

**Virginia WIC Program
Retailer Advisory Meeting**

**January 22, 2015
Time: 10:00 am – 12:00 pm**

Site Facilitator for Norfolk: Lindsey Nichol ([Lindsey Nichol@vdh.virginia.gov](mailto:Lindsey.Nichol@vdh.virginia.gov)) Site Facilitator for Richmond: Allan Astley (Allan.Astley@vdh.virginia.gov); Site Facilitator for Christiansburg: Ephraim Ewing (Ephraim.Ewing@vdh.virginia.gov); and emergency meeting contact (Jessica Owen Day at: 804-389-8020).

What:	Who:
Agenda Review/Rules of the Road	Allan Astley, Meeting Facilitator
Introductions/Expectations	Allan Astley, Vendor Liaison
Review Next Steps from October 23, 2014 Retailer Advisory Meeting	All
Division Director Update <ul style="list-style-type: none"> • WIC Program Participation • Council on Nutritional Divide perspective for Retail Stores • WIC Approved Foods – white potatoes (plans for implementation) • Smartphone app for cardholders - update 	Michael Welch, Division Director
Administrative issues – Food Application Process <ul style="list-style-type: none"> • Timetable for submitting applications to VA WIC Program? • What products require a Food Application? • What changes are under consideration for the WIC Approved Food List (2015)? • Questions and Next Steps? 	Presenter - TBD
Grocery Tours – A new Approach to understanding WIC benefits	Presenter - TBD
Service Delivery Barriers (Lessons Learned from system error - January) <ul style="list-style-type: none"> • Lessons Learned? • What happened? • What steps will be implemented to prevent this error from reoccurring? 	Jerry Owens, Xerox Corporation
Certification and Recertification Process and Requirements <ul style="list-style-type: none"> • Who must be notified and when? • How do certification and recertification processes differ? • What steps are required to become certified? • What steps are required to become recertified? 	Brian Tun, UPC Coordinator
Miscellaneous Issues: <ul style="list-style-type: none"> • Transition from 2% reduced fat to 1% and skim milk products • Contract Reauthorization Update (2014) • Crossroads eWIC NTEs and Adjusted Payments update • Working with WIC Retailer Bulletins – digital only • Total Comfort Care Formula - availability 	Sheila Brewer, Vendor Compliance Manager
Benefits/Concerns/Next Steps	All Site Facilitators

Meeting's Objectives:

- 1) Update retailers on policy and procedural changes affecting WIC authorized retail stores.
- 2) Facilitate two-way communications between retailers and the Virginia WIC Program.

**Virginia WIC Program
Retailer Advisory Meeting**

Rules of the Road

- ◆ Start and End on time
- ◆ Participate
- ◆ Stay Focused
- ◆ Be Candid and Open
- ◆ No idea is Bad
- ◆ Headline & build
- ◆ Listen Fully
- ◆ Avoid Killer statements and gestures
- ◆ Share the spotlight with others
- ◆ Respect confidentiality....build trust
- ◆ Avoid side conversations
- ◆ Build Teamwork...while having ***FUN***

Virginia WIC Program Retailer Advisory Meeting

Division Director Update (Michael Welch):



Contract Reauthorization (2014) Sheila Brewer

- Signed Retailer Agreements and attachments, if applicable, mailed to all stores
- Competitive analysis of redemptions and authorized stores – to be completed in February by WIC Program.
- Stores or corporations with non competitive redemptions – will be notified.
- Stores must have an operational email address on file.

Program Changes Recap and the 2014 Retailer Agreement (2014):

- Use iPhone device for completing inventory/monitoring visits;
- Use Crossroads for documenting inventory/monitoring visit results;
- Stores will no longer receive a copy of the inventory/monitoring forms completed during on-site visits;
- Stores no longer required to submit item prices – a store's competitive profile will be determined based upon redemption history;
- Stores must have either direct or indirect access to email;
- Stores will no longer be granted a waiver to meeting the minimum stocking requirement;
- Post payment analysis of redemptions and recoup payment from stores if their reimbursement is X% above the average for their peer group/UPC;
- Must use the Crossroads Vendor Portal to submit application, manage account and update demographic information;
- Comply with Food List Changes – effective 10/1/2014 (i.e., remove 2% milk as being WIC Approved);
- Comply with federal requirement in the handling of split tender as of 10/1/2014.

**Virginia WIC Program
Retailer Advisory Meeting**

As of October 1, 2014 the state was fully converted from paper food instruments to eWIC benefit cards.
The eWIC Transaction Profile for the past 12 months is as follows:

Processing Month	Units/Quantity of items sold	WIC Dollars Paid
December 2014	2,278,126	7,535,752
November 2014	2,208,241	7,196,986
October 1, 2014	2,384,815	7,744,299
September 2014	2,300,328	\$7,433,696
August 2014	2,339,580	\$7,593,104
July 2014	2,281,725	\$7,509,620
June 2014	1,812,460	\$6,193,862
May 2014	1,251,199	\$4,555,983
April 2014	578,883	\$2,254,077
March 2014	167,779	\$681,292
February 2014	44,718	\$170,289
January 2014	48,617	\$177,814
December 2013	22,320	\$95,184

- ❖ Begun using system generated NTEs for all peer groups/categories/subcategories as of October 1, 2014.
- ❖ Identification of system setup issues that need to be addressed in order to accurately use the NTEs.
- ❖ Contact Jessica Owen Day, Vendor Liaison (Jessica.Owen.Day@vdh.virginia.gov), if you have questions or concerns about the calculated NTE. Documentation needed: UPCs, store name, WIC ID, presentation date of the transaction, and details about what issues exist.
- ❖ eWIC Retailer (Xerox) Vendor Portal – can be used to identify the NTE for each UPC/category/subcategory.
- ❖ Working with Crossroads contractor to identify and correct a variety of system issues.

Virginia WIC Program Retailer Advisory Meeting

Materials/Supplies Needed

Easel paper/board

Markers

Tape

Charged cell phone

Handout Materials:

- Agenda Handout (10 copies)
- Xerox Retailer Manual (1 copy)
- Retailer Agreement (2 copies)
- Working with WIC Retailer bulletin (November edition) (5 copies)
- October 23, 2014 Retailer Advisory Meeting Minutes (2 copies)

**Virginia WIC Program
Retailer Advisory Meeting**

<i>Benefits:</i>

<i>Concerns:</i>

<i>Next Steps:</i>

