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Virginia’s Insurance Marketplace Begins Open Enrollment Period

for 2025 Health Plans

Nearly 500,000 Virginians losing Medicaid can find affordable

alternatives on the Marketplace.

**RICHMOND –** Open enrollment begins November 1, 2024, on Virginia’s Insurance Marketplace, the Commonwealth’s official state-based exchange dedicated to providing affordable and high-quality health insurance to eligible consumers. This open enrollment season, running now through January 15, 2025, comes at an important time as nearly 500,000 Virginians have lost Medicaid coverage following the end of the COVID-19 public health emergency.

Launched in 2023, the Marketplace has helped more than 400,000 Virginia residents enroll in health plans, placing Virginia among the top 10 states nationwide for first-year enrollment. The Marketplace is operated by the Virginia Health Benefit Exchange, a division of the State Corporation Commission.

“Virginia’s Insurance Marketplace was designed by Virginians, for Virginians, and we’re excited to help more residents find affordable health coverage,” said Keven Patchett, director of Virginia’s Insurance Marketplace. “With more than 3,000 certified local assisters and agents across the Commonwealth and translation services in more than 15 languages, our team of experts is here to guide Virginians through open enrollment and ensure they receive the best plan to fit their needs and budget.”

The Marketplace is the only place where Virginians can apply for financial assistance to help lower their monthly health insurance costs. Nine out of 10 customers qualify for savings, and many Virginians can get coverage for as little as $10 a month. Individual and family plans are available to eligible Virginians, including those who are unemployed, are self-employed, or have jobs that don’t provide affordable insurance options.

Every health plan offered on the Marketplace covers the 10 essential health benefits required by law, which include emergency services, pregnancy and childbirth services, and prescription drugs.

“Navigating changes in your health care coverage can be daunting, especially for the many residents who have recently lost Medicaid coverage,” said Patchett. “Life happens in real time, and we are proud to be an accessible, easy-to-use resource for Virginians to find the plan that’s right for them.”

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The plan year 2025 Open Enrollment Period will run from November 1, 2024, through January 15, 2025. Anyone who enrolls by December 31, 2024, will have health insurance coverage effective on January 1, 2025. For those who enroll between January 1 and January 15, coverage will begin February 1, 2025. After January 15, Virginians experiencing a Qualifying Life Event (such as having a baby or losing health insurance coverage) may be eligible to enroll during a [Special Enrollment Period](https://www.marketplace.virginia.gov/new-customers).

To get started, Virginians can visit [Marketplace.Virginia.gov](https://www.marketplace.virginia.gov/)tobrowse and compare health insurance plans.For additional help — either online or in person — Virginians can access the following resources:

* The Marketplace [Help Center](https://www.marketplace.virginia.gov/marketplace-help-center) can connect Virginians to someone either in person or on the phone. Free translation services are also available.
* The [FAQ](https://www.marketplace.virginia.gov/faqs) page answers some of the most common questions about the Marketplace.