



CAPE FEAR HOP ECONOMIC IMPACT



COMMUNITY CARE
LOWER CAPE FEAR

The Healthy Opportunities Pilot (HOP) is the first program in the U.S. to assess the impact of non-medical interventions on health outcomes and costs for high-risk NC Medicaid Managed Care members. Managed by Community Care of the Lower Cape Fear, Cape Fear HOP aims to bridge health and social care leading to cost savings, improved health, reduced Emergency Department visits, fewer hospital admissions, and enhanced Care Management engagement. The program also supports local businesses, job creation, and family stability.

ECONOMIC RIPPLE EFFECTS

+ Analyzed between January 2022 and August 2025 **+**

Impact Category	Output (Millions \$)	Employment (FTE jobs)	Labor Income (Millions \$)
Direct HOP Spending	\$102.1	1,098	\$41.6
Indirect & Induced	\$59.6	323	\$16.5
Total Economic Impact	\$161.7	1,422	\$58.1

IMPACT BY SERVICE AREA



FOOD

Food programs, including fruit and vegetable prescriptions, healthy food boxes, healthy meals and medically tailored meals totaled **\$45.8 million** in direct HOP spending/investments and generated **480 FTE jobs** and **\$17.4 million** in labor income.



HOUSING

The most affected industries include retail entities and community housing programs that coordinate goods and services. This totaled **\$18.1 million** in direct HOP investments and generated **82 FTE jobs** and **\$5.2 million** in labor income.



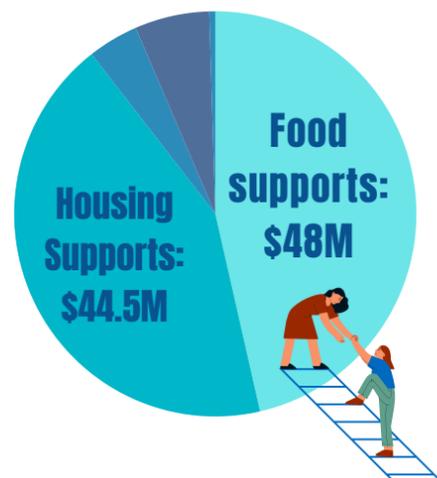
TRANSPORTATION

The HOP transportation services benefit industries like insurance, real estate, banking, and employment services, generating **\$4.3 million** in direct investments, **60 FTE jobs**, and **\$1.1 million** in labor income.

WHERE THE INVESTMENT WENT

HOP reimbursements helped stabilize families by covering everyday necessities, reducing unnecessary pressure on hospitals and county systems:

- Food Supports: ~\$48 Million
- Housing Supports: ~\$44.5 Million
- Transportation: ~\$4.2 Million
- Case Management: ~\$6.2 Million
- Health Education: ~\$0.5 Million



TOP RIPPLE EFFECT INDUSTRIES

Specific sectors are more impacted by the Healthy Opportunities Pilot Programs. These are the downstream industries that gain business because HOP dollars are spent locally:



CONCLUSION

The Cape Fear region is seeing significant growth thanks to a \$103M federal and state investment aimed at strengthening six local counties. With \$88M aimed at local services and \$15 million in capacity building, the project has already generated \$161.7M in economic activity, supported 1,422 jobs, and produced \$58.1M in labor income.

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