prescribed.

Roles and Responsibilities

MSDH WIC

- WIC participant receives a medical prescription from their physician
- Participant presents the prescription to the WIC clinic
- The medical formula is added to the food benefit package
- Any changes to the prescribed formula are handled at the clinic

Authorized Pharmacy

- Participant presents eWIC card and requests medical formula
- Pharmacy provides or orders medical formula
- Transaction is completed using eWIC card as form of payment

Vendor Customer Service

- Always treat WIC participants with courtesy and respect
- WIC participants must not be discriminated against
- WIC participants must be able to shop at your store during regular business hours



WIC Vendors

The Vendor's role is vital to the success of the WIC program because the nutritious WIC foods are designed to promote the healthiest possible birth outcomes, as well as the growth and development of children.

**WIC appreciates *you* being a partner with *us*
in providing nutritious foods to
Mississippi families!**

WIC Approved Formulary

WIC Medical Formula & WIC-Eligible Nutritionals

- Medical formula is provided for infants with diagnosed medical conditions
- WIC-eligible nutritionals are products used to manage specific medical or dietary needs for children or women
- WIC- approved medical formula and WIC-eligible nutritionals are a part of the approved formulary
- Some items readily available
 - Pediasure, Alimentum, Neosure
- Some items available only through pharmacist or pharmacy counter
 - Elecare, Neocate

Medical Formula and WIC-Eligible Nutritionals are Provided for:

- Food allergies
- Sensitivity to intact protein
- Fat malabsorption
- Short gut/ bowel
- Bowel resection
- Cardiac problems
- Renal problems
- Oral/ motor feeding problems
- Other chronic illness

WIC Authorized Pharmacies

Pharmacy Vendors – Independently owned or part of pharmacy chain

- Pharmacies may provide items on the formulary only
- Pharmacies may not provide standard infant formula
- Pharmacies may not provide WIC foods
- Pharmacy will order medical formula or WIC-eligible nutritionals through authorized distributors
- With eWIC, the POS system determines which items are authorized for the WIC customer

WIC Authorized Pharmacies

Pharmacy within a WIC authorized grocery store

- Store is authorized to redeem all WIC approved foods, including standard contract infant formulas and medical formulas found on store shelves
- In-store pharmacy will order medical formulas or WIC-eligible nutritionals through authorized distributors
- With eWIC, the POS system determines which items are authorized for the WIC customer

WIC Approved Formulary

- WIC approved formulary provides a list of all medical formulas and WIC-eligible nutritionals provided by the MS WIC program
- Identifies the formula manufacturer, product and size, and the maximum quantity WIC provides per month

WIC Approved Formulary – Mead Johnson

Product	Ounces per unit	Maximum WIC Issuance
Enfacare Powder	12.8 oz	11
Enfacare RTF	2 oz	75 - 6 packs
Enfamil 24cal RTF	2 oz	75 - 6 packs
Nutramigen Concentrate	13 oz	35
Nutramigen Powder	12.6 oz	11
Nutramigen RTF	32 oz	28
Phenyl Free 1 Powder	16 oz	8
Phenyl Free 2 HP Powder	16 oz	9
Portagen Powder	14.4 oz	13
Pregestimil 24cal RTF	2 oz	75 - 6 packs
Pregestimil Powder	16 oz	8
Pur Amino Powder	14.1 oz	9

WIC Approved Formulary – Abbott

Product	Ounces per unit	Maximum WIC Issuance
Alimentum Powder	12.1 oz	11
Alimentum RTF	32 oz	28
Calcilo XD Powder	14.1 oz	10
Elecare Infant	14.1 oz	10
Elecare Junior	14.1 oz	14
Hominex 1 Powder	14.1 oz	10
Hominex 2 Powder	14.1 oz	11
I Valex 1 Powder	14.1 oz	10
I Valex 2 Powder	14.1 oz	11
Ketonex 2 Powder	14.1 oz	11
Nepro	8 oz	113
Pediasure, Vanilla	8 oz	113

WIC Approved Formulary – Abbott

Product	Ounces per unit	Maximum WIC Issuance
Pediasure Enteral, Van w/ Fiber	8 oz	113
Pediasure Enteral, Vanilla	8 oz	113
Pediasure w/ Fiber, Vanilla	8 oz	113
Pediasure Peptide, Unflavored/Vanilla	8 oz	113
Phenex 1 Powder	14.1 oz	10
Phenex 2 Powder	14.1 oz	11
RCF Concentrated	13 oz	35
Similac Neosure Powder	13.1 oz	11
Similac Neosure RTF	2 oz	75 - 6 packs
Similac PM 60/40 powder	14.1 oz	9
Suplena	8 oz	113

WIC Approved Formulary – Nestle

Product	Ounces per unit	Maximum WIC Issuance
Alfamino Powder	14.1 oz	10
Alfamino Jr Powder	14.1 oz	14
Boost Kids Essentials RTF	8 oz	113
MCT oil	32 oz	28
Microlipid RTU	3 oz	304
Nutren Jr, Van RTF	8.45 oz	107
Nutren Jr, Van w/ Fiber	8.45 oz	107
Peptamen Jr 1.5cal, RTF Unflavored	8.45 oz	107
Peptamen Jr, RTF Vanilla/Unflavored	8.45 oz	107
Peptamen Jr, w/Fiber RTF	8.45 oz	107
Renalcal RTF Unflavored	8.45 oz	107
Tolerex Powder	2.82 oz	107
Vivonex Pediatric Powder	1.7 oz	91 pkg

WIC Approved Formulary – Nutricia

Product	Ounces per unit	Maximum WIC Issuance
Ketocal 4:1 Powder	11 oz	18
Neocate Infant Powder	14 oz	10
Neocate Jr Powder, Unflavored	14 oz	14

eWIC Cards

eWIC Cards

WIC participants receive eWIC benefits (eWIC card) to enable them to purchase WIC approved items at authorized local grocery stores and pharmacies.

MS WIC uses an online magnetic strip card. The front of the eWIC card has a unique Personal Account Number (PAN).

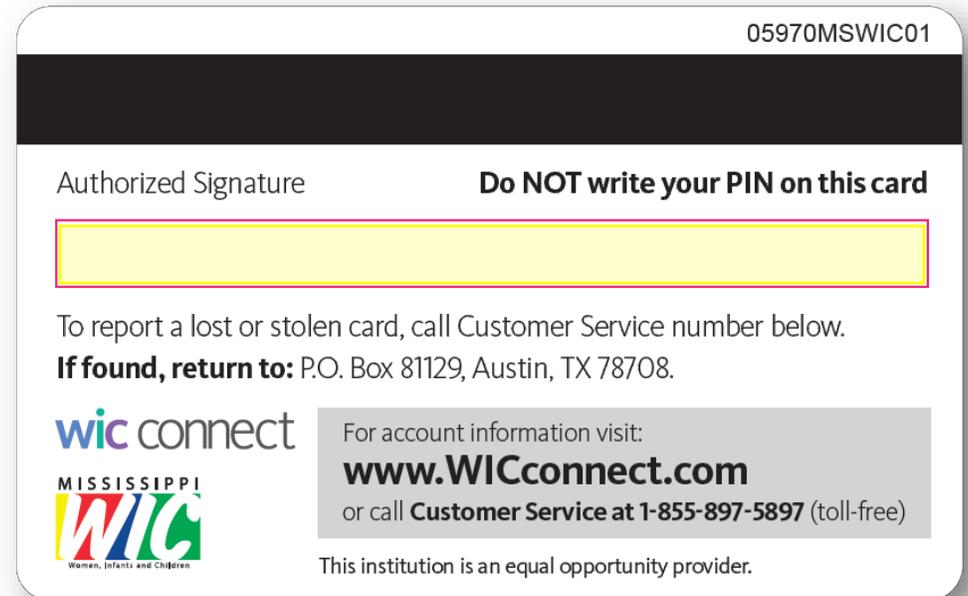
The card is secured by a Participant selected personal identification number (PIN).



eWIC Cards

The back of the eWIC card contains an authorized signature block and instructions for the customer on how to activate the card or verify benefit balances.

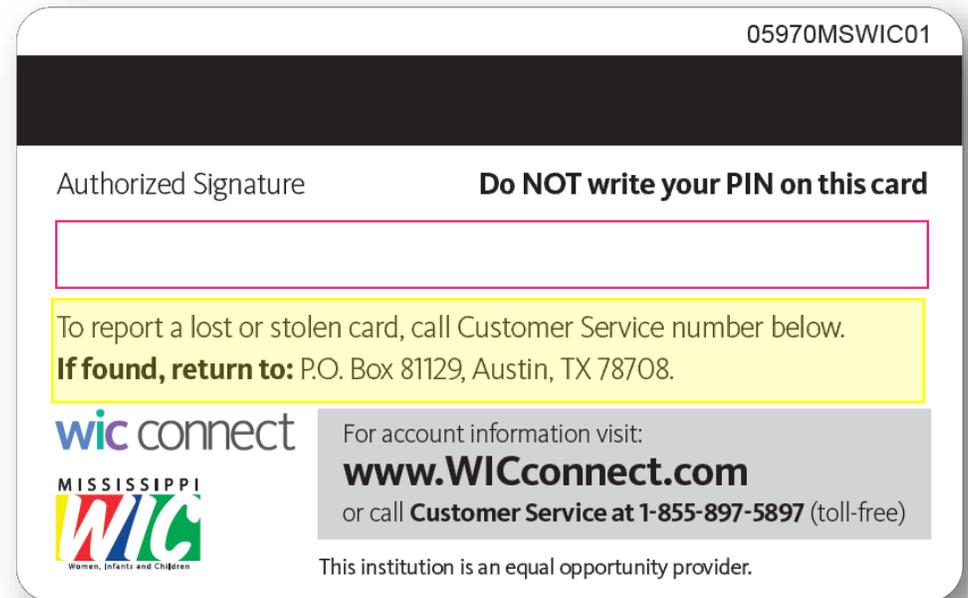
The cashier is **NOT** required to verify the signature or ask for any other form of identification.



eWIC Cards

Should a customer leave their eWIC card behind, please mail it to the address shown on the back of the card.

Participants can use their benefits at any Mississippi WIC authorized retailer.



eWIC Transactions

eWIC Transactions



How eWIC Works

As the eWIC card is swiped in the point of sale (POS) terminal, and after the customer enters their personal identification number (PIN), the system retrieves the associated food prescription.

The eWIC card may be swiped at any time during the transaction. It is not necessary to swipe the card prior to beginning the transaction unless you are using a stand-beside device.

eWIC Transactions

The WIC food prescription contains available quantities of various food categories.

In the highlighted example, this customer is eligible to purchase up to 9 cans of Nutramigen Formula. The entire prescription may be purchased in one trip or at various times during the month.

QTY	UNIT S	DESCRIPTION
4.00	CTN	JUICE READY TO DRINK
5.00	CTR	FROZEN JUICE
3.00	GAL	WHOLE MILK
9.00	CAN	NUTRAMIGEN 12.6 OZ
3.00	LB	WHOLE GRAIN BREAD
9.00	DOZ	EGGS

Sample WIC Food Prescription

eWIC Transactions



When an item is scanned, the POS system first checks the internal **Approved Product List (APL)** to validate it as approved for WIC. Then the system verifies that the product is available on the food prescription.

If both of these conditions pass, the product quantity is deducted from the available food prescription when the sale is finalized.

Point of Sale (POS) Systems

Integrated

- Typical for medium to large vendors or chains
- Multiple register vendors
- Software upgradable for eWIC
- Separate hardware not needed
- Streamlined approach for eWIC



Stand-Beside

- Separate from store cash register
- Double scan with key entered price and discount amounts
- Daily totals are reported separately, payment separate from credit and debit
- Works over high-speed internet



eWIC Transactions

With Integrated Systems

- 1) Scan each item
- 2) Customer swipes their eWIC card and enters their PIN
- 3) If the customer identifies himself or herself as a WIC participant, make sure they use their eWIC card first before other forms of payment
- 4) Customer confirms purchase
- 5) Give the cash register receipt to the WIC participant. The remaining benefit balance and date benefits expire will appear on the receipt.

eWIC Transactions

With Stand-Beside Devices

- 1) If the customer identifies himself or herself as a WIC participant, swipes the eWIC card and enters their PIN
- 2) Scan each item
- 3) Customer confirms purchase
- 4) Give the cash register receipt to the WIC participant. The remaining benefit balance and date benefits expire will appear on the receipt.

eWIC Transactions

GIGANTE MARKET
209 B-E NE FRONT STREET
MILFORD, DE 19963

STORE ID: 21272F
TERMINAL ID: E361580003
CLERK ID: 999
DATE & TIME:
SEQUENCE NUMBER: 029
CARD: *****5069
AUTH CODE: 293206

WIC PURCHASE			
QTY	UNITS	DESCRIPTION	PRICE
24.00	OZ	Corn Flakes	
		1.00 @ \$5.76	5.76
1.00	BAG	Small Red Beans	
		1.00 @ \$1.10	1.10
1.00	JAR	Creamy Peanut Butter	
		1.00 @ \$1.89	1.89
1.00	PAK	Green Beans	
		1.00 @ \$1.10	1.10
1.00	CAN	Apple Juice	
		1.00 @ \$1.02	1.02
16.00	OZ	Rice Cereal	
		1.00 @ \$4.00	4.00
1.00	DOZ	Large Grade A Eggs	
		1.00 @ \$1.99	1.99
PURCHASE SUBTOTAL			16.94
DISCOUNTS APPLIED			10.65
APPROVED PURCHASE TOTAL			6.29
BALANCE DUE - \$0.00			

The **eWIC receipt** contains two important areas.

The top section displays the products purchased, the amount, and remaining balance of any non-WIC items.

The bottom section displays the benefit expiration date along with the remaining food prescription organized by quantity, package unit, and food category.

BENEFITS EXPIRE ON

QTY	UNITS	DESCRIPTION
3.00	L.B	Cheese
9.00	DOZ	Eggs
6.20	OZ	Adult Cereal
2.00	BAG	Beans Peanut Butter
30.00	OZ	Tuna Salmon
96.00	OZ	infant cereal
115.00	PAK	Infant Fruit & Veg
0.50	JAR	Infant Meats
3.00	PKG	Bread or Tortillas
10.00	CAN	33.8 oz Gerber Soy
0.00	CAN	12.4 Similac Powder
10.00	CAN	Sim Alimentum 12.1oz
16.00	PKG	8 oz PediaSure
3.00	GAL	Whole Milk
21.00	CAN	Evap Milk Whole
1.00	QT	Whole Milk
4.00	GAL	1% or fat free milk
7.00	HGL	Soy Milk-8th Contin
5.50	GAL	Lowfat Milk (Dry)
21.00	CAN	Evap Milk 1% or less
24.00	HGL	Lactose 1% or less
11.00	CAN	Frozen Juice
4.00	CTN	Juice Ready to Drink
60.22	\$\$\$	Fresh Fruit & Veg

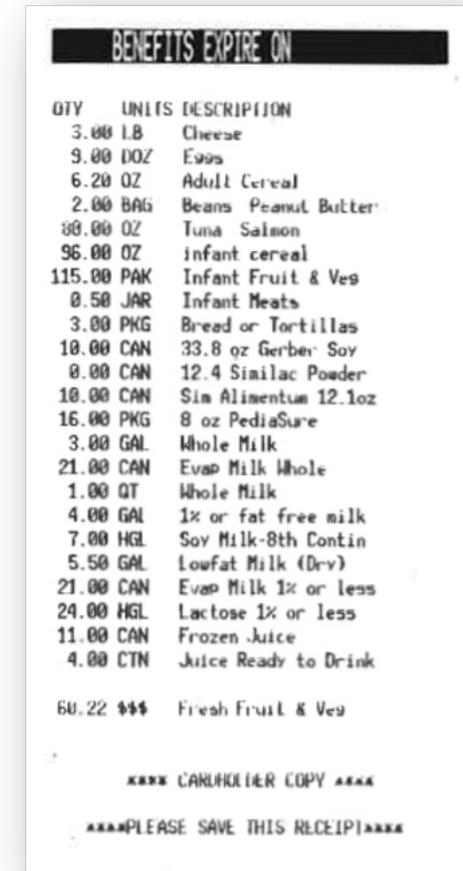
*** CARHOLDER COPY AREA ***
PLEASE SAVE THIS RECEIPT

Receipt formats may vary by store.

eWIC Transactions

The WIC customer will normally know their remaining eWIC benefit balance but may request that you provide them with an available balance receipt.

The POS system has the capability to provide the available eWIC benefit balance receipt after the WIC customer swipes their eWIC card and enters their PIN.



BENEFITS EXPIRE ON		
QTY	UNITS	DESCRIPTION
3.00	LB	Cheese
9.00	DOZ	Eggs
6.20	OZ	Adult Cereal
2.00	BAG	Beans Peanut Butter
80.00	OZ	Tuna Salmon
96.00	OZ	infant cereal
115.00	PAK	Infant Fruit & Veg
0.50	JAR	Infant Meats
3.00	PKG	Bread or Tortillas
10.00	CAN	33.8 oz Gerber Soy
0.00	CAN	12.4 Similac Powder
10.00	CAN	Sim Alimentum 12.1oz
16.00	PKG	8 oz PediaSure
3.00	GAL	Whole Milk
21.00	CAN	Evap Milk Whole
1.00	QT	Whole Milk
4.00	GAL	1% or fat free milk
7.00	HGL	Soy Milk-8th Contin
5.50	GAL	Lowfat Milk (Dry)
21.00	CAN	Evap Milk 1% or less
24.00	HGL	Lactose 1% or less
11.00	CAN	Frozen Juice
4.00	CTN	Juice Ready to Drink
60.22	\$\$\$	Fresh Fruit & Veg

**** CARDHOLDER COPY ****

PLEASE SAVE THIS RECEIPT****

eWIC Transactions

If you are aware of a UPC change for a product, the Store Manager or Owner should submit a **Mississippi WIC Program UPC Request Form** to the State Agency located here:

www.freshnewwic.com

If the State Agency confirms the UPC is valid, it will be added to the authorized product list (APL) during the next business cycle.

Mississippi WIC Program UPC Submission Form

Submitter's Information	
Name	Phone Number
Email	WIC Vendor ID or eWIC card number
Store or Business Name	
Address	City, State, ZIP Code

Attach a copy of the product label. It must include the product name, size, manufacturer, nutrition facts, and UPC bar code. Only products with a UPC code denoted on the container will be considered. Manufacturers must provide a list of stores where the product is available.

Product Information	
Product Type	Product Name
Product Brand/Manufacturer	Package Size

UPC Code* (8, 12 or 13 digits) _____

GTIN-12
(UPC-12)

0 12345 67890 3

GTIN-13
(EAN / UCC-13)

0 123456 789012 >

GTIN-8
(EAN / UCC-8)

0123 4567

Fill in the number exactly as it appears on the product label and include all numbers.

For State WIC Use Only	
Date Received	Label Attached <input type="checkbox"/> Yes <input type="checkbox"/> No
Date Reviewed	Reviewed By
<input type="checkbox"/> Approved <input type="checkbox"/> Denied - Reason for Denial	
Category	Subcategory
Date UPC Entered	Entered By

Mississippi State Department of Health 01/31/2020 Form No. 1178

eWIC Transactions

Important Things to Know About the eWIC Transaction

- The WIC customer pays the remainder of the balance, which exceeds the maximum amount allotted on the eWIC card
- Payment may be made by one of the following methods: cash, credit/debit card, SNAP, or personal/business check
- Coupons, specials, and store discount cards are allowed
- Rainchecks, refunds, and IOUs are **NOT** allowed
- Product substitutions are **NOT** allowed
- Cash or credit refunds are **NOT** allowed

Monitoring and Compliance

Monitoring

The WIC program's objective is to maintain a high-quality retail vendor network for participants to obtain WIC supplemental foods throughout the state.



Monitoring

Three types of monitoring:

- Pre-authorization
- Routine monitoring
- Re-authorization

Monitoring

Monitoring may be accomplished through store visits, inventory audits, review of management information reports, and the exchange of information among state, local, and other government agencies (as permitted by confidentiality guidelines for vendor information)

- Visits may be unannounced
- On-site monitoring may happen at any time the store is open
- Purchase records should be on site or readily available

Vendor Sanctions

- Vendor sanctions are penalties set forth by the federal government and State WIC program to respond to violations of WIC policies and procedures
- **Federal Sanctions** are mandated in the federal regulations and have disqualification periods associated with each violation
- **MSDH WIC Program Sanctions** can be applied against a vendor for program violations.

Additional Information

Vendor Complaints

WIC strives to make the transaction experience flow as smoothly as possible. In the event that this is not the case, complaint forms are available to participants and vendors.

- Complaints may include, but are not limited to:
 - Participants trying to purchase unauthorized foods with their benefits
 - Participants trying to return food purchased with WIC benefits for a cash refund
 - Issues with MSDH WIC staff member

Filing a Vendor Complaint

To file a complaint, please complete the Mississippi WIC Complaint form with as much detail as possible and email or mail it to the State Office

- **Mail:** Attn: MS WIC Program,
Vendor Management Unit P.O. Box 1700
Jackson MS 39215
- **Email:** vmu@msdh.ms.gov

Vendor Complaint forms can be found at:
www.freshnewwic.com

MSDH WIC Vendor Complaint Form

Today's Date: _____

Store Information

Store Name: _____

Store Address: _____

City/State: _____

Complaint Submitted By:

Name: _____ Staff Role: _____

Phone Number: _____ Email Address: _____

Incident Information

Date of Incident: _____ Time of Incident: _____

Check all that apply:

- WIC approved item not scanning
- New UPC for WIC approved product
- Issues with a WIC participant
- Issues with a WIC staff member
- Issues with shelf tags
- Other. Please explain: _____

Additional details:

I attest that the statements I have made are true to the best of my knowledge:

Signature _____ Date: _____

"This institution is an equal opportunity provider."

Revised 08.27.2019

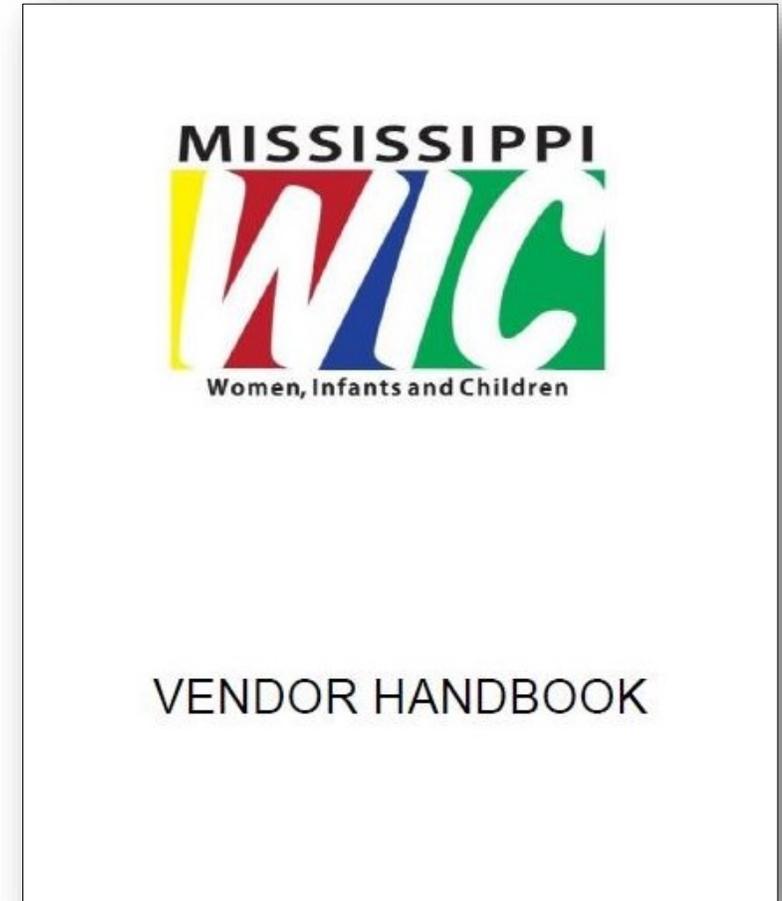
Vendor Handbook

The Vendor Handbook is a document that provides specific guidance to WIC Authorized Vendors regarding WIC Program policies and procedures.

The vendor handbook should be kept on-site at all times.

The MS WIC Vendor Handbook is located on the MSDH website at:

www.freshnewwic.com



USDA Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (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.

This institution is an equal opportunity provider.

Thank You

Mississippi WIC Program
Vendor Management Unit

P.O. Box 1700

Jackson, MS 39215

Phone: (601) 991-6000 or 1-800-338-6747

Fax: (601) 956-4920

Email: vmu@msdh.ms.gov

Website: www.freshnewwic.com