GovWin Launches WIC Program

Posted At : June 22, 2010 12:00 PM | Posted By : Kate Tussey
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On Monday, June 21, 2010, GovWin launched its newest offering within the social services vertical solution: The Women, Infants and Children (WIC) program. WIC is a federal assistance program administered by the United States Department of Agriculture (USDA), Food and Nutrition Services (FNS). WIC provides health care and nutrition for low-income pregnant women, breastfeeding women, and infants and children under the age of five. The program has grown steadily since its inception. In 1974, total participation in the program was 88,000, compared to an estimated 9.1 million in 2009.

Two hot technologies within the WIC program that GovWin is tracking are the WIC management information systems (WIC MIS) and WIC electronic benefit transfer (WIC EBT) systems. Right now, there are 14 states planning or transferring WIC MIS, and 16 states planning EBT systems. This increased amount of opportunities is due to the American Recovery and Reinvestment Act (ARRA) of 2009. The WIC program received $500 million in stimulus funding, with $400 million going directly into benefits. The remaining $100 million went to establish, improve, or administer WIC MIS to include changes necessary to meet new legislative or regulatory requirements.

Funding was released in three waves, with the first totaling $34 million for existing EBT/WIC MIS projects. The second included $8.5 million for new EBT planning and WIC MIS transfer projects. The final wave covered any remaining technology projects, which included planning for new clinic systems, upgrading to Web-based systems, system enhancements to incorporate new program requirements, modernizing for future EBT implementation, equipment upgrades/replacements, etc. In total, 53 technology projects were funded under the ARRA, with 41 states receiving funding.

Talk to your member advisor today to find out more about GovWin's vertical solutions and the new WIC program offering. Recently, GovWin released a report examining the WIC program and the contracting opportunities available to venders. The report, The Special Supplemental Nutrition Program for Women, Infants and Children (WIC), is available **here**. In concert with the report and product launch, GovWin will host a **webinar** on WIC on Tuesday, July 27, 2010, at 2:00 p.m. EDT.