

# The Power of Connection

## Creating Health through Agency, Belonging, and Hope

# Introductions



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# Impact Health

## Overview

Impact Health led North Carolina's **Healthy Opportunities Pilot** (HOP) implementation in Western North Carolina (WNC).

HOP is a nation-leading Medicaid 1115 program that delivered more than **406,000 HRSN services** to almost **14,000 clients** in WNC over 3 years.

HOP was paused in 2025 due to North Carolina's failure to pass a state budget. However, HOP is included in a budget expected to be approved later this month.

# Impact Health

## Overview

In 2025, Impact Health launched **Impact Primary Care Network (IPCN),** a physician-led clinically integrated network that supports 50,000 Medicaid patients in WNC through quality care management services that support whole-person health.

In 2026, Impact Health was selected as the Region 1 NC ROOTS Hub Lead, overseeing implementation of **North Carolina's Rural Health Transformation Program** (NCRHTP) in WNC.

# Impacting Excellence

In 2024, Impact Health began providing support to other states and agencies working to build and scale HRSN programs. Today, our work includes:

- Advising states on HRSN implementation and infrastructure
- Convening leaders through the **National Coalition for Whole-Person Health**
- Developing practical tools, training, and technology for HRSN programs
- Applying lessons from HOP to emerging models like Food is Medicine

**The Human Infrastructure Series** is part of our commitment to ensure HRSN programs are person-centered, impactful, and sustainable.

# The Value of Human Connection

## Jesse's Story

Think about a powerful story you've seen or heard about an HRSN intervention creating positive change in someone's life.



# The Power of Human Connection

On the surface, HRSN programs meet essential needs.

At their best, they help people reconnect to:

- **Themselves** *(Agency)*
- **Their Communities** *(Belonging)*
- **A Better Future** *(Hope)*

Human connection isn’t a by-product of the work. ***It is the work*.**

# The Power of Agency

## Connection to Self

**Agency** is the foundation for engagement. People are **more likely to thrive** when they believe:

- My voice matters.
- My goals matter.
- I have choices.
- I can shape what's next.

Many well-intentioned programs ask: "what's **wrong** with you?"

Great HRSN programs ask: "what **matters** to you?"



# Agency in Action

# The Power of Agency

## Connection to Self

Great HRSN programs build agency by intentionally creating:

- **Choice between meaningful options**: foods, vendors, appointment times, and interventions that fit their lives.
- **Voice in the process**: asking what matters, co-creating goals, acknowledging humanism and identities, and inviting feedback.
- **Competence through success**: helping people navigate systems, develop new skills, and celebrate progress.

**Connection to self** begins when people move from being passive recipients of services to **active participants in shaping their own future**.

# The Power of Belonging

## Connection to Community

**Belonging** is the foundation for trust. People are **more likely to thrive** when they believe:

- I belong here.
- Someone here knows my story.
- I am not alone; someone will help me navigate what's next.

Many well-intentioned programs communicate, "**you're on your own**."

Great HRSN programs communicate: "**we'll figure this out together**."



# Belonging in Action

# The Power of Belonging

## Connection to Community

Great HRSN programs build trust through:

- **Strong relationships with trusted messengers:** community-based workers, peers, neighbors, and faith leaders.
- **Consistency in support:** reliable navigation to services, clear communication and expectations, feedback loops, and warm handoffs.
- **Creating safe spaces** where people feel welcomed, respected, and connected.

Connection to the community begins when people move from navigating systems alone to being supported by relationships they trust.

# The Power of Hope

## Connection to Possibility

**Hope** is the foundation for transformation. People are more likely to thrive when they believe:

- My circumstances do not define my potential.
- Small steps can lead to meaningful change.
- I'm building toward something, not just getting through today.

Many well-intentioned programs communicate, "Let's **manage the crisis** you're in today.“

Great HRSN programs communicate, "Let's **build the future** you want, together.”



# Hope in Action

# The Power of Hope

## Connection to Possibility

Great HRSN programs **cultivate possibility** through:

- **Vision:** Helping people identify goals, aspirations, and a future worth working toward.
- **Opportunity:** Connecting people to the resources, relationships, and pathways that make progress possible.
- **Progress:** Celebrating small wins, building confidence, and reinforcing that meaningful change happens one step at a time.

Hope grows when people move from **managing today's challenges** to believing they can shape **tomorrow's opportunities.**

# The Power of Connection

## Concluding Remarks

The most **impactful** HRSN programs don’t just deliver services. They help people believe:




Meeting immediate needs is essential. But lasting change happens when services are delivered **in ways that build agency, belonging, and hope.**

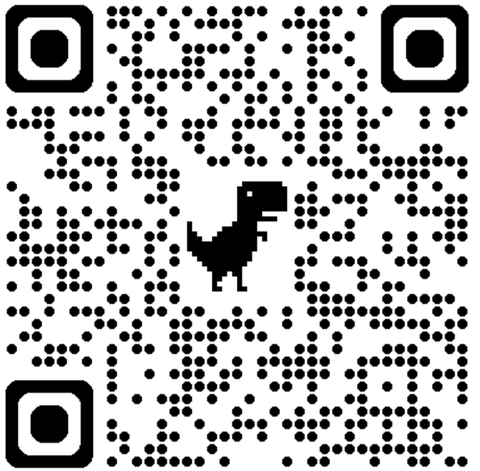
# Next Webinar

## What's it Worth? Defining Value in Whole-Person Healthcare

***August 13, 12:00 to 1:00 PM ET on Zoom***

In this webinar, we'll explore a framework for evaluating whole-person health interventions that demonstrates their value.

This conversation will be guided by the work of the newly formed **National Coalition for Whole-Person Health**, a multi-sector coalition working on scalable HRSN interventions.





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# Q&A

# Feedback Survey

## Please take 5 minutes to share your thoughts

https://ihorg.jotform.com/261824620579968