

Vendor Portal

Retailers need a convenient method to manage their participation in WIC programs. Traditional constraints caused by time, device, and application become obsolete within CMA's WIC solution. Our WIC Vendor Portal functionality enables accurate applications and faster authorization processes that support every peer group retailer. Adopted by leading state agencies and the HANDS Consortium, our modernized retail model captures and manages data for online shopping and the Food Delivery Portal (FDP). No application download, device-agnostic access, and multi-cloud deployment make CMA's solution the only one of its kind in the WIC market.

CMA as Service Provider

- A skilled team of over 300 staff members with extensive experience in state implementations.
- Expertise in clinic operations, financial reporting, and forecasting.
- Specializes in system integration, implementation, training, infrastructure hosting, and help desk operations across time zones.
- Independent service provider with 35+ years of WIC experience.
- Demonstrated success in states with both large and small caseloads.
- On-site support and coordination for seamless integration.
- Extensive experience in Medicaid, Early Intervention, and Child Welfare.

Why Vendor Portal?

- Accelerated Time-to-Market– streamlined vendor on-boarding process, reduced from weeks to just days.
- Minimized Administrative Overhead– digitization eliminates up to 90% of manual paper processing.
- Strengthened Compliance– built-in eligibility checks proactively prevent costly errors through a customizable eligibility questionnaire based on state policies.

- Enhanced Vendor Satisfaction– self-service tools cut support ticket volume by 60%.
- High Volume Processing– over 20,000 vendor applications handled annually with efficiency and accuracy.
- Reliable Performance– 99.9% system uptime backed by enterprise-grade security protocols.
- Seamless System Integration– fully compatible with WOW, HANDS, and other WIC platforms for streamlined operations.
- Trusted by Diverse Agencies– supporting organizations serving populations ranging from 10,000 to over 2 million.

Functional Highlights

- Retailer-focused app for price surveys using national food categories and subcategories.
- Guided program flow for vendor applications– Dashboards for vendors and state staff to manage submissions, reviews, admin tasks, and tracking.
- Vendor self-management of demographic data.
- Vendor-uploaded documents displayed in the WIC Eligibility System.
- Data integration with Vendor Authorization and Management Module in the WIC Eligibility System.
- Competitive price analysis reports.

CMA's Vendor Portal facilitates a streamlined application and review process. Our solution is fully compatible with other WIC platforms, compliant with state policies and security protocol, interfaces with Online Shopping and FDP, and can be deployed on multiple cloud-based platforms. CMA's continuous innovation maintains a modern system that scales with program size and participant need, improving program efficiency and outcomes.

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