

Understanding the Cause of and Reducing WIC No-Show Rates in the Blue Ridge Health District (BRHD)

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Health Issue/ Background

- Since returning to in-person visits post-COVID, Women, Infants, and Children (WIC) no-show rates at Charlottesville-Albemarle Health Department rose from 11% in 2021 to 25% in 2025.
- Higher no-show rates have caused appointment backlogs, delaying rescheduling and new client access.
- This negatively affects health outcomes, patient satisfaction, and program participation.
- It also increases administrative work, lowers staff morale, and reduces clinic efficiency.
- WIC is vital for supporting women, infants, and children with nutrition and education; reducing no-shows is essential to improve access and impact.

Project Objectives

- Conduct analysis of appointment data, participant demographics, and qualitative feedback to identify top reasons for no-shows.
- Develop at least 2 options for reducing no-shows.
- Decrease no-show rates throughout BRHD.

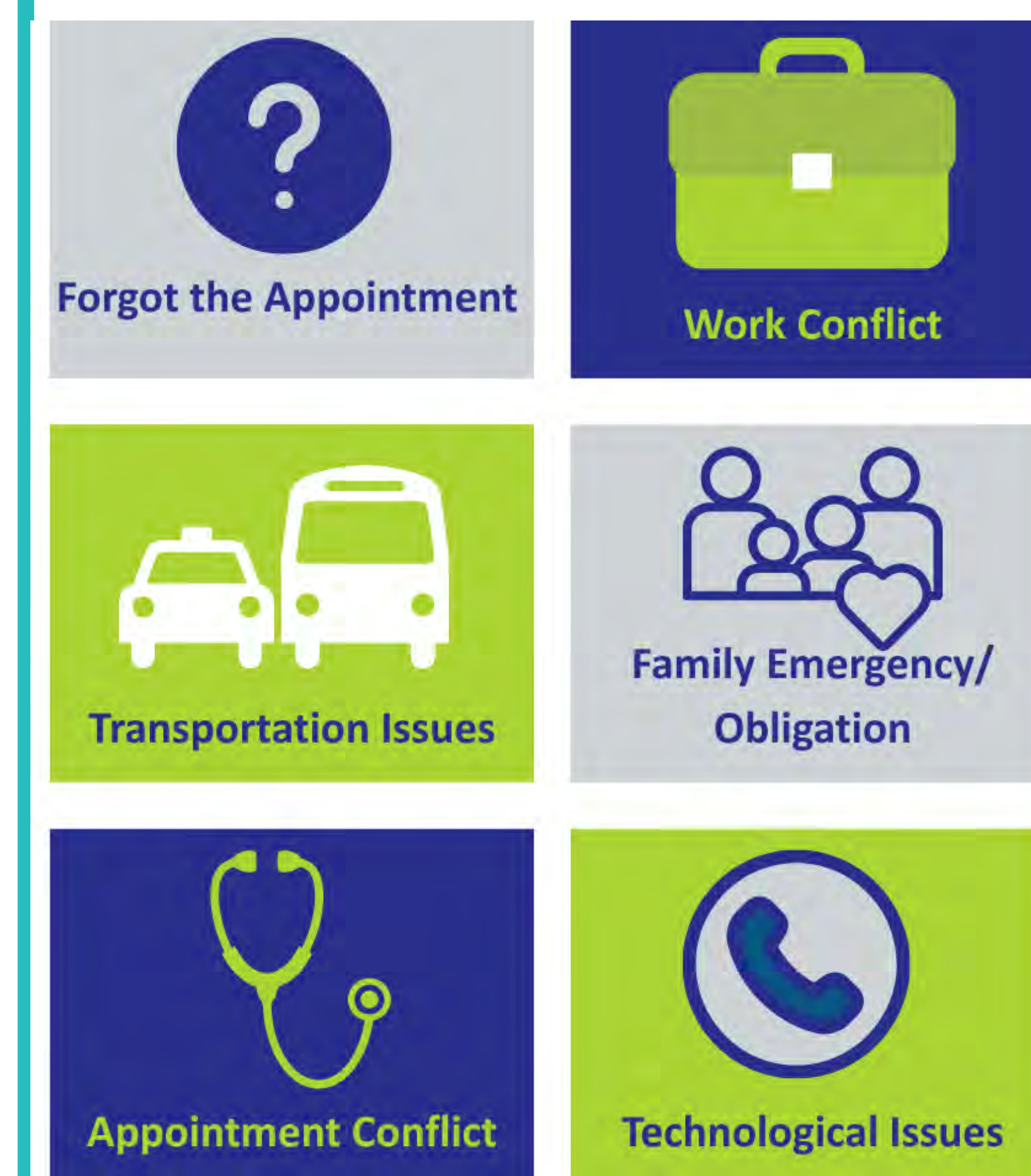
Data Collection & Analysis

- Used Crossroads to analyze how day, time, holidays, and weather affect no-shows.
- Examined trends related to language, age, appointment history, marital status, education, and socioeconomic status.
- Developed a No-Show tracking sheet for staff to log reasons clients miss appointments.
- Identified high-risk clients for targeted advanced reminders.
- Conducted a literature review on evidence-based no-show reduction strategies.
- Interviewed WIC and admin staff about current practices.

Challenges

- 1 Limited data due to difficulties in reaching WIC clients and consistency in data gathering
- 2 The variety of barriers WIC clients reported made it difficult to develop a strategy that would impact everyone

Barriers To Attendance



Research Conclusions

- Proposed solutions include overbooking, online self-scheduling, walk-ins, and extended hours
- Due to tech and staffing limitations, targeted behavioral science-based texts and transportation education were selected for implementation

Did You Know Medicaid Can Give You a Ride to Your Appointment?

Non-Emergency Medical Transportation (NEMT) Services can help fee-for-service Medicaid members get free rides to and from medical appointments covered by Medicaid. NEMT also provides mileage reimbursement if being transported by a family or friend.



How to schedule NEMT rides:

1. Call the Reservation phone line at (866) 386-8331
2. Use the Modivcare website
3. Use the Modivcare Trip Manager Mobile App

• For Routine services, schedule your ride five business days in advance. Urgent appointments do not require 5 business days notice, but must be made on the Reservations phone line

What You'll Need When Requesting Transportation:

- Medicaid Member ID Number
- Date of Birth
- Address and Phone Number for Pick-Up and Drop-Off Location
- Date and Time of Appointment
- Number of Car Seats Needed in Vehicle
- Return Time
- Name of the Doctor/Department
- Treatment Reason
- Level of Member Assistance Required
- Any Special Needs/ Requirements
- Number of Additional Passengers



Click here for more information!



Includes a planning prompt, loss aversion, personalization and gives slack to reschedule

"Hi [Guardian's Name], it's [WIC Staff Name] from WIC! Reminder: Your appointment is on [day] at [time] in-person at our office on 1138 Rose Hill Drive Charlottesville, VA. Have you made a plan to bring your child and required documentation to your appointment? Don't miss out on months of free healthy food and expert support! Need to reschedule? It happens. Call us at [phone number] and we can help find another time that works for you. WIC looks forward to meeting you.

Provides information about what will happen at appointment, planning prompt, social norms, makes it easy to reschedule, psychological commitment and incentive

We will check how much your child is growing so remember to bring [insert child's name]. ... Have you planned how you will get to your appointment? Every parent has a lot going on and WIC is here to help! Please call 434-972-6206 with any questions or if you need to reschedule. We look forward to seeing you! Please reply YES to confirm your appointment and receive a recipe.

Potential Next Steps

- A Mobile WIC Program overcomes the diverse barriers that prevent WIC clients from accessing services.
- This flexible service delivery model will be able to reach underserved communities and increase community engagement

Acknowledgment

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