



RON CHAPMAN, MD, MPH  
 Director & State Health Officer

State of California—Health and Human Services Agency  
 California Department of Public Health



EDMUND G. BROWN JR.  
 Governor

June 20, 2012

**IMPORTANT REMINDER:  
 WIC MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT  
 (MADRs)**

The California Women Infants and Children (WIC) Program would like to remind WIC vendors of the MADR update schedule and the importance for reviewing changes to the MADR.

The MADR rates are updated every two weeks. We encourage you to download the MADR schedule for 2012 at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx>.

With each MADR cycle, the new rates are available to view at 12:01 a.m. Sunday morning and the rates become effective at 12:01 a.m. on the following Friday. You can view the MADR rates by accessing the Vendor WIC Information Exchange (VWIX) website at <https://vwix.ca.gov>. The next MADR cycle update will be effective on Friday June 22, 2012.

NEW MADR RATES AVAILABLE TO VIEW IN VWIX	DATE NEW MADR RATES GO INTO EFFECT
<u>Sunday</u> June 17	<u>Friday</u> June 22

Please remember that the dates above are for the next MADR cycle and new rates will be posted every two weeks.

The MADR rates in effect at the time of the FI submission is the rate that will be reimbursed regardless of the date the FI was issued to the participant or used by the participant at your store. It is therefore important to submit your FIs in a timely manner.

Your attention to current MADR rates will help you to avoid returned check charges. Submitting FIs that exceed the MADR rates is the sole responsibility of the vendor. The WIC Program will not reimburse you for bank fees incurred due to rejected FIs that exceed the MADR.

If you have questions, please contact your Vendor Consultant or call toll free (855) 942-7867 or (916) 928-8705. You can also contact the WIC Vendor Management Branch by email at [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).



Women, Infants and Children (WIC) Program  
 3901 Lennane Drive MS 8600 Sacramento, CA 95834  
 P.O. Box 997375 MS 8600 Sacramento, CA 95899-7375  
 (916) 928-8500 Internet Address: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)