



Welcome to the WIC vendor virtual training. To comply with federal regulations, a store representative is required to participate in virtual training every other year.

## How Much Does Formula Cost?



Let's start off with a game show question!

The question is: Do you know how much it costs a month to buy hypoallergenic formula, like Neocate for a 4–6-month-old infant?

- A. \$230
- B. \$440
- C. \$500

The average cost per month for hypoallergenic formulas is \$500. It costs about \$230 a month for Infants receiving standard formulas like Similac Advance. Formulas like Nutramigen cost about \$440 per month.

## About WIC



WIC is the Special Supplemental Nutrition Program for Women, Infants and Children. WIC provides limited-income families with nutritious foods, information on healthy eating, breastfeeding support, and healthcare referrals. It is a short-term intervention program and is aimed to help improve the health of pregnant and breastfeeding women, new mothers, infants, and children up to age 5. WIC serves nearly 40% of all infants born in the United States.

WIC benefits are issued to families by local WIC clinic agencies. The benefits issued are unique for each family based on factors such as: the age and number of children, and whether mom is pregnant or has recently given birth.

WIC helps working families, single parents, foster parents, military families, students, and many more. WIC helps these families stay healthy during hard times and avoid having to make hard choices, like paying rent or buying food.

## What Do You Know About WIC?



Our next question for you is – What are some differences between the SNAP program, which we call FoodShare in Wisconsin, and the WIC program?

## WIC Benefits Are Different

Only accept Wisconsin WIC benefits

Benefits expire every 30 days

Prescribed nutritious foods

Specific amounts of food

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Nice job everybody! I'm going to take a moment to review the ways WIC is different than other assistance programs.

SNAP EBT, known as FoodShare in Wisconsin, is a program to prevent and reduce hunger and allows a wide variety of food choices. Because WIC prevents nutrition-related illness and improves overall health outcomes, it has different requirements than SNAP EBT.

Some of the ways WIC is different are:

- Wisconsin WIC families can only shop at approved stores in Wisconsin. WIC benefits from other states cannot be used in Wisconsin.
- Benefits expire if they are not used during the 30-day period. Families choose which approved foods to purchase and buy as many or as few items as they wish.
- The types and brands of foods are limited to "*prescribed*" specific, nutritious foods.
- Families receive specific amounts of foods like 4 gallons of low-fat milk, one dozen eggs, \$26 dollars for fruits and vegetables, etc.

## Infant Formula

### Similac Advance

12.4 oz. container



### Similac Sensitive

12.5 oz. container



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Wisconsin WC provides Similac formulas for most infants. Similac Advance and Similac Sensitive are the two most common regular formulas. Many formulas are available in a variety of sizes; however, only the brand and size specified in the WIC benefits are allowed.

There is no minimum amount of formula pharmacies must have on their shelf. Stores are required to have enough formula to ensure infants have access to the nutrition they need.

## Order on Demand



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Pharmacies have an important role in supplying infant formula and medical nutrition products to WIC families. Pharmacies have access to products not available at grocery stores. Some products are available through your primary warehouse and others must be ordered from drug warehouses. The WIC contract requires pharmacies to order special formulas. Orders should be filled as soon as possible when a request is made. You cannot refuse to order formulas unless it is not available.

Similac NeoSure, Nutramigen, and Neocate are some of the other formulas WIC uses.

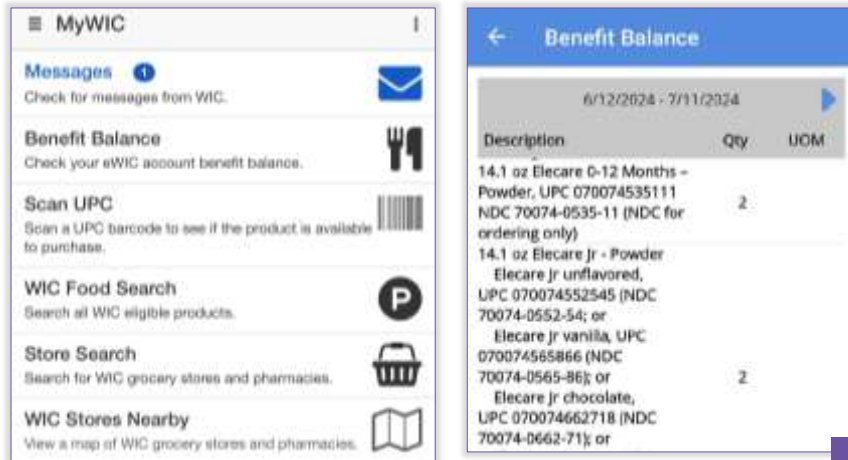
## Medical Foods for Children



WIC provides some medical nutrition products used by children, too. PediaSure Grow & Gain is usually found on store shelves. More specialized products like Neocate Jr. and Neocate Splash are ordered through your drug warehouses.



## MyWIC App



WIC families can also use the MyWIC app to check their benefit balance and scan the UPC bar code to determine if the formula is allowed or not. Ordering special formulas can be challenging but WIC provides some tools to help. UPC and NDC codes are included on the benefit balance to assist with ordering the correct formulas.

The Approved Products List, also called the APL, contains all the approved UPC and PLU codes. These codes are downloaded into the cash register system. Only the system determines what WIC will buy and associates cannot override the system.

## eWIC Transactions



Let's talk about eWIC purchases, which is one of the most complicated electronic financial transactions in the marketplace. The system must rapidly determine if:

- The store is an authorized vendor
- The eWIC card is active
- The correct PIN was entered
- The UPC is a WIC approved item
- The item is available in the WIC benefits

All of this happens *before* the system approves the payment.

## eWIC Transactions

### What went wrong?

#### Beginning Balance Receipt

1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or Peanut Butter
32.00	OZ	Bread or Whole Grains
14.50	\$\$\$	Fruits and Vegetables
4.00	CTR	Milk, 1% or Skim
2.00	CTR	12.6 oz Similac Total Comfort powder



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Picture this, you have a customer at the register, and you've scanned their items. After they swipe their card, there is a message indicating there are "No eligible items" or an invalid item was scanned. If a beginning balance receipt isn't available, you do a balance inquiry. As you look at the balance on the receipt, you see they have 2 containers of 12.6 oz. Similac Total Comfort in their benefits. Can you tell them why it isn't allowed?

The beginning balance receipt shows the family had 2 containers of 12.6 oz. Similac Total Comfort powder formula in their benefits. They were trying to buy a 20.1 oz container of Similac Pro-Total Comfort. The product name is similar, but it is a different formula and a larger container. Selecting the correct formula can be tricky because there are other products with similar names.

## eWIC Transactions

### What went wrong?

#### Beginning Balance Receipt

1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or Peanut Butter
32.00	OZ	Bread or Whole Grains
14.50	\$\$\$	Fruits and Vegetables
4.00	CTR	Milk, 1% or Skim
2.00	CTR	12.4 oz Similac Advance



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Now you have a different customer at the register, and you've scanned their items. The customer notices the milk pictured here isn't listed in the items to be paid by WIC. You see they have 4 gallons of 1% or skim milk in their benefits. Can you tell them why it isn't allowed?

## Other Foods Not Allowed



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Your store is authorized as a pharmacy which means WIC will only pay for formula and medical nutrition products. Many pharmacies sell other grocery items, but these must be purchased with another type of payment.

## Approved Suppliers



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Formulas and medical nutrition products must be purchased only from the suppliers named on the WIC Authorized Infant Formula Suppliers list. These suppliers have demonstrated a safe supply chain for obtaining formula from the manufacturer.

An updated list of authorized suppliers may be found on the DHS WIC Vendor website, which we will link to at the end of the training. You may also request a copy be sent to you.

## Scan Every Product UPC



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You must scan the UPC barcode on the label of the item being purchased to help ensure the customer is provided with the correct items. You may not use the quantity key or scan the UPC from a similar item or reference sheet.

Let's run through a quick example to help avoid potential errors. A customer is attempting to buy 8 containers of Similac Advance and 1 container of Similac Total Comfort formula using WIC benefits, but only one type of formula is approved for this family. Instead of scanning each product, you assume all 9 cans of formula are the same and enter the quantity, resulting in a food substitution which is not allowed.

It is important to train store staff to scan each item to help prevent food substitutions like this.

## Receipts



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There are few other things you need to know about WIC.

Make sure to provide the customer with a printed or electronic receipt.

Receipts include important information, including items paid by WIC and a list of the customer's remaining WIC benefits.

Remember to provide a WIC customer's benefit balance upon request, even if there is no purchase.



## eWIC Card Must Be Present



The physical eWIC card must be present for all transactions. Electronic wallets or pictures of the card cannot be used to manually enter the card number.

However, if a family swipes the card 3 times and the pin pad doesn't read the card, then you must manually enter the card number.

The customer must enter their own PIN. You should never ask for a cardholder's PIN, another form of identification, or keep a customer's WIC card.

If a customer forgets their eWIC card at your store, mail the card back to the State WIC office using the PO box listed on the back of the card.

## Formula Question

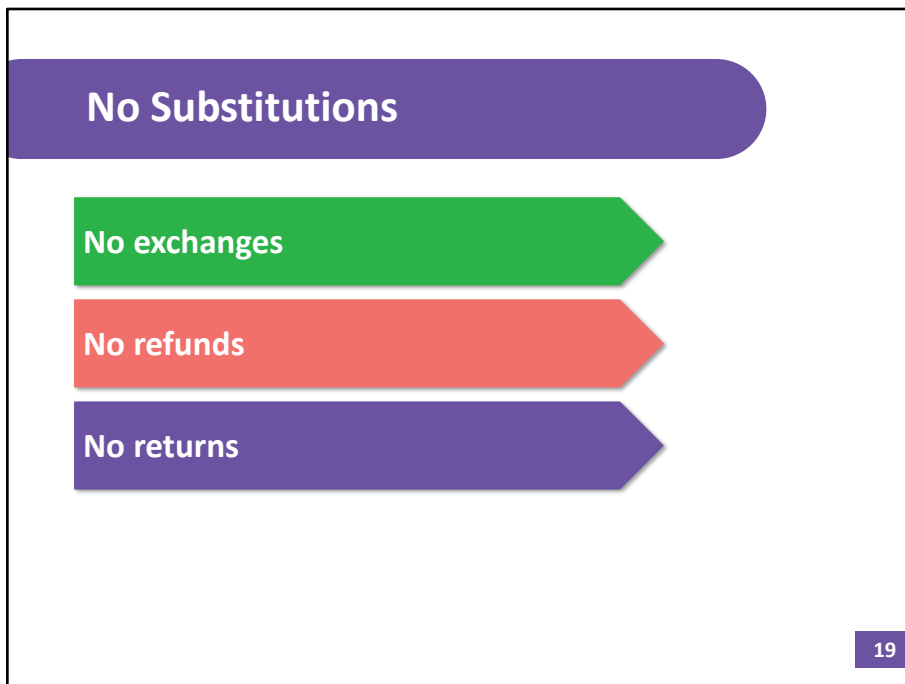


Now we'll do another poll question.

A parent tells you their baby is not doing well with the formula in their WIC benefits and asks to substitute with another kind. Is it ok give the formula they want?

Select Yes or No on the screen or in the chat and be sure to click on submit.

The correct answer is no.



Substitutions are not allowed. If a customer has questions or issues with the foods on their benefits, they must contact their local WIC office to discuss their concerns. You are not allowed to provide anything other than the product that was scanned and approved by the system.

Refunds, returns, or exchanges are also not allowed. There is an exception – if the product was past its expiration date when it was purchased, you must replace it with the exact same product in the same size container.

Contact the WIC Vendor and Integrity Unit if you're unable to properly replace the product.

## No Incentives



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Vendors are prohibited from offering any incentives requiring WIC benefits to be used.

This includes offering cash, credit, or other items only available to customers paying with WIC.

However, you are required to offer participants the same courtesies offered to other customers, including money-saving promotions like coupons, price matching, free ounces, “buy one, get one free deals” and reward programs.

There is more information about this in the Vendor Manual, which is a linked resource towards the end of this presentation.

## Claims



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The WIC Program may request repayment or adjust payments.

Vendors must charge competitive prices comparable with the average price charged by like sized vendors.

Vendors who continually charge maximum prices may be subject to a vendor claim or other sanctions.

You may contact the WIC Vendor Unit if you feel a price adjustment was done incorrectly. However, the Vendor Unit's decision is final and cannot be appealed.

## Complaints

### Vendors and participants

- May use the complaint form to report concerns
- Do not ask for personal identifying information
- Save and use receipt details or note the date and time

A screenshot of a 'Vendor/Participant Complaint' form. The form is titled 'VENDOR/PARTICIPANT COMPLAINT' and 'PROCESSED BY WIC'. It contains several sections for information entry, including 'Complainant Information', 'Complaint Information', and 'Resolution'. The form is designed to be filled out by a WIC staff member to report a complaint from a vendor or participant. It includes fields for dates, times, and descriptions of the complaint, as well as a section for the resolution and follow-up.

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We expect WIC customers to treat store personnel with the same courtesy and respect we expect of vendors. If you have an issue with a participant, we'd like to know about it.

The Vendor/Participant Complaint form may be used to report WIC participants who mistreat staff, ask to violate program rules (such as asking for food substitutions), or cause other issues at your store. The form is linked at the end of this presentation for your convenience.

You may not ask WIC participants for their personal identifying information, such as their name, phone number, and address. However, if you have an issue with a WIC customer, please save the transaction receipt or note the date and time. The Vendor Unit will use the information to identify the individual.

## Additional Requirements

Comply with health laws

Business registration must be current and in good standing

Taxes must be in good standing

Current retail food license

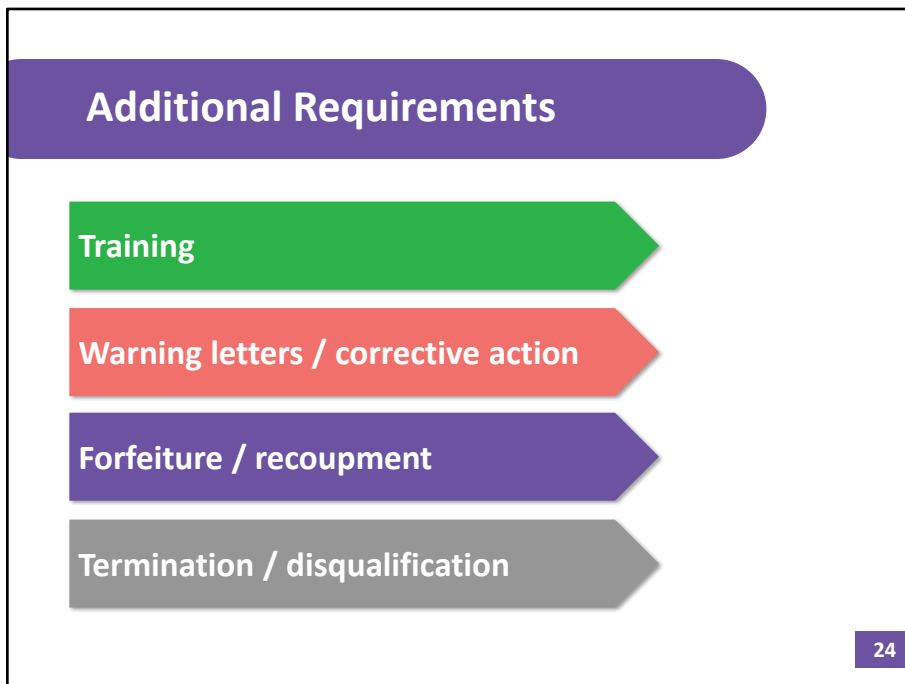
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Other requirements of vendor authorization include demonstrating business integrity and complying with all federal, state and local health laws and ordinances.

Vendors must remain current and in good standing with the Wisconsin Department of Financial Institutions (DFI) as this defines the business entity. Any changes to ownership or business entity must be reported to the WIC Vendor and Integrity Unit within 15 days.

Vendors also must remain in good standing with the Wisconsin Department of Revenue (DOR). Tax delinquency may affect your eligibility for WIC vendor authorization.

Vendors must also maintain a current food retail license to sell potentially hazardous foods such as milk and eggs. Food retail licenses are generally issued by the city or county health department.



Vendors who are found to have violated WIC program rules and regulations may be sanctioned based on the severity of the issues identified. This includes but is not limited to:

Attending training,  
Receiving a warning letter or be required to implement a corrective action plan,  
Paying a forfeiture and/or recoupment,  
Or being terminated or disqualified from WIC.

Providing cash, alcohol, or tobacco in exchange for WIC benefits will result in termination and disqualification with immediate suspension of WIC authorization. Disqualification from the WIC program may also result in disqualification from SNAP.

Remember, the owner of the store is responsible for the actions of all employees. Make sure to train your employees on proper WIC procedures.



## Communications



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The state WIC office supports retailers by keeping you updated. We'll provide you information through training sessions like this one, in letters, or email messages we send to your corporate office.

Good communication goes both ways. Please alert the WIC Vendor Unit if you notice problems with WIC purchases not working as expected. You will likely be the first to notice a problem. Your prompt reporting will kick start the troubleshooting process and can prevent other WIC families from having problems when they shop.

## Key Resources

- Visit the WIC vendor homepage for more information:  
<https://www.dhs.wisconsin.gov/wic/vendor/index.htm>
- MyWIC App:  
<https://www.dhs.wisconsin.gov/wic/vendor/mywicapp.htm>

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We encourage you to use the WIC Vendor Home Page. It is your central hub for accessing program participation information and resources. We also encourage you to use Wisconsin's MyWIC app, which is free and works for vendors, too! The app works on Android or Apple devices and may be downloaded from the [Google Play](#) or Apple App stores. For more information, click on the link for the MyWIC app.

This presentation will be posted on the WIC Vendor Home Page, so you can easily access the training and featured links.

## Key Publications & Forms

- Vendor Manual:  
<https://www.dhs.wisconsin.gov/publications/p4/p44537.pdf>
- Authorized Infant Formula Suppliers:  
<https://www.dhs.wisconsin.gov/publications/p4/p40146.pdf>
- Vendor/Participant Complaint:  
<https://www.dhs.wisconsin.gov/forms/f4/f44322.pdf>

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Here are some links to helpful publications on our website.

## Contact Information

- Contact the WIC Vendor and Integrity Unit at (608) 266-6912 or [dhswicvendor@wisconsin.gov](mailto:dhswicvendor@wisconsin.gov).
- Report suspected WIC fraud by calling the hotline at (866) 260-1727.

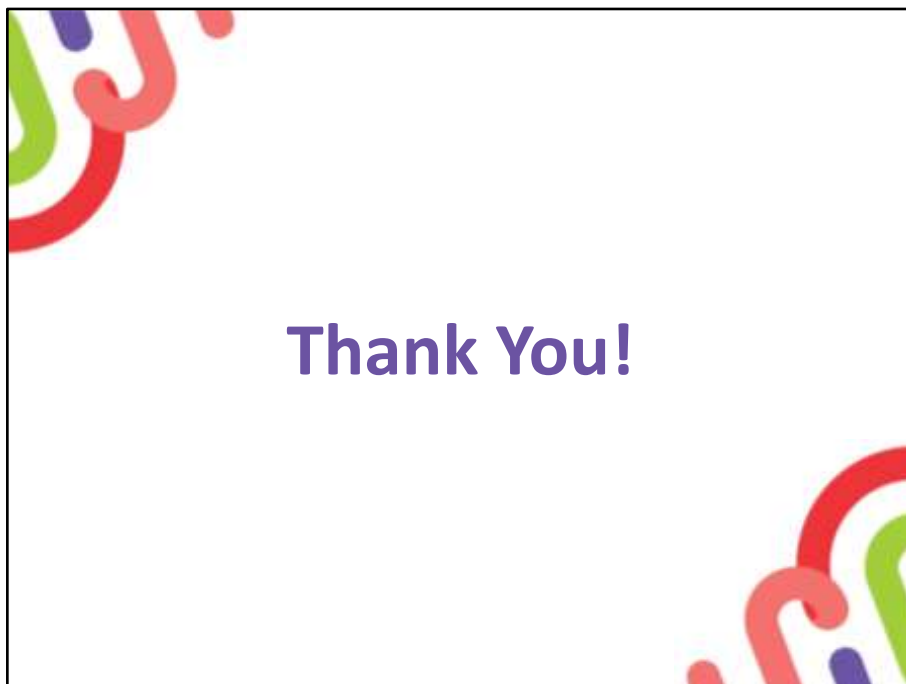
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If you have questions or need assistance, please contact the WIC Vendor and Integrity Unit by:

Calling (608) 266-6912 or

Emailing [DHSWICVendor@Wisconsin.gov](mailto:DHSWICVendor@Wisconsin.gov)

We also encourage you to report suspected WIC fraud by calling our hotline at (866) 260-1727.



WIC families depend on you to provide the foods they need. Thank you for all you do to help!

This concludes today's training. We appreciate your participation.