

Young Adults and the Marketplace



Need health insurance? We have you covered!

Don't kid yourself — as a young adult, you need health insurance. Accidents can happen to anyone at any age, even if you're healthy. Whether you're a millennial, Gen-Z, or somewhere in between, health insurance protects you from the unexpected. It also allows you to get the care you need while saving you from life-altering medical expenses.

Plus, getting covered may not be as expensive as you think. Virginia's Insurance Marketplace offers affordable coverage options, and financial assistance is available to Virginians who qualify. Use the Marketplace's online savings calculator to quickly see how much you can save!

Nearly 9 out of 10 customers qualify for financial assistance.

What does my plan cover?

All plans offered on the Marketplace cover essential health benefits, giving you the coverage you want when you need it. Services include doctor visits, emergency and preventative services, prescriptions, mental health services, and pregnancy and childbirth services.

How can I enroll?

Enrolling in an affordable health plan on Virginia's Insurance Marketplace is easy. Get covered in just four simple steps.

1. Visit Marketplace.Virginia.gov to shop, compare plans, and get a quote.
2. Gather your information and create a free account.
3. Select a plan and enroll.
4. Pay your first month's premium.

You're covered!

Need help?

The Marketplace has you covered. Whether you need assistance enrolling in a health plan, need to update your personal information, or have any questions, speak to an assister to get free, local support in person or call our Consumer Assistance Center at 888-687-1501.

When can I enroll?



Open Enrollment Period
November 1 – January 15



Special Enrollment Period
Year-round, depending on a Qualifying Life Event

If you experience a Qualifying Life Event, such as getting married, losing health insurance, having a baby, and many others, you can enroll in a health plan during a Special Enrollment Period, which takes place outside the yearly Open Enrollment Period.

For more information on Virginia's Insurance Marketplace, visit

Marketplace.Virginia.gov