Healthy Opportunities Pilots

NC HOP
Medicaid Healthy Opportunities

North Carolina has a proven way to address rising health care costs. Thanks to the foresight of our lawmakers in partnership with the first Trump administration, we have a tested pilot program that leverages our Medicaid program and the power of local businesses and organizations to produce results. Now is the time to double down and fund what works – evidence-based programs like Healthy Opportunities that are delivering an outsized impact on people, communities and the cost of health care.

The most effective way to lower health care costs is to reduce demand.

- Healthy Opportunities is a fiscally responsible way to lower health care costs. In just two years it has already reduced health care costs in pilot counties by $1,020 per pilot participant per year, savings that will continue to grow over time.
- We spend most of our money on treating diseases, rather than things that keep people healthy like housing, food and domestic violence prevention – which is where the real savings happen. That's what Healthy Opportunities does.

Not only are health care costs lower, but people are also healthier.

Since it's launch, Healthy Opportunities has reduced emergency department visits and hospitalizations in pilot counties compared to non-HOP counties.

Healthy Opportunities has improved the health of local businesses.

- HOP is a catalyst for North Carolina's rural economies, keeping dollars local. It unlocks tens of millions of federal dollars for North Carolina's rural communities. From family farms to home repair providers, rural businesses have been able to grow, hire more workers and better serve their communities.
- A survey of HOP partners found that they experienced increased financial stability (55%), created new jobs (83%), and trained or upskilled staff (55%).

Healthy Opportunities is strengthening local infrastructure so we can meet whatever we face – from hurricanes to disease outbreaks.

- Local organizations know and serve communities best. That's why having strong, nimble and capable local organizations with the equipment and staff they need to function well is so important to a community's ability to grow and thrive.
- A survey of HOP partners found that as a result of the program, 80% reported increased financial stability for families in their communities, 72% observed strengthened collaboration among service providers, and 62% reported stronger infrastructure to serve their communities.

Currently, Healthy Opportunities is not in the House or Senate FY 2025-2027 budget. If left as is, millions of dollars will be pulled out of rural districts, emergency department and hospital visits will likely go back up, health care costs will rise even more, and people's health will be at risk.

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES
Division of Health Benefits

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