

# WIC Case Study: Greater Baden Medical Services, Maryland

## WIC Agency Profile

Greater Baden Medical Services is a Federally Qualified Health Center serving southern Maryland's underserved community. Greater Baden WIC serves 5,300 participants in three clinic sites that are close to or co-located with Greater Baden's medical services sites. For WIC certification, paraprofessional intake specialists collect demographic information and assess and document income and residence eligibility. Professional nutrition staff then complete a nutrition assessment and provide nutrition services.

## Project Description

### Use Software to Accept Electronic Documents in Advance of Certification Appointments

- Challenge** A survey to identify barriers to participation found that providing proofs of eligibility for certification is a deterrent.
- Goal** Reduce the burden of providing proof of eligibility and shorten the time spent at the WIC clinic by allowing participants to submit eligibility documents electronically before their certification appointment
- Strategy** Following research on potential technology solutions, Greater Baden WIC purchased IntakeQ software. The program established policies and protocols for using IntakeQ, and trained staff to use it to contact applicants and participants before their certification appointment to give them an opportunity to send required information and documents electronically.
- Outcome** Time studies indicate that IntakeQ shortened certification appointments from 38.4 minutes to 31.8 minutes, on average. The time savings were especially significant for families with several participants being certified.

### Key Takeaways

Greater Baden WIC in Maryland sought to simplify the eligibility documentation process and shorten the time it takes to complete certifications by:

- Using software to allow participants to submit electronic documents prior to appointments.

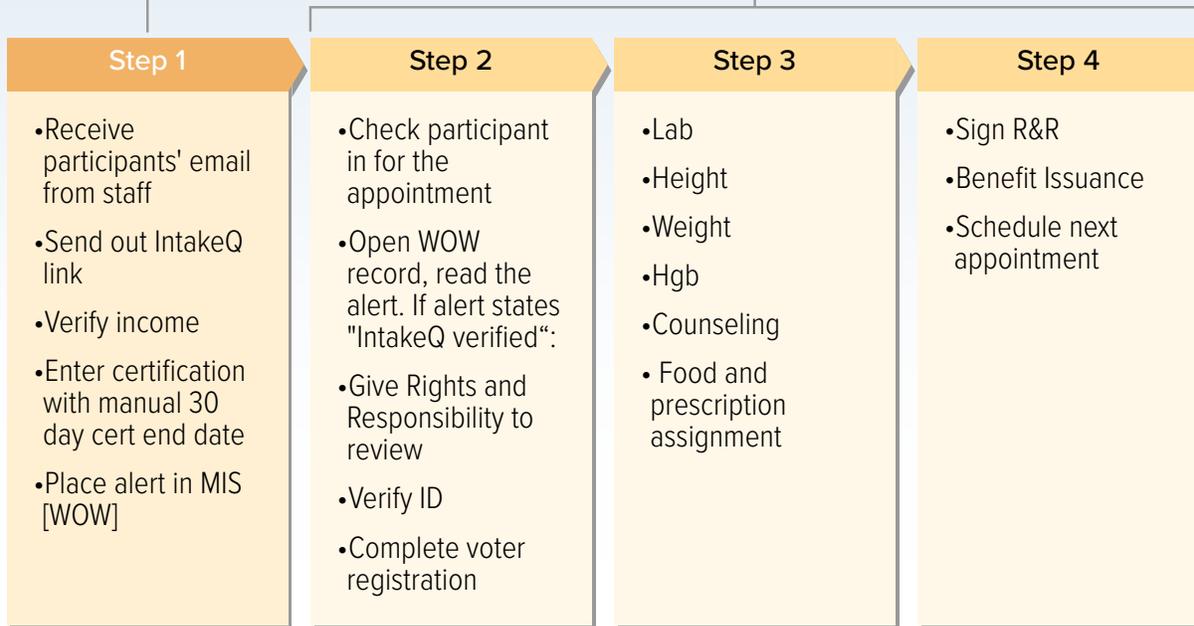
As a result of this change:

- The duration of certification appointments fell by about 7 minutes, on average.



## IntakeQ Process Flow

### Before appointment



### In clinic

## Lessons Learned

Purchasing IntakeQ software and designing the intake questions for prescreening proved easier than anticipated, as did training staff and collecting participant emails to send the IntakeQ link.

Some WIC staff members were initially apprehensive about using IntakeQ because it differs greatly from the traditional approach to WIC certification. But staff members came to appreciate the new process because it cuts intake time and participants' overall time in the clinic.

Some new applicants were reluctant to use IntakeQ, but current participants largely preferred it over bringing documentation to their recertification appointment.

One challenge with using IntakeQ is that some participants do not complete the entire intake form, so staff must spend time with clients filling in the missing information. This challenge may lessen over time as participants become more familiar with using IntakeQ. A shortcoming of IntakeQ is that it is only available in English, which limits the number of participants who can use it.

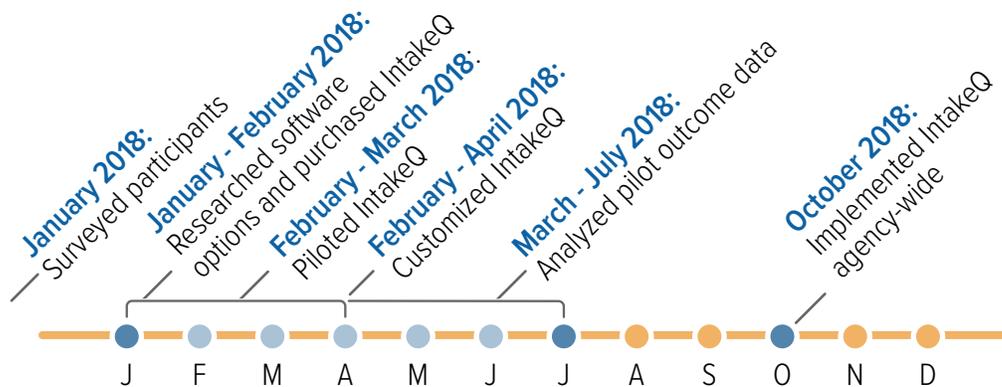
“Having the intake completed over the phone really streamlined the entire process. . . . This seems like a great program and is a very useful tool in streamlining WIC services for our participants and staff.”

*WIC clinic manager*

## Next Steps

Greater Baden WIC plans to explore more features available through IntakeQ, such as adding screens to collect dietary and medical information that staff could review before the appointment. This may be helpful in assisting participants with referrals for additional resources. Greater Baden WIC has shared its IntakeQ policies and software information with other local agencies in Maryland.

## Project Timeline



## June 2021 Update

During the pandemic, IntakeQ has been a critical tool to support Greater Baden WIC's efforts to make services available remotely because it enables program applicants and participants to send information and eligibility documents to WIC for their remote certification appointments. The agency learned that sending the IntakeQ link by text message is preferable because some participants cannot access the link when it is sent by email.

Greater Baden WIC also has been using Ring Central as a communication tool during the pandemic. This platform is useful for messaging and video calls between staff working from home as well as with participants. Since IntakeQ is available in only English and Spanish languages, the staff use Ring Central for three-way calls so they can include an interpreter when speaking with participants that speak other languages. Through the interpreter, the staff help participants send eligibility documents needed for certification.

### Project Team

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