



SUCCESS STORY:

CLIENT: NJ WIC

INDUSTRY: Health and Human Services

PARTICIPATION RATE: 50–60%

WIC Program

The Special Supplemental Nutrition Program (SNAP) for Women, Infants and Children (WIC) of NJ serves approximately 150,000 participants each month by providing nutrition education, program referrals, and supplemental food benefits for those who are income eligible. WIC is a Federal and State program that provides benefits to at-risk populations with the single mission to improve health outcomes. Applicants who qualify for WIC are often eligible for additional programs by meeting their income guidelines, such as SNAP (Supplemental Nutrition Assistance Program), TANF (Temporary Assistance for Needy Families), and Medicaid. Likewise, qualifying for SNAP, TANF, or Medicaid provides the verification necessary to prove WIC income eligibility requirements.



CMA

Business Case

Tasked with serving the growing WIC population, local WIC agencies evolved to provide services both in-person and remotely in an effort to reach ALL program participants. However, remote services presented challenges with certifying program qualifications and creating secure communications for file transfers, documentation updates, and nutrition counseling.

Traditionally, paperwork and identification that verifies qualifications is provided in person. Applicants can show a SNAP card, verification letter, or have an agent log into the verification system for proof of eligibility. With remote services, new methods are needed to provide real-time verification of SNAP participation.

The Solution

CMA and the New Jersey WIC program worked directly with the SNAP program to determine requirements and provide an integrated solution for benefit verification and outreach. Now, with a single click, the WIC Management Information System (MIS) securely sends data to SNAP through a secure application programming interface (API) developed and supported by CMA— without requiring extra documentation or verification. In addition, the SNAP and WIC organizations share information through a monthly data synchronization process to facilitate outreach for SNAP, WIC, and other organizations.

The Results

The implementation of the “Verify SNAP” function in the New Jersey WIC MIS has fully automated the income verification process for SNAP participants. This integration leads the way for outreach and connections with both participants and organizations – improving program efficiencies, participant support, and health outcomes.

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