

# Fact Sheet

## Healthy Opportunities Pilot Program

### County Playbook: NC Medicaid Managed Care

NC Medicaid Managed Care providers are committed to improving the health and well-being of their patients by considering whole person health. While high-quality physical and behavioral care is crucial to getting healthier, up to 80% of a person’s health is affected by what happens outside of the doctor’s office, such as access to healthy food, safe housing, transportation and personal safety.

“Healthy Opportunities” is the Department of Health and Human Services’ program that helps NC Medicaid Managed Care providers talk about those non-medical needs and connect beneficiaries to community resources. By doing so, Medicaid providers and care managers can tell how a patient’s body, mind and non-medical needs can better work together to make a person healthier.

The Department has approval and funding from the federal government to be the first in the nation to test and evaluate Healthy Opportunities using a pilot program in three regions in North Carolina. People enrolled in one of the NC Medicaid Managed Care health plans who also live in a pilot region might be eligible for the Healthy Opportunities program.

#### HEALTHY OPPORTUNITIES PILOT SERVICES

The Healthy Opportunities Pilot program looks at four needs that have been proven to affect a person’s health: housing, food, transportation and interpersonal safety. Eligible NC Medicaid Managed Care beneficiaries who qualify may get free services to help one or more needs. A full list of services is on the NC Department of Health and Human Services website at <https://www.medicaid.gov/medicaid/section-1115-demonstrations/downloads/nc-medicaid-reform-demo-cms-approval-attachment-g-healthy-opport-pilots-eligib-services.pdf>

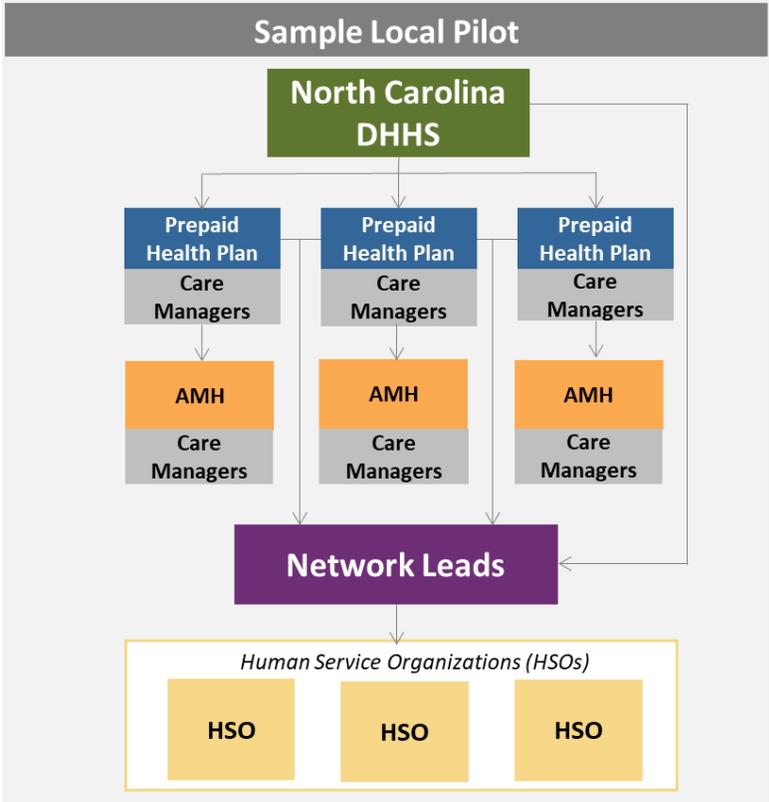
#### Healthy Opportunities Pilot Services

Food	Housing	Transportation	Interpersonal Safety
<ul style="list-style-type: none"> <li>• Healthy food boxes or meals</li> <li>• Connections to other food resources</li> <li>• Nutrition and cooking education classes</li> <li>• Fruit and vegetable cards</li> </ul>	<ul style="list-style-type: none"> <li>• One-time payment for security deposit</li> <li>• Help finding housing</li> <li>• Housing safety inspections and repairs</li> </ul>	<ul style="list-style-type: none"> <li>• Payment for non-medical transportation, such as trips to grocery stores and job interviews</li> <li>• Connections to existing transportation resources</li> </ul>	<ul style="list-style-type: none"> <li>• Case management and advocacy for victims of violence</li> <li>• Parenting support programs</li> <li>• Home visiting services</li> </ul>



<p>If more than one need is approved for services, possible additional services include:</p> <ul style="list-style-type: none"> <li>• Care management for beneficiaries qualifying for more than one need</li> <li>• Medical respite</li> <li>• Connection to health-related legal supports</li> </ul>			
<p>*Program services may change based on pilot evaluation</p>			

## Healthy Opportunities Pilot Organization Structure



**Health Plans**

- Approve member eligibility for services and authorize services
- Ensure members receive care management Educate members about Healthy Opportunities Pilot services

**Care Managers**

- Check to see if members are eligible for services
- Check to see if members are enrolled in other federal or state programs (e.g., WIC); make referrals when needed
- Track member progress and check to see if they have ongoing needs
- Refer members to human service organizations (HSOs)

## Network Leads

- Establish, manage and oversee a network of human service organizations, ensuring the delivery of high-quality services to members
- Provide technical assistance and conduct quality improvement activities with human service organizations
- Collect and submit data to support the Department’s program evaluation and oversight

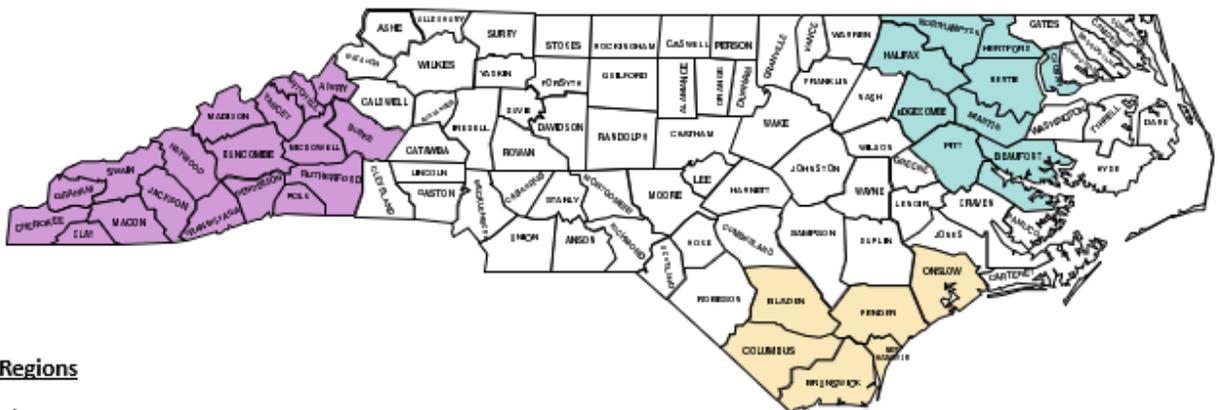
## Human Service Organizations (HSOs):

- Social service providers who contract with Network Leads to deliver services to members
- Deliver services to members
- Submit invoices and receive reimbursement for services delivered
- Help connect individuals to their health plan, if potentially HOP eligible

## Healthy Opportunities Pilot Regions

Network Leads serve counties within the three Healthy Opportunities Pilot program regions, two in eastern North Carolina and one in western North Carolina. Members must live in one of these regions to be eligible.

- **Access East, Inc.:** Beaufort, Bertie, Chowan, Edgecombe, Halifax, Hertford, Martin, Northampton, Pitt
- **Community Care of the Lower Cape Fear:** Bladen, Brunswick, Columbus, New Hanover, Onslow, Pender
- **Impact Health (Dogwood Health Trust):** Avery, Buncombe, Burke, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey



### Network Lead Regions

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## HEALTHY OPPORTUNITIES PILOT PROGRAM ELIGIBILITY

Members are eligible for Healthy Opportunities Pilot services if they are:

- Enrolled in a NC Medicaid Managed Care health plan (Standard Plan or Tailored Plan) and live in a Healthy Opportunities Pilot region
- Have at least one qualifying physical OR behavioral health condition; and
- Have at least one qualifying Healthy Opportunities Pilot service need

**Please refer to the Appendix [online](#) for a full list of qualifying physical/behavioral health criteria and social risk factors.**

### DEPARTMENT OF SOCIAL SERVICES (DSS) ROLE: HOP REFERRAL SCENARIO

You receive a call from a beneficiary, Sue Jones, who is worried about having enough food to feed her family. She asks if there are any food resources available to her. Sue lives in Avery County and is enrolled in WellCare. What do you do?

**DSS does not determine whether the beneficiary qualifies for Healthy Opportunities Pilot services. Health plan determines if beneficiaries are eligible for HOP services.**

- Determine whether the beneficiary receives Food and Nutrition Services or refer the beneficiary to apply for FNS.
- Confirm that Avery County is in one of the Pilot regions.
- Let Sue know that she may also qualify for food services through her health plan. Refer Sue to WellCare's Member and Recipient Services Line.
- Suggest that when Sue calls her health plan, she asks WellCare to see if she's eligible for the "Healthy Opportunities Pilots."
- Ask Sue if she needs help with any other questions.

**Note:** If the beneficiary has an immediate need, follow the standard DSS referral processes (e.g., applying for FNS, WIC, emergency food pantry) and then refer the beneficiary to their health plan.

Fact Sheets will be updated periodically with new information. Created March 28, 2023.  
For more information, please visit <https://www.medicaid.ncdhhs.gov/transformation>.