



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



EDMUND G. BROWN JR.  
Governor

May 29, 2014

**VENDOR ALERT 2014 - 07**

**TO:** ALL WIC VENDORS

**SUBJECT:** REMINDER TO VENDORS REGARDING IMPLEMENTATION OF NEW PEER GROUP CRITERIA AND A CORRESPONDING REIMBURSEMENT SYSTEM, EFFECTIVE JUNE 1, 2014

**Purpose** The California Supplemental Nutrition Program for Women, Infants, and Children (WIC) would like to remind vendors that the provisions of WIC Regulatory Bulletin 2014-01 dated April 4, 2014, regarding the implementation of new peer group criteria and a corresponding reimbursement system is effective June 1, 2014.

**Authority** Title 7 of the Code of Federal Regulations (C.F.R.) Section 246.12(g)(4) and California Health and Safety Code (H&S) Section 123315 adopt rules for vendor reimbursement, including the maximum allowable department reimbursement (MADR) rates for each peer group.

**Background** On December 13, 2013, the Department issued WIC Regulatory Alert 2013-03, which informed WIC stakeholders of the Program's plan to adopt the California WIC vendor peer group criteria and corresponding reimbursement system into California regulation, pursuant to H&S Code Section 123322 and in accordance with 7 C.F.R. Section 246. WIC Regulatory Alert 2013-03 can be accessed online at:

<http://www.cdpb.ca.gov/programs/wicworks/Pages/WICRegulations.aspx>

Subsequently, on April 4, 2014, the Department issued WIC Regulatory Bulletin 2014-01, which posted a Final Action on the changes to California WIC vendor peer group criteria and corresponding reimbursement system into California Regulation.

**Changes and Updates in Program Rules** The final provisions of WIC Regulatory Bulletin 2014-01 may be accessed at: <http://www.cdpb.ca.gov/programs/wicworks/Pages/WICRegulations.aspx>  
For a summary of the changes to the vendor peer group criteria and corresponding reimbursement system please access the following link (see pages 2 and 3): <http://www.cdpb.ca.gov/programs/wicworks/Documents/VendorAlerts/WIC-Vendor-Alert-2014-03.pdf>

**Action for Vendors** WIC authorized vendors were mailed letters in April 2014 with their new peer group category assignment(s) for their authorized store(s). These peer group assignments are based on information WIC currently has on file for each authorized store.

Currently, MADR rates become effective on a Friday. However, for this initial implementation, vendor MADR rates will become effective on Sunday, June 1, 2014. After this initial implementation, subsequent MADR effective dates will be on a Friday.

If you are an authorized vendor and did not receive a letter with a peer group assignment for your store(s), please contact your vendor consultant or call toll free (855) WIC-STOR or



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)

---

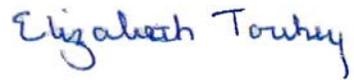
(855) 942-7867. You may also contact the WIC Vendor Management Branch by email at [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).

---

**Questions**

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

---



Elizabeth Touhey, Chief  
Vendor Management Branch  
California WIC Program