



WIC Mobile On-line Appointment Scheduling Feasibility Study

Executive Overview

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“People do not put their phone down then go find a desktop to do something. They use their phone.”

Paul Cousineau, Amazon
Sept. 2014

What is mobile OAS?

Mobile On-line Appointment Scheduling (OAS) enables

- the WIC family to independently use their mobile device to manage their relationship with WIC clinics and
- WIC clinics to provide enhanced service management through the same mobile device.

What this means for WIC

Amongst other benefits, Mobile OAS may enable the WIC customer to:

- **Remotely view their WIC clinic's current wait time**
- **Self-manage the scheduling or rescheduling of WIC appointments**
- **Self-check-in upon arriving at the WIC clinic**
- **Receive WIC notifications**
- **Once arrived, view where they are in the waiting room queue**
- **Take advantage of evolving tele-medicine capabilities**

While enabling the WIC clinic to:

- **Listen to and increase the incorporation of the customer's voice into the clinic's service management user experience**
- **Have additional marketing and social media outreach/communications opportunities**
- **Implement an efficient customer clinic arrival system**
- **Retrain and reallocate constrained resources to incorporate mobile tech management**

Study Purpose and Process

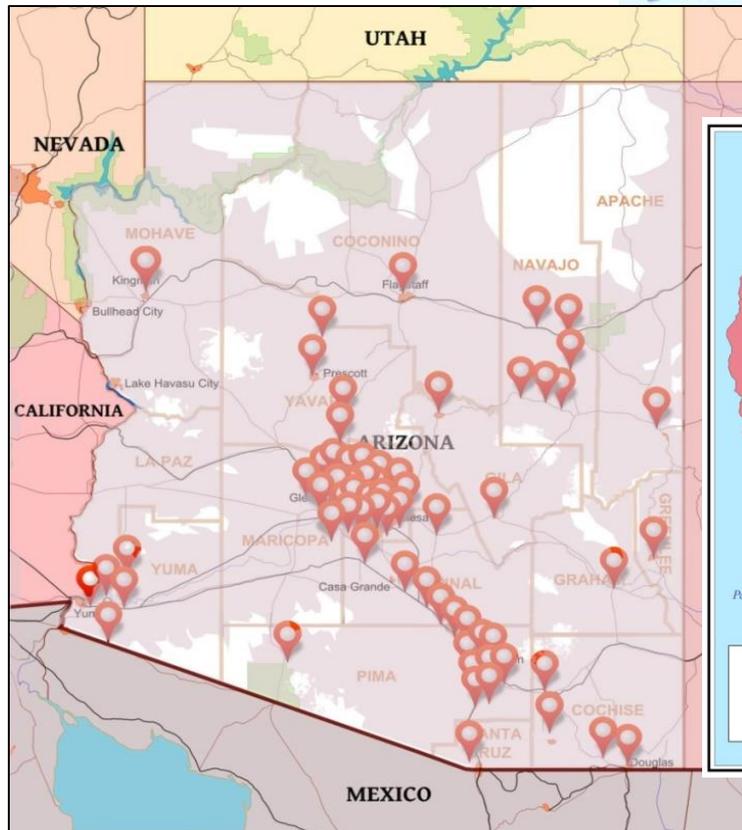


LifeCycle Delivery was retained by the ADHS, BNPA Arizona WIC Program to complete a study that evaluated the feasibility of including mobile online appointment scheduling (OAS) in the Arizona WIC clinics' quiver of service management, case management, marketing and outreach toolsets.

Beyond collecting and analyzing information on WIC customer service management through interviews, meetings and surveys, the study focused upon involving the Arizona WIC Stakeholder community by listening to both the customers and clinicians. In addition, a national WIC leadership and 3rd party outreach program was performed to discover existing OAS best practices and implementation lessons learned.

Survey Scope

- Mobile Broadband and Service Availability Map
- Arizona Clinics Whose Perspective Is Included



Survey Results



The national and local interview process, coupled with the Mobile OAS WIC Director Survey Results,* clearly reveal the significant need and enthusiastic desire to implement a rigorous Mobile OAS solution into the new normal way of providing quality service management and experiences to each WIC eligible family.

*Detailed in the Arizona WIC Mobile OAS Final Report and its Executive Summary

What this means for WIC

Arizona WIC Customers and Clinics will benefit from this methodological approach by:

- **Having a chronicled and documented understanding of Arizona WIC clinics' current state of customer service management**
- **Researching existing OAS architectural, design and implementation options**
- **Discovering opportunities to incorporate OAS functionality toward increasing WIC eligible participation and customer satisfaction rates**
- **Incorporating a proactive customer self-service arrival management solution**
- **Updating customer outreach and communications methods**
- **Increasing transparency in elements contributing to improving clinic case workflow efficiencies, customer satisfaction and resource morale**
- **Quantifying many of the financial aspects of implementing OAS**



“A Mobile Society
Cannot Be Served By
an Immobile
Government”

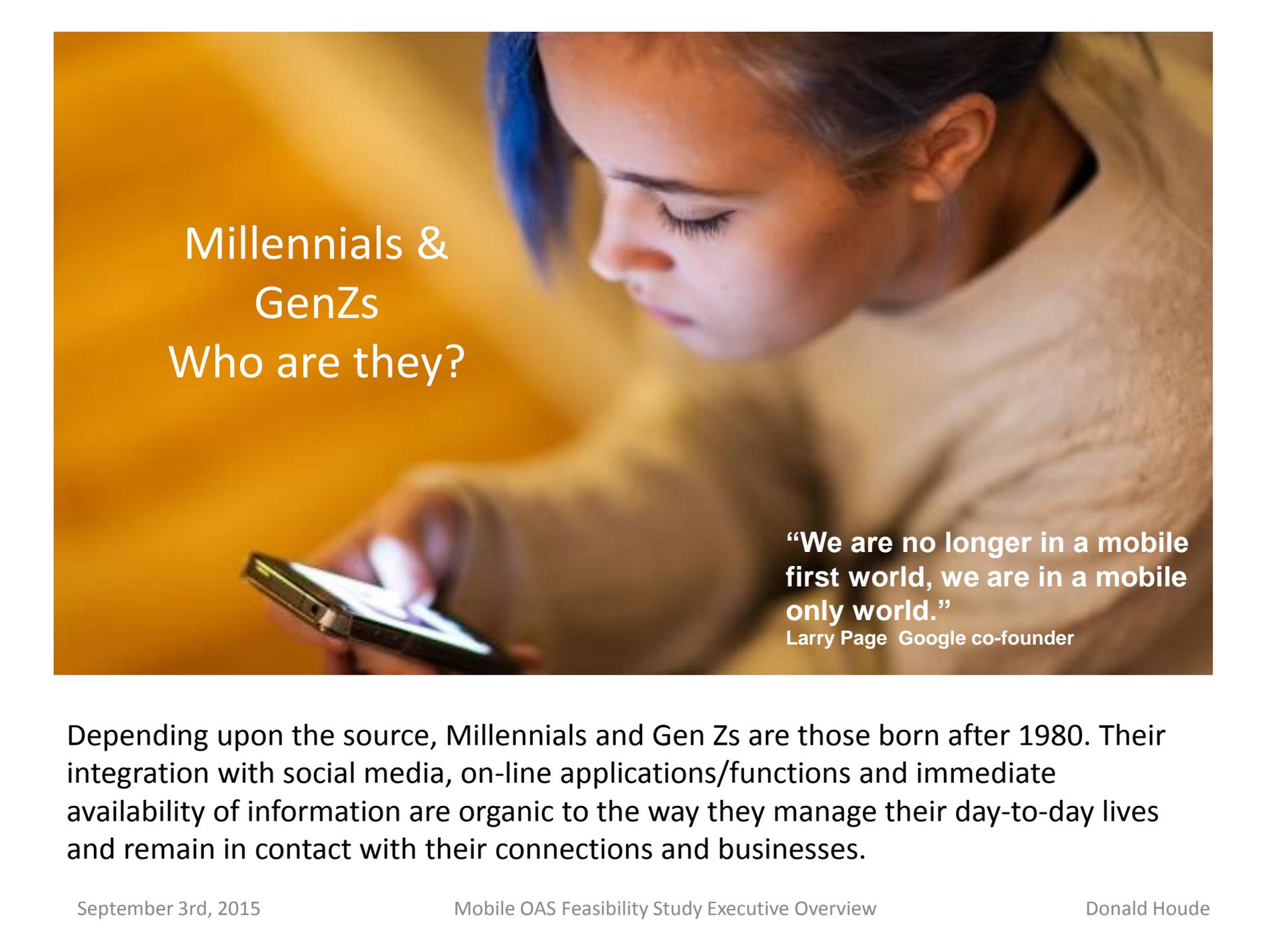
D. Houde, 2015

The WIC Community

No matter the individual WIC family’s demographic, it cannot be overstated that the changing face of the WIC Community is defined by the Millennial and Z generations. These generations are extremely technology savvy, are replacing their desktop/laptop computers with mobile devices and require a new paradigm in managing customer acquisition, retention and service requirements.

What this means for WIC

As Millennials and Gen Zs increasingly characterize the WIC community, Arizona WIC needs to weave mobile technology investments into its case/clinic workflow management, customer service management, strategic planning and budget forecasting processes.



Millennials & GenZs Who are they?

“We are no longer in a mobile first world, we are in a mobile only world.”

Larry Page Google co-founder

Depending upon the source, Millennials and Gen Zs are those born after 1980. Their integration with social media, on-line applications/functions and immediate availability of information are organic to the way they manage their day-to-day lives and remain in contact with their connections and businesses.

What this means for WIC

The bottom line is society is evolving. Mobile device capabilities continue to advance rapidly, which results in their being more tightly woven into the way WIC communities and WIC clinics manage their day-to-day lives and workflows. Mobile applications and WiFi being built upon big data, coupled with semantic search capabilities and proliferating social media, all have a profound impact on the WIC community. This impact extends beyond storing information and communicating, to the fundamental nature of their social interactions. Ultimately, a mobile population cannot be served by an immobile government, while “Government in Action” initiatives require understanding and methods to successfully take advantage of this paradigm.

“86% of clinicians believe mobile apps will become important for health management over the next 5 years”

PWC Health Report Nov 2014

Is OAS Feasible?



Based upon the estimated ROI and this study’s findings that remain consistent with Arizona WIC’s mission to serve, engage, regulate and protect all of its communities and stakeholders, it is recommended that WIC adopting mobile OAS is not only feasible but also essential.

What this means for WIC

For the WIC agencies and clinics, when they determine mobile OAS functionality is appropriate for their organization, the transition is much more than technological. It is also organizational, cultural and operational transformation. It transforms an organization that is reaction-driven and waiting for its priorities to be determined by spontaneous events, to a proactive culture where caseloads, resources and workflow are managed with increased transparency, measurability and predictably.

For WIC participants and eligible enrollees, mobile OAS will enable the Arizona WIC partnership and interactions to be more valuable, easier to manage and more readily understood.



Questions & Comments?

Feedback and enquiries are encouraged:

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