

The background of the slide features a photograph of the Wisconsin State Capitol building, a large neoclassical structure with a prominent dome. In the foreground, a fountain with multiple jets of water is visible. The sky is a pale, hazy blue, suggesting a clear day. The text is overlaid on the top half of the image.

Seamless Credentials: Wisconsin's Professional Licenses for Digital Wallets

**State of Wisconsin
Department of Safety and
Professional Services**

**Category: Digital Experience: Agency/Program
Solutions**

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Idea

Wisconsin Department of Safety and Professional Services (DPS) is the first multi-occupation licensing agency in the country to offer a downloadable digital license for its professional credential holders. Wisconsin DPS administers more than 240 professional licenses, covering a wide range of professions from doctors and nurses to realtors and electricians. The Digital Wallet Card is free to professionals licensed through the department and serves as an additional option alongside a printed copy of the license

At the outset of the project, DPS identified the need to provide professionals licensed by the state with a free digital version of their credentials to make it easier to carry and display to employers, consumers, and the public. This solution eliminates the need for credential holders to carry paper versions and ensures they always have their license accessible. “It’s just as easy as downloading concert or plane tickets to your phone’s wallet, and as easy to access,” explained Secretary Hereth. “We know professionals are performing more and more work on mobile devices and we wanted to provide a modern option that meets that demand.” License holders can simply log into their LicenseE account from their cell phone and, in just a few steps, download a copy of their credential to their Apple Wallet or Google Wallet. To support users, DPS has published a [simple guide](#) for downloading the Digital Wallet Card on its website. The front of the card displays information such as name, profession, license number, and license status, while the back includes details on any specialties and the license expiration date.

DPS also recognized that the need for digital credentials extends beyond professional license holders to the public interacting with these professionals. Digital credentials in Apple or Google wallet offer the public new opportunities to ensure the validity of credentials, with each card receiving regular updates to keep information current. As an additional measure for up-to-date information - the inclusion of a QR code allows employers, consumers, and the public to scan the card and go directly to the license holder’s License Look-up page on the DPS website, providing an additional layer of safety and peace of mind that was not available with paper credentials

Going forward, all emails sent to license holders about their credential status will include information on how to use this new option. The Digital Wallet Card is the latest modernization project undertaken by DPS under the leadership of Secretary Hereth and Governor Tony Evers. Previous initiatives over the past two years have included moving all licensing and renewal services to a self-service, online platform, automating data sharing to help clinicians begin work more quickly, and creating an online portal to help educational institutions efficiently support the licensure of graduating health care students.

A Universal Solution

Wisconsin is the first state in the nation to implement digital professional credentials/licenses for licensed professionals. While this solution is unique to DPS in Wisconsin, the needs that it fulfills are not. The ability for professionals to carry their credentials digitally is a model that crosses states and jurisdictions. Digital credentials bring agencies to the forefront of modern government, and support efforts to provide accessible and transparent digital government services.

Professionals and the public are already familiar with Google and Apple platforms and their wallet offerings, which provides ease of use and instant recognition and trust. Moreover, the ability to update these passes in real-time and scan a QR code to validate credentials on a state website provides efficiency and peace of mind for both the public and employers/employees. Finally, the ease of use with platforms/applications like Google and Apple wallets streamlines development and makes implementation simple and more efficient, two universal needs for government agencies.

Implementation

Collaboration

This project was a joint effort between the Department of Safety and Professional Services (DSPS), the Department of Enterprise Technology (DET), and Tyler Wisconsin. The three teams collaborated to gather and implement requirements, using an iterative approach that allowed each team to work independently throughout the four-month project cycle. Once development was completed, the teams reconvened to collaboratively test, iterate, and implement the project. The initial plan was to release the project to the public in two phases: Phase 1 would provide digital credentials for professionals, and Phase 2 would introduce real-time updates to the credentials and QR codes. After further discussion, DSPS identified the need to release both phases simultaneously to ensure the ability to easily verify these new digital credentials.

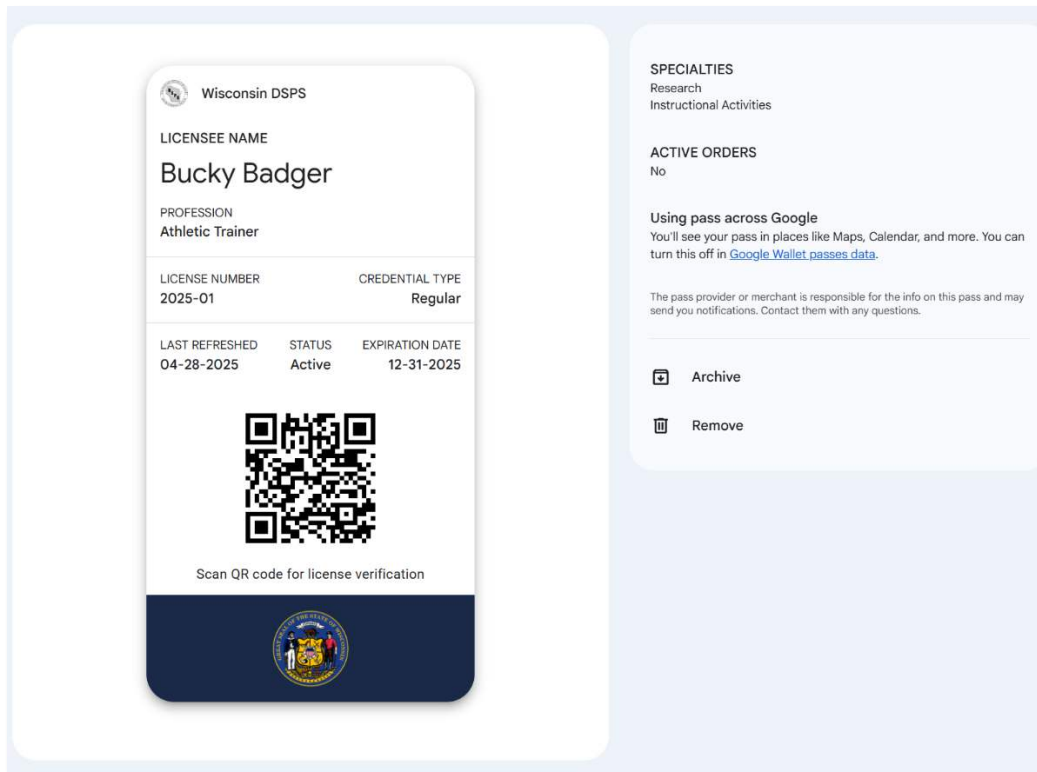
After the digital credentials launched on January 9, 2025, DSPS began sending emails to licensed professionals to inform them of the new service and created a simple how-to guide, which was published on their website. The DSPS team also issued a press release that was picked up by news agencies across the state and featured in several publications.

The success of this project was due to the collaboration between Wisconsin DSPS, DET, and Tyler Wisconsin, with each organization sharing its expertise. DSPS contributed business expertise to conceptualize and communicate their needs, provided technical expertise, completed validation for complex licensing scenarios, created marketing campaigns, and updated their website to support users. The DET team made updates to the LicenseE platform used by professionals to renew and manage their licenses, and also developed the necessary connections and processes to provide real-time updates to the digital licenses.

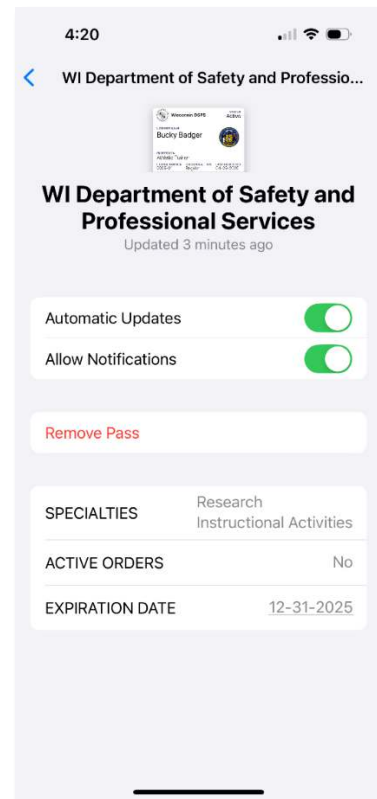
Tyler Wisconsin contributed their expertise in creating Google and Apple wallet cards using the Micro Service Platform (MSP) and leveraged their design team's skills to create easy-to-read digital credentials that include all necessary information.

DSPS has received positive feedback and has seen increasing downloads in the three months since launch. DSPS expects this growth to continue next year as larger groups of license holders, including nurses, become eligible to renew their credentials.

Google Wallet



Apple Wallet



Impact

This was an impactful project for DSPS, professionals, and Wisconsinites—it supported the Wisconsin business community, the public, and its growing cadre of professionals. The project advanced Wisconsin’s Strategic IT Plan goals of Serving, Securing, and Optimizing Wisconsin.

Ease and Efficiency for Professionals

DSPS set out to create a free and easy option for licensed professionals to carry and display their credentials to employers and the public. This solution is more efficient than carrying paper credentials.

Building Public Trust and Facilitating Validation

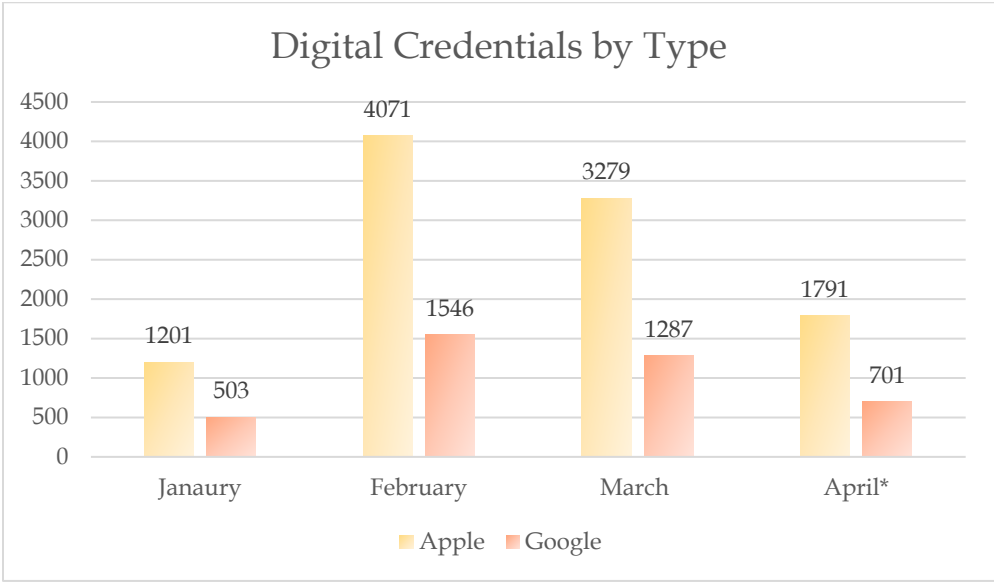
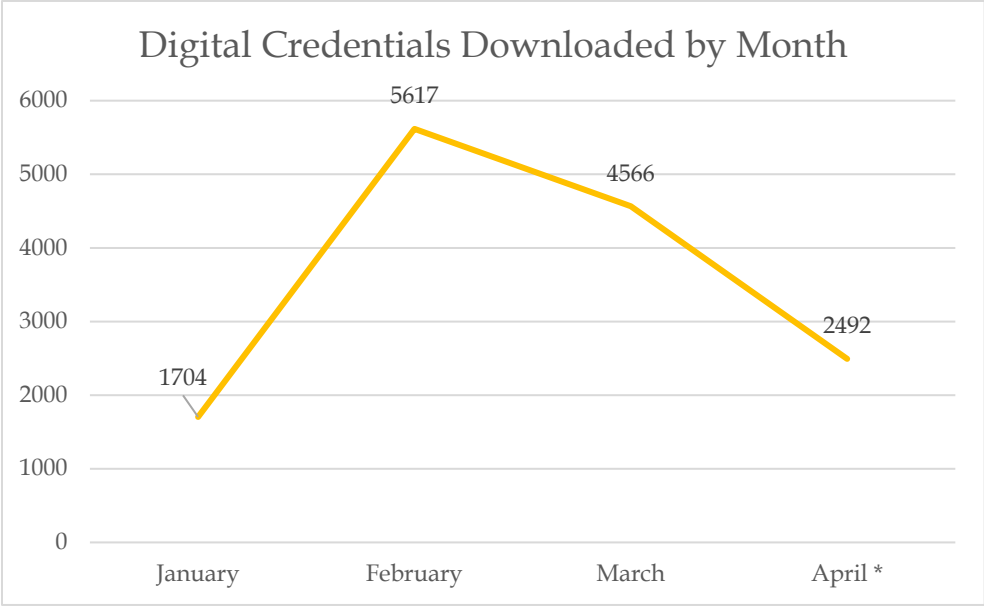
DSPS uncovered an equally important requirement: the community and employers engaging with professionals need to be able to trust these new digital credentials. To ensure public trust, DSPS identified the need to push regular updates and allow users to easily verify credentials on the DSPS website. DSPS has added the following information to digital licenses to build trust: last updated date, credential status, and a QR code that, when scanned, takes you directly to the professional’s credentials on the DSPS lookup site.

Unexpected Outcomes

In addition to the statistics downloaded, a strong indicator of the success of this service is user feedback. Since the launch, DSPS has received positive feedback from professionals, and these digital credentials are being used in real-world scenarios that demonstrate value for both Wisconsin professionals and the public seeking services. Perhaps one of the most pertinent examples comes from Medical Examining Board Vice Chair, Semeet Goel, who shared a story in a recent Board meeting that highlighted how access to digital license in a high-stress situation would be convenient and beneficial: “I was on a flight when a few passengers alerted the flight attendant that the person sitting next to them seemed to have had a seizure. He asked if any passengers were able to help and I let him know I was a primary care physician. I was asked to show a copy of my medical license in order to access the medication box on the flight, which I did not have,” said Goel, adding that, fortunately, medication was not needed in the end. DSPS expects to receive more feedback like this from professionals with examples of the benefits. DSPS expects as more professionals download credentials to their digital wallets there will be other unforeseen benefits and stories like this one.

The Digital Wallet Card is the latest modernization project DSPS has undertaken under the leadership Sec. Hereth and Governor Tony Evers. Previous work over the last two years includes moving all licensing and renewal services to a self-service, online platform. Other recent modernization initiatives include an automation project that streamlines data sharing to help get new clinicians to work and see patients more quickly, and the creation of an online portal that allows educational institutions to become a partner in supporting the efficient licensure of students graduating from their health care programs.

2026 will bring a high volume of professional license renewals, and DSPS will continue to listen to and solicit feedback from users and professional organizations to ensure future success and updates for this project.



**data collected as of April 25th, counts do not reflect a full month*