

HOP At-A-Glance

Understanding the Healthy Opportunities
Pilot's Impact in your district



About HOP

Ninety percent of U.S. healthcare spending goes to medical care, but 80% of what affects a person's health happens outside of a medical setting. The Healthy Opportunities Pilot (HOP) is an innovative approach to supporting upstream social drivers of health while **reducing the need for more costly clinical interventions** by using Medicaid dollars to pay for services related to nutrition, housing, interpersonal safety and transportation.

NC Senate District 49

Buncombe County



24

Human Service Organizations
serving the district



2,712

HOP participants receiving
healthy food boxes



1,949

HOP participants
receiving housing
services*



76,587

HOP services
provided



\$4.8+ M

Amount of HOP funds
reinvested in local
businesses

(Key impact data March 2022 - May 2025)

HOP is delivering an annual estimated healthcare savings of \$1,020 per member by reducing costly medical services like emergency room visits and hospital stays.

***Housing services may include any of the following:**

- Support for finding stable, long-term housing.
- One-time security deposit and first month's rent.
- Move-in support, such as arranging for a moving company.
- Help setting up utilities.
- Healthy home goods, such as an air purifier.
- Home inspection to ensure safety and quality.
- Help with home issues like mold.
- Home accessibility and safety modifications.
- Short-term post-hospitalization housing.

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Regional Impact

By supporting your community's upstream health needs, HOP has a cascading effect:



Local businesses generate new revenue, creating and sustaining new jobs.



Healthcare costs are reduced, saving money for everyone.



Participants' health improves, increasing their ability to learn, work and contribute to the local economy.



Overburdened hospitals and healthcare systems get relief, improving access to care for all.

HOP Organizations in NC Senate District 49



These HSOs are physically located within the district. Constituents may receive services from HSOs in neighboring districts to ensure they have access to all HOP services, as needed.

HSOs located in District 49:

- Appalachian Sustainable Agriculture Project (ASAP)
- Asheville Buncombe Institute of Parity Achievement (ABIPA)
- Big Ivy Community Development Club
- Dayspring Foundation
- Eblen Charities
- Eliada Homes
- Equal Plates Project
- Haywood Street Congregation
- Helpmate
- Homeward Bound
- Land of Sky Regional Council
- Mountain Housing Opportunities
- Our VOICE
- Pisgah Legal Services
- WNC Community Health Services
- Working Wheels
- YMCA of Western North Carolina

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