

Health Is Wealth



HOP drives economic health in WNC

The Healthy Opportunities Pilot (HOP) has not only made it possible for over **40,000 people** in North Carolina to live healthier lives — it has also become an economic engine for North Carolina’s rural communities. A new study using input-output analysis shows HOP investments in **Western North Carolina (WNC)** create jobs, raise worker income, and generate revenue for local businesses, many of which are still recovering from Hurricane Helene.

In just three years, HOP spending led to more than **\$138 million in total business activity** and created **1,111 full-time jobs** that earned WNC workers **more than \$47 million in employment income**. These impacts include direct spending and ripple effects that stimulate other parts of the economy.

Understanding HOP’s Economic Impact



Every service dollar invested in HOP generated an additional **\$0.60 in economic activity** in WNC.



WNC HOP services generated more than **\$32 million in direct labor income** and approximately **\$15 million in income** for other workers in the region.



WNC HOP services invested more than **\$47 million in local wages** and **supported over 1,100 jobs** across a wide range of industries and service sectors.

WNC Industries that Benefit from HOP

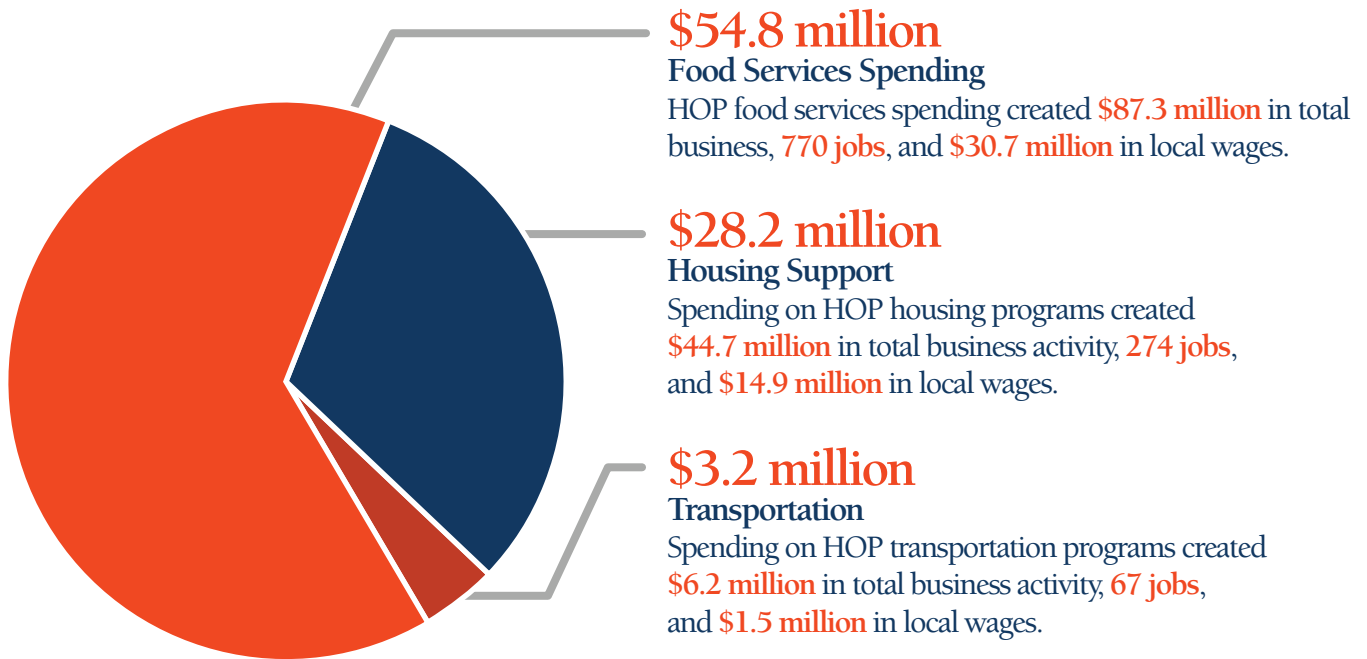
- Agriculture
- Construction
- Healthcare
- Insurance
- Nonprofit
- Real Estate
- Restaurant
- Retail
- Wholesale

“HOP helps us stabilize cash flow year-round — not just during our seasonal window. Our team has taken pride in knowing the work they do helps families, grandparents, and neighbors eat better, live better, and stay out of the hospital.”

— Darnell Farms, Swain County

HOP Spending by Sector in WNC

\$86M spent → generates \$138M in total business activity



How does input-output analysis work?

I-O analysis shows how spending in one part of the economy generates revenue in other parts. For example, HOP home repair services employ construction workers, who then buy tools and spend money at local restaurants and stores. This stimulates the local economy by producing income for multiple businesses across a variety of sectors.



Learn **More** 828.278.9900
[impacthealth.org](https://www.impacthealth.org)

Data accessed on April 20, 2026

HOP economic impact data were generated through an IMPLAN analysis conducted by Dr. Alison Davis, professor of agricultural economics and executive director of Blueprint Kentucky, an integrated engagement/research center at the University of Kentucky. Dr. Davis is committed to building relationships across Kentucky and the South to promote a stronger sense of community and an improved economic base in rural areas.