

Support your state's most vulnerable families

Women, Infants and Children Services

Administer your program so your state's most vulnerable families can live healthier, happier lives

Through the federal Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), your state can have a significant impact on a family's ability to learn healthy habits, improve nutrition and obtain access to appropriate healthcare. To offer families the services and support they require, your state needs technology and business processes to effectively administer your WIC program.

We have extensive experience working with state WIC programs, and our Gainwell WIC Services can assist you with:

- Development and implementation of a WIC Management Information System (MIS)
- Integration services with other state programs
- WIC MIS maintenance and operations services
- Cloud and traditional hosting services
- Mobile application services
- Service desk support
- Farmers' Market Nutrition Program and Senior Farmers' Market
- WIC banking with ACH services
- Data migration services
- System training

The heart of your WIC program is a flexible MIS that can manage all facets of your operations, including client services and vendor management. This system must be web-based, comply with federal policy and regulations, and incorporate standard WIC data elements, an open system architecture and modular components. Our team is highly experienced working with WIC systems approved by the Food and Nutrition Service (FNS), such as Crossroads and SPIRIT.



Benefits

- Serve WIC participants more efficiently using Gainwell's software development, implementation and maintenance support
- Rely on our experienced staff with knowledge of WIC regulations and how they relate to WIC systems
- Work with a trusted partner to create a customized solution that meets your state's unique needs
- Transform your technology environment with our secure traditional and cloud hosting solutions

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State programs supported

17

Indian Tribal Organizations (ITO) supported

Gainwell is a market leader in WIC systems, and our team has served WIC organizations for more than 30 years.



WIC solutions in action

Gainwell has the ideal combination of WIC-experienced staff; exposure to WIC program policy and how it relates to WIC systems; and direct experience with the development, implementation, training and modification of WIC systems.

We partnered with our clients to develop the “my WIC” mobile application, which puts information at a participant’s fingertips. The app can be used with any MIS or Electronic Benefits Transfer (EBT) processor and allows registration for more than one household to accommodate foster parents.

The Benefits feature provides a list of food categories and quantities available in current and future benefit periods. For online EBT systems, this is a real-time balance from the EBT provider. For offline systems, this is the balance as of the previous nightly process.

The Food Finder feature includes the ability to scan or enter a UPC or PLU and verify if the item is WIC-allowed and if it is included in the participant’s household benefits. For online EBT systems, the app confirms there is an adequate balance.

The Messages feature includes Upcoming Appointments, Upcoming Classes, Missed Appointments, Expiring Benefits and Custom Information (i.e. clinic closures, food recalls, nutrition and breastfeeding information). This feature is being used extensively to communicate with participants regarding COVID-19 related topics.

Gainwell and WIC Management Information Systems

If your agency is transforming its technology environment to better serve your community, Gainwell can guide you in your journey. Gainwell has the skills and experience to provide the customization that will best help you meet the goals of your program.

Our experience is demonstrated by development, implementation and support of the Crossroads State Agency Model (SAM). Crossroads moves beyond the basic WIC regulation implementations of participant certifications and benefit delivery to provide true next-generation WIC functionality. A family-centric WIC system, Crossroads is built to meet the needs of your agency and help you run your WIC program more efficiently. The system interfaces with multiple EBT processors and includes a library of other system interfaces and advanced functions that bring new capabilities to WIC organizations.



Gainwell's WIC Services help WIC programs provide supplemental foods, healthcare referrals and nutrition education to pregnant, breastfeeding, and non-breastfeeding women, and infants and children up to 5 years so they can live healthier, happier lives.

Crossroads modules

- Clinic
- Scheduling
- Vendor Management
- Financial and Caseload Management
- System Administration
- Participant Portal
- Vendor Portal
- Reporting

Crossroads allows participants and vendors to access information online, including participant eligibility pre-determination, appointment scheduling, vendor price submittal and EBT benefit balance.

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Contact us at
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About Gainwell

Gainwell is the leading provider of technology solutions that are vital to the administration and operations of health and human services programs. Gainwell is a new company with over 50 years of proven experience, a reputation for service excellence and unparalleled industry expertise. Gainwell offers clients scalable and flexible solutions for their most complex challenges. These capabilities make Gainwell a trusted partner for organizations seeking reliability, innovation and transformational outcomes. Learn more about Gainwell at gainwelltechnologies.com.