

WIC Case Study: Variety Care, Oklahoma

WIC Agency Profile

Variety Care WIC, which operates within a non profit, Federally Qualified Health Center, serves 6,000 participants per month at three main sites in urban locations. WIC applicants are typically scheduled for a certification appointment where a WIC clerk checks their identification and determines income and residence eligibility, and a certified WIC technician completes the nutrition assessment and provides education.

Project Description

Outstation WIC Staff in a Health Center

Challenge Variety Care WIC coordinates with Variety Care’s health services but did not offer WIC services at all agency health clinics. Patients referred to WIC typically had to make an enrollment appointment at one of three WIC sites. Additionally, there was no existing system to use patient health records as acceptable information for WIC enrollment appointments.

Goal Make WIC enrollment available without appointment at a Variety Care newborn screening and women’s health clinic. To ensure successful enrollment, Variety Care also sought to obtain all necessary information for WIC enrollment from the patient health records or medical visit summary.

Strategy Variety Care WIC established a satellite, walk-in WIC clinic in the newborn screening and women’s health office. WIC staff members worked at the satellite clinic one day per week, enrolling women and infants who were receiving health care at the location.

Variety Care WIC coordinated with the health care clinic to ensure staff access to necessary WIC enrollment information, including anthropometric measurements, documentation of residence, and adjunct eligibility.

Outcome Roughly 275 participants were enrolled over 11 months, half of whom had never received WIC.

Key Takeaways

Variety Care WIC in Oklahoma City sought to make it easier for patients in one of the agency’s health care locations to enroll in WIC by:

- Offering a walk-in WIC enrollment clinic one day per week that allowed patients to enroll while at the health clinic for a medical visit.

As a result of this change:

- Roughly 275 participants were enrolled over 11 months, half of whom had never received WIC.

One Stop Shop

Inter-departmental collaboration

- Referrals
- Walk-in and patient direction
- WIC shares measurements with doctor, if applicable
- Medicaid verifies registration
- Medical Assistants utilize WIC anthropometric equipment

Clients Served by WIC and Medical Departments



Typical clinic flow



Lessons Learned

Getting approval from Variety Care and Oklahoma’s state WIC agency to establish a satellite clinic was easy, but assigning WIC staff to work at the clinic presented challenges. No new employees were hired for this purpose and WIC clerical staffing declined during the project period. Operating a walk-in clinic for enrollment only was a different model for staff to learn. Some staff were concerned that participants enrolled at the satellite clinic were sent to the agency’s other sites for follow-up services.

Technology was not always cooperative. Laptops used to access the WIC information system at the satellite clinic were not always reliable; as a result, WIC staff could not always use electronic medical records for eligibility documentation.

Due to WIC funding and staffing constraints, the satellite clinic was discontinued at the end of 2018. Nevertheless, Variety Care WIC learned what it takes to integrate walk-in WIC services into a health care setting, including logistics of staffing this model, approaches for working with health care providers to refer patients and share information, and the pitfalls of offering only WIC certification (rather than the full range of WIC services) at a satellite clinic.

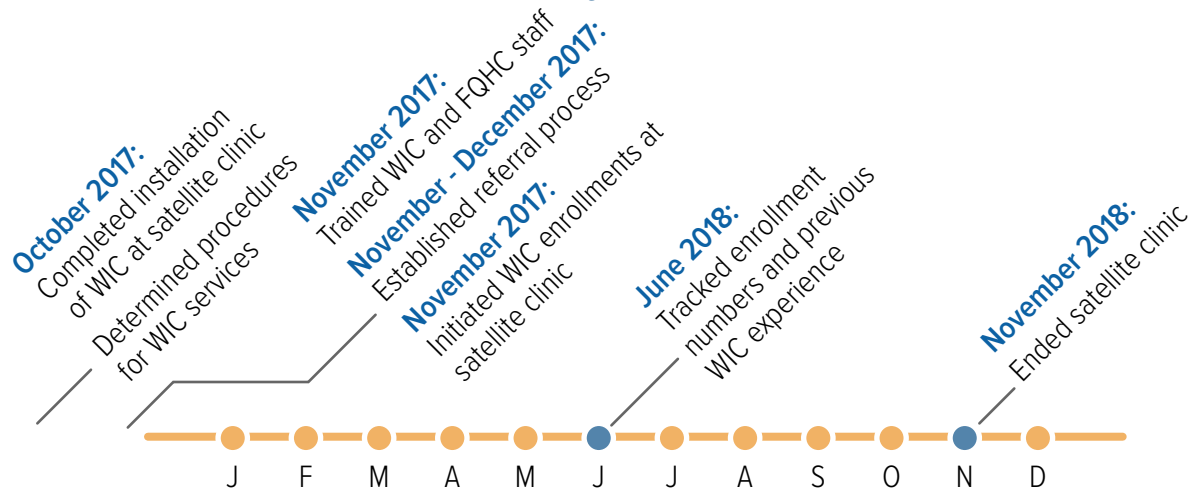
Next Steps

If funding becomes available to increase WIC staffing, Variety Care WIC will consider establishing WIC services in health care offices, but will develop a plan to provide comprehensive WIC services at these locations.

“I like that you work with the clinic and interact with my doctor to find out what is best for my baby.”

WIC participant

Project Timeline



Project Team

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Contact

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