



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



EDMUND G. BROWN JR.
Governor

May 23, 2014

VENDOR ALERT 2014 – 06

TO: WIC VENDORS
SUBJECT: CORRECTION FOR STATEWIDE AVERAGE MADR RATE POSTED ON 05-18-14

Purpose The California Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is notifying vendors of a correction to the Statewide Average Maximum Allowable Department Reimbursement (MADR) rates posted on May 18, 2014. Corrections to these MADR rates are effective May 23, 2014.

Background On May 18, 2014, California WIC posted new MADR rates. These rates became effective on May 23, 2014, at 12:01am. However, the Program discovered an error in the calculation of the Statewide Average rates, which are the MADR rates paid to Above-50-Percent (A-50) vendors. California WIC is rectifying the error, and corrected MADR rates were posted on May 23, 2014.

MADR Rate Change California WIC posted a correction to the MADR rates that became effective on May 23, 2014. Vendors will be able to view the corrected MADR rates on the Vendor WIC Information Exchange (VWIX) website. The corrections will only affect MADR rates for A-50 vendors and will apply retroactively to food instruments (FIs) submitted for reimbursement on or after 12:01am on May 23, 2014.

Action for Vendors Corrected MADR rates for A-50 vendors were published in VWIX on May 23, 2014. Vendors must log into VWIX to view or download the corrected MADR rates.

Vendors must continue to accept FIs from participants. If a vendor has submitted an FI for reimbursement and that FI exceeds the MADR rates published on May 18, 2014, and it also exceeds the corrected MADR rates posted on May 23, 2014, the FI will be rejected.

If a vendor submits an FI for reimbursement and the value exceeds the MADR rates published on May 18, 2014, but it does not exceed the MADR rates posted on May 23, 2014, the FI will not be rejected and the vendor should not incur any bank fees.

If the value of an FI submitted for reimbursement does not exceed the MADR rates published on May 18, 2014, but the value exceeds the corrected MADR rates posted on May 23, 2014, WIC will work with the State Treasurer's Office to ensure that FIs rejected for this reason are corrected and bank fees reversed.

Questions For questions, please contact the VWIX Help Desk at (800) 224-7472. You may also contact your Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. If you would like to contact the WIC Vendor Management Branch, please submit an email to WICVENDORINFO@cdph.ca.gov.

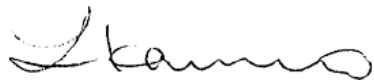


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A handwritten signature in black ink, appearing to read "L. Kawano". The signature is fluid and cursive, with a large initial "L" and a long, sweeping underline.

Lisa Kawano
Acting Division Chief
California WIC Program