



Helping Government Serve the People.®

WIC EBT Consulting Services

Helping governments plan, prepare and implement successful Electronic Benefit Transfer Solutions

Supporting Electronic Benefit Transfer Initiatives

Electronic Benefits Transfer (EBT) is well recognized by both federal and state government agencies as being a superior solution for the distribution of benefits — especially food benefits — using commercial infrastructure for the distribution network. The technology is well established in the SNAP program and is now proving to be equally efficient for WIC. Agencies, program participants, and vendors that have moved to EBT are among its strongest proponents.

The move is not without challenges. Putting EBT into operations is a major paradigm shift with multiple paths for implementation. MAXIMUS has been at the forefront of EBT since its inception twenty years ago. Our resume shows a continuous and successful track record of both innovations within the industry and in assisting our clients to plan for and implement successful EBT projects. We offer our WIC clients the most extensive expertise and experience available in the industry both in getting their information systems ready for EBT and with the actual implementation of EBT.

Electronic Benefit Transfer Program Services

Our staff's in-depth EBT knowledge provides a variety of consulting services and program support to ensure an effective and efficient EBT initiative from program inception to "go live" and beyond. We understand the technology, personally know the industry participants, and have a good working relationship with Food and Nutrition Service (FNS).

Did you know? MAXIMUS is the **PREMIER PROVIDER** of subject matter expertise for WIC and WIC EBT projects. We have **EXTENSIVE EXPERIENCE** in developing planning documents required by the 901 handbook, working with FNS to gain approval of these documents, and moving the projects to **SUCCESSFUL COMPLETION**.

Planning Support

- Feasibility studies
- Alternatives analysis
- Cost-benefit analysis
- Requirements analysis
- Workflow/best practice analysis
- Specifications definition
- Advance Planning Documents (APD)

Procurement and Re-procurement Support

- Development/validation detail program and system requirements
- Preparation of procurement documents (e.g., RFPs)
- Development of technical and pricing evaluation methodologies
- Evaluation support
- Contract negotiation assistance

Design, Development and Implementation Quality Assurance Support

- Gap analysis for EBT readiness
- Technical assistance
- System acceptance testing
- Implementation oversight
- System conversion support
- Vendor oversight
- Pilot evaluations
- Stakeholder outreach

MAXIMUS has been at the forefront of EBT since its inception twenty years ago.



We've been here since the beginning!

MAXIMUS has been a supporter of the WIC EBT program since the beginning. Our body of work includes:

- 1991–1993: Completed a study for the USDA FNS to determine the feasibility of sharing a common EBT system between the Food Stamp and WIC Programs
- 1999–present: Served as a regular speaker at industry forums, providing insight and support
- 1999–2003: Worked with the USDA FNS to write the FReD-E, including the requirements related to EBT readiness
- 1997–2010: Chaired the ANSI standards committee that developed the ISO 8583 and X9.93 technical interface specifications that have made nationwide EBT possible and affordable
- 2007–2010: Greatly contributed to the development of standards for WIC EBT operations, including EBT Operating rules
- 2008: Worked with the USDA FNS to revise the FReD to integrate EBT into information system requirements
- 2008–2010: Served as chair and greatly contributed to the development of a Universal Interface specification designed to standardize the interaction between an EBT and an MIS technology platform

All states transferred to an EBT System by 2020.

Through the Hunger-Free Kids Act of 2010, that is the goal FNS has set for all state WIC agencies. Taking this direction will revolutionize the WIC program for state agencies, WIC clinics and participants alike. However, achieving this goal will not be without its challenges. Making use of the extensive EBT experience and expertise provided by MAXIMUS gives state agencies a proven path to achieve the successful movement of their EBT projects from conception, through planning and finally into implementation and statewide rollout.

EBT Spotlight: On-line vs. Smartcards

Choosing between an on-line and smartcard platform is one of the first and most important decisions facing WIC management as they beginning planning for the move to EBT. The choice of technology has impacts in the grocery checkout lane that must be considered, but more importantly, it also has impacts in the clinic and the agency's ability to better serve its participants. MAXIMUS understands and has worked with both scenarios to implement WIC EBT technologies successfully. We are well-positioned to guide the agency towards an informed decision through a process of thoroughly examining the differences that impact retail operations, participant service, clinic work flow and the financial integrity of the program. We recognize that the choice of technology is ultimately based on the agency's desire for improved clinic operations, prompt service to its participants and an efficient redemption process that is consistent with goals, policies and regulations of the EBT initiative.

The Four Pillars of an EBT Solution



To learn more about our WIC EBT solutions, contact our MAXIMUS EBT experts at WICINFO@maximus.com



11419 Sunset Hills Road
Reston, Virginia 20190
1.800.MAXIMUS
www.maximus.com