

Developed under the auspices of the Food & Nutrition Service of the United States Department of Agriculture.



Powered by...



Is your WIC system . . . outdated? Inefficient?

Expensive? An administrative nightmare?



WIC Direct is the Total EBT Solution.

THE WIC DIRECT TEAM. . .

We have proudly assembled industry-leading managers, developers, technicians and support staff to oversee the WIC Direct System. Recognized as experts in their field, our team stands ready and able to work with you – from inception to implementation and beyond – to move your WIC EBT system to the next level.

Let us be your singular source for WIC EBT!

your customized WIC EBT system.

- ◆ updating
- ◆ supporting; and
- ◆ maintaining;
- ◆ managing;
- ◆ hosting;
- ◆ implementing;
- ◆ integrating;
- ◆ developing;
- ◆ planning;

The EBT Solution for...

THE WIC DIRECT SYSTEM

One System ◆ One Source

STREAMLINED BENEFITS

From start to finish – from participant to retailer.

- **Value** - WIC Direct is the most cost-efficient system available to implement your WIC EBT system.
- **Retailers** - meets X9.93 standards, making it easily adaptable to any retailer POS system.
- **Improves** - lane flow for retailers; tracking of WIC benefit balances.
- **Security** - prevents fraud and abuse.
- **Reduces** - paperwork for administrators and stigma for participants.
- **Increases** - frequency of shopping visits to retailers by recipients who must no longer redeem all benefits at once.
- **Expedites** - transactions, payments, reconciliations.
- **Enhances** - reporting capabilities.
- **Simplifies** - the use and administration of WIC benefits.
- **Savings** - participants buy only what they need when they need it.

THE TOTAL SOLUTION FOR YOUR SYSTEM

WIC Direct is a complete WIC EBT System. Our streamlined solution can readily, with the least time and cost possible, integrate into your existing WIC system. We can move your WIC EBT program forward – effectively and efficiently – saving you and your technology professionals precious time, money and resources. As the leading software in its field, the WIC Direct framework is completely adaptable to your specific needs.

“The Kentucky WIC Program is thrilled with the successful launch of WIC Direct. In August 2009, implementation began in two counties. To date results are outstanding. Our participants have embraced the replacement of paper checks with magnetic stripe cards, our clinic personnel report efficiency gains in benefit issuance and our retailers are reporting good results in the shopping experience. We now intend to move forward to a statewide roll-out.”

Fran Hawkins,
Manager, Nutrition Services Branch
& WIC Director,
Commonwealth of Kentucky



The WIC Direct System was created by CDP, Inc. for the Commonwealth of Kentucky under the direction of the FNS. From inception to completion and implementation, this EBT “solution” was developed with the oversight, acceptance and approval of the FNS and its representatives.

Contact us to learn how WIC Direct can optimize your WIC EBT system:
Phone: (502) 695-1999
E-mail: info@WICDirectSystem.com
www.WICDirectSystem.com

“We can ‘direct’ your state, territory or reservation through the WIC EBT challenges to ensure that you reach your final goal: A GREAT SYSTEM!”

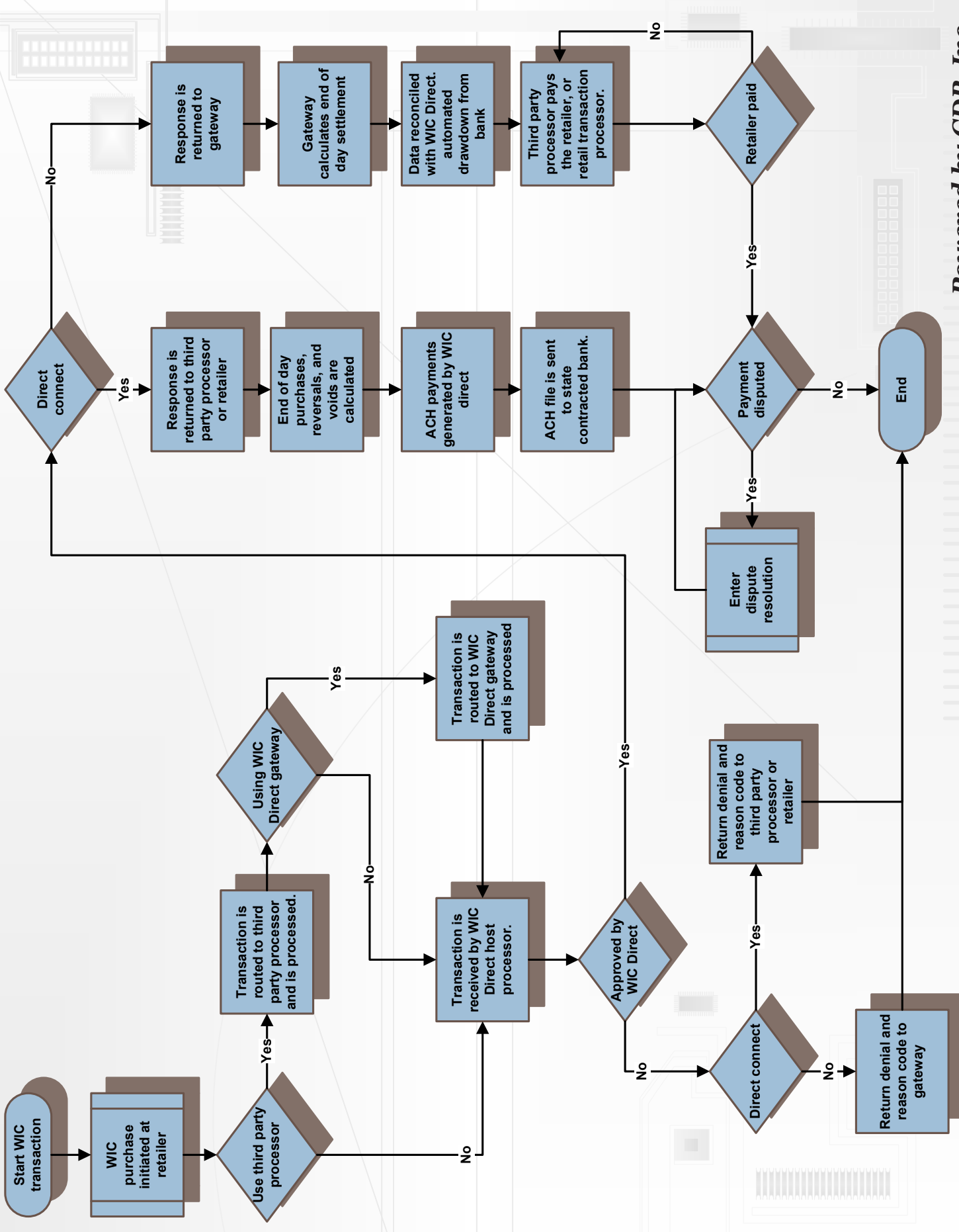
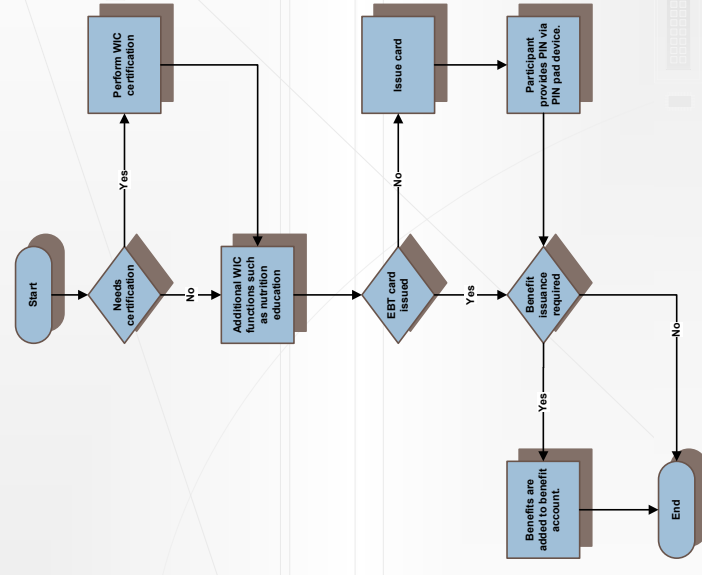
THE WIC DIRECT WORKFLOW

WHY WIC DIRECT?

The WIC Direct System engages the most progressive software and technology, enabling WIC EBT transactions to flow smoothly from the initial certification to final payment and reconciliation.

The System facilitates and optimizes the issuance, transactions, reports, payments, and reconciliations between all parties involved in the EBT process. WIC counselors, participants, retailers, third-party processors, financial institutions and government agencies will find no better system to fulfill their WIC EBT requirements.

THE WIC DIRECT CLINIC WORKFLOW



Powered by CDP, Inc.

CDP, INC. HAS BEEN A LEADING PROVIDER OF ENTERPRISE HEALTH SYSTEMS TO FEDERAL, STATE AND LOCAL HEALTH ORGANIZATIONS FOR THREE DECADES.