



Virginia Health Benefit Exchange Informational Session

June 18, 2025



Agenda

- Welcome
- CMS Proposed Rule
- Pregnancy SEP
- Platform Updates
- Website Update

Meeting Reminders

Mics are muted



**Please type
questions in the
chat**



**All questions are being logged,
and answers will be provided in
the upcoming email update**

Update on CMS Proposed Rule

- HBE continues to track progress on the CMS Proposed Rule and the reconciliation process and monitor for impact on the Marketplace
 - HBE will update stakeholders regarding changes that will impact our provision of services as soon as changes are finalized
 - Virginia's Insurance Marketplace will have a robust marketing campaign to address changes and ensure consumers are informed

What Can Agents and Assistors Do To Prepare?

- Alert your consumers that changes may be coming
 - Send email to all consumers letting them know that OE may be shorter; encourage them to plan ahead and have documents ready
 - Alert consumers that auto-reenrollment may require action this year, so they should be prepared to log in and take any necessary action to avoid losing coverage
- HBE will notify you when plans are available in the platform so you can preview them with your consumers prior to OE starting
 - Preplanning will save you time during OE

Update to Pregnancy SEP

- HBE has reviewed comments received from stakeholders related to the new Pregnancy SEP
- HBE is awaiting the outcome of the reconciliation process and the finalization of the CMS Proposed Rule to determine the next steps in implementation of the SEP

A woman with a bindi on her forehead is smiling and applying colorful paint to a young girl's face. The girl has her eyes closed and a joyful expression. The woman is wearing a blue patterned top, and the girl is wearing a pink floral top. The background is a solid light blue.

Platform Updates

Tentative Release June 23, 2025

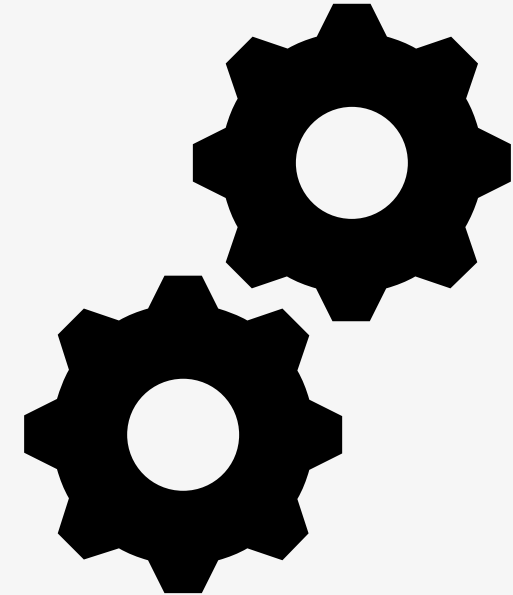


System Update:

Communication preferences housed in the application summary

This improvement will ensure historical information regarding communications preferences is maintained when updates are made.

- The system will retain historical communication preferences from past applications.
- This change will impact consumers, as well as any user role that is currently configured to access the platform.
- Past instances of updated historical applications will NOT be changed. This will only apply to changes moving forward once the update is released.



System Update:

Mask lawful presence/immigration document identification numbers

The system will mask these four fields UP TO the last four digits/characters once the user clicks away from the field.

- Alien Number
- I-94 Number
- SEVIS ID
- Passport Number

☒ Check if [REDACTED] has eligible immigration status [Learn more](#)

Please select a document type*

☒ Permanent Resident Card "Green Card", I-551

Alien Number* *****7891

Card Number* abc1234567891

Expiration Date

Month	Day	Year
MM	DD	YYYY

☐ Temporary I-551 Stamp (on passport or I-94, I-94A)

☐ Machine Readable Immigrant Visa (With Temporary I-551 Language)

☐ Employment Authorization Card (EAD, I-766)

☐ Arrival/Departure Record (I-94, I-94A)

System Update:

Alerting consumers about enrollment or plan related activity on their account

Currently, consumers aren't informed if a broker or an assister updates their enrollment on their behalf. New functionality will be enabled to alert consumers when plan related activity takes place on their account.

- For example, if a broker enrolls a household in a health and dental plan or changed a plan - the system will send a notice to the consumer to alert them of account activity.

Notice alert sample



PO Box 428
Birmingham, AL 35201

Date: June 03, 2025

Re: An activity has been detected on your account
Account Number: 100-001-168

Dear Ron [REDACTED]

You are receiving this notice from Virginia's Insurance Marketplace because the system detected an activity on your account by broker James Bond. If you did not make or authorize this change, please contact us immediately at the Virginia's Insurance Marketplace Customer Service number 1-888-687-1501 (TTY: 711).

Member(s) Name	Action
Ron [REDACTED]	<ul style="list-style-type: none">• Your current health plan is Sentara Standard M Gold 1500 Ded.• Your current dental plan is Anthem Dental Family Preventive.

Get Help


If you require assistance with your application or need help enrolling in coverage, please don't hesitate to reach out to our Customer Service team at 1-888-687-1501 (TTY: 711). Alternatively, you can visit our website at <https://marketplace.virginia.gov>.

On our website, you'll also find access to assisters or agents who are ready to help you enroll in a health plan that best suits your needs.

System Update: Ability added to unmask SSN when viewing the application summary

- Applies to upper-level customer service representatives and consumers
 - The system allows a user to temporarily unmask one's social security number or immigration document number when reviewing an application summary.

Display by default to the right of SSN

Primary Address	10226 S ZION ST Pittsburgh PA, 15234
Sex	Male
Do you have a Social Security Number?	Yes
Social Security Number	***-**-2445 
Is the name you provided the same on your Social Security Card?	Yes
Are you a US Citizen or US National?	Yes
Are you a naturalized or derived citizen?	No

If clicked, the SSN is unmasked; icon changes to crossed out icon

Sex	Male
Do you have a Social Security Number?	Yes
Social Security Number	123-45-2445 
Is the name you provided the same on your Social Security Card?	Yes
Are you a US Citizen or US National?	Yes

System Update:

'Death' added as reason for termination in enrollment

Currently, there is no way to report the death of a primary if they are the sole applicant and to report that death is the reason for an enrollment termination.

- This feature will add a new termination reason code option (for the Customer Assistance Center) when performing a manual enrollment cancellation or termination activity.

Enrollment - Change

Enrollment Transaction Type: Term

Reason	Name	Type	Benefit Effective Date	Benefit End Date	Member ID
Term	Dave nyyyyyyyyy Dunst	Self	04/01/2025	09/24/2025	1000000113

Note: Only Subscriber r RM transactions.

Please explain the and why

4000 left

Send In 834 Submit Cancel

System Update:

Improved applicant verification filter: Agent/Agency and Assister/Entity Book of Business

Currently, Applicant Verification (DMIs) of the latest application are displayed in the agent Book of Business.

- Once available, all the open applicant verifications of all members who are part of the latest application will be displayed. This will include all the DMIs from the previous applications, if applicable.

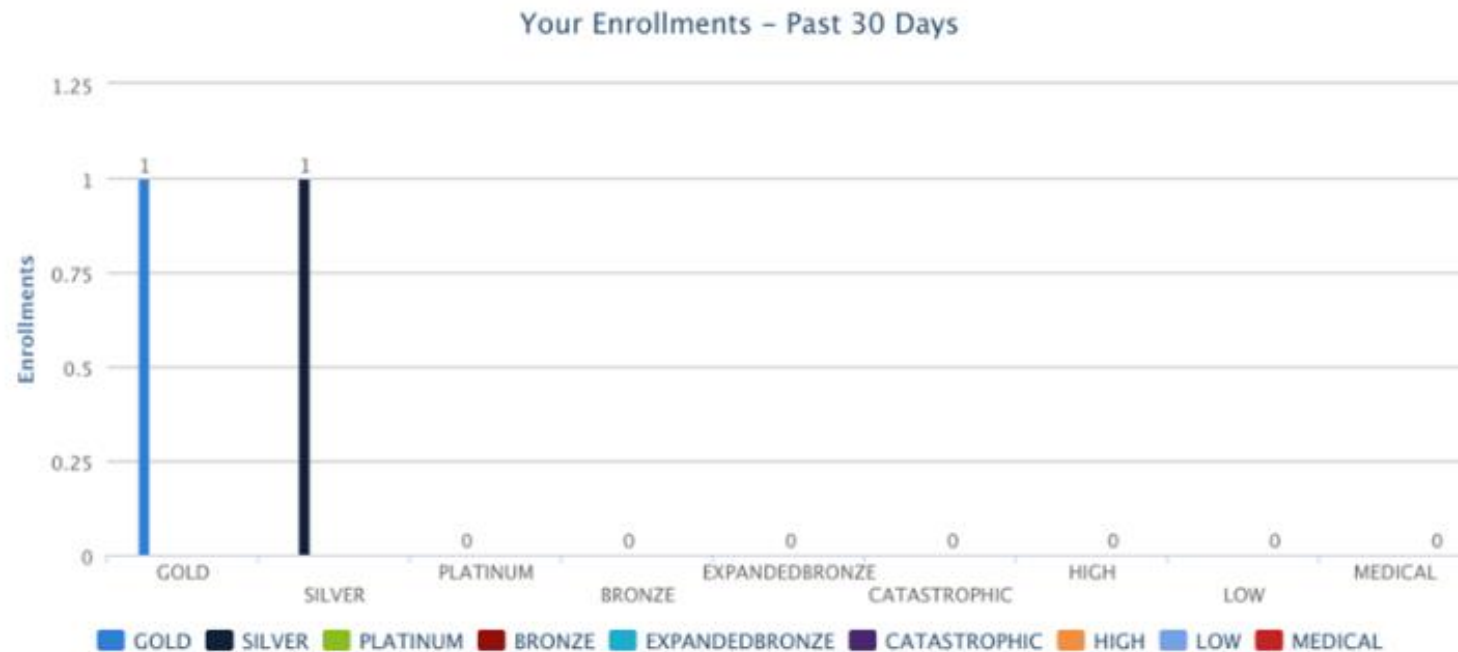
System Update:

Improvements to the enrollment history graph on the Agent and Assister dashboard

Currently, on the enrollment dashboard, a bar graph indicates enrollments in the past 30 days. With this update, enrollments will display in different time frames such as last 7 days, last 4 weeks and last 12 months to give agents insight into sales trends and agent performance over short-term, medium-term, and long-term periods.

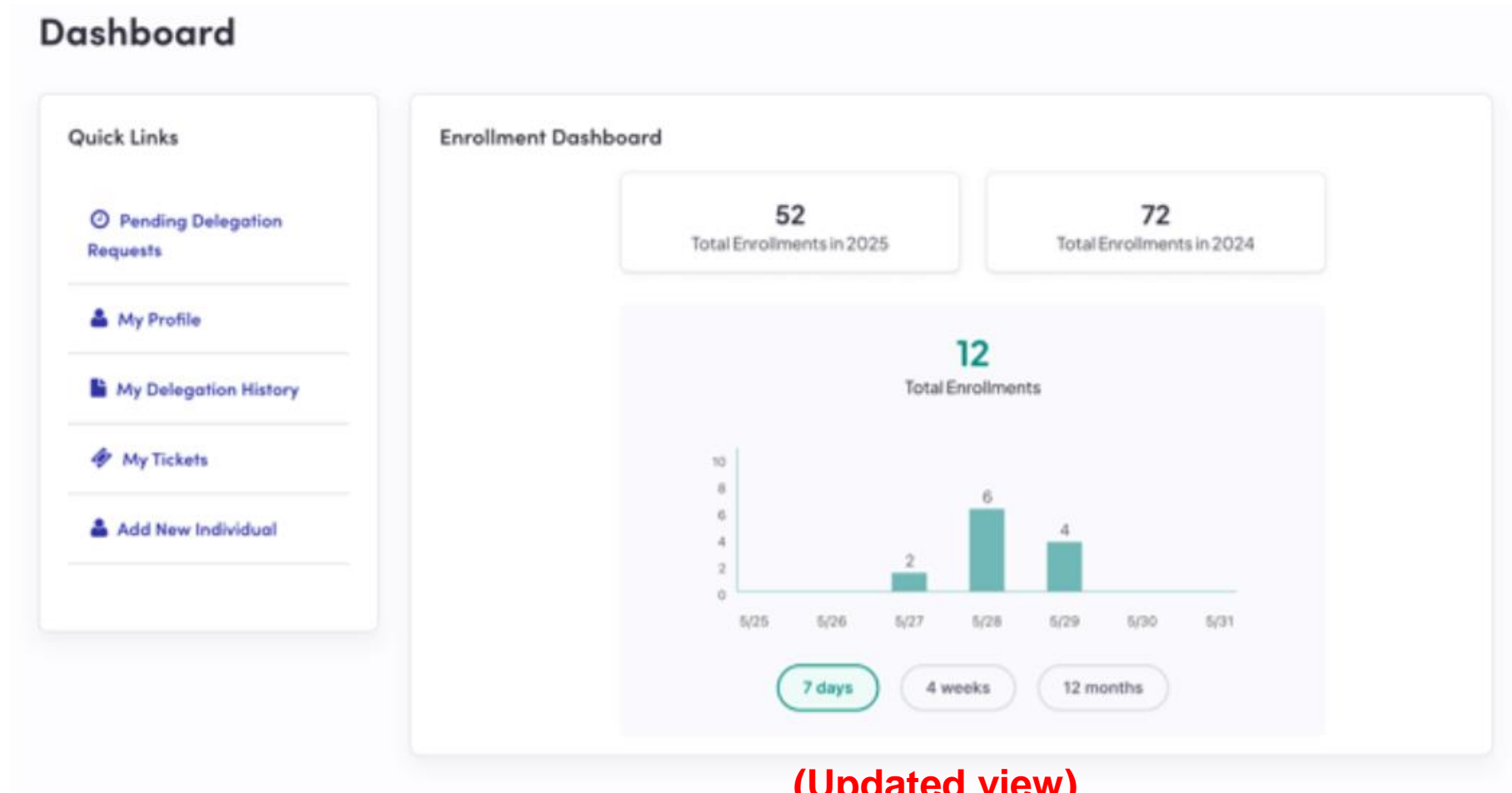
Current dashboard

Enrollment Dashboard



(Current view)

New dashboard



System Update: Birth event automatically logged for member DOB that is within 60 days

- When editing an application, if the DOB is within 60 days, the system will auto recognize there's been a QLE and skip the QLE questions
 - This will allow consumers to go directly to the Shopping page

Life Change Reporting Qualifying Life Event

Help

Contact Us

Important: In order to qualify for Special Enrollment Period, you need to report and take action within 60 days of the event date. If you don't, your request will most likely be denied.

Select your Qualifying Life Event and the date the event occurred

Qualifying Life Event *

Birth

06/03/2025



☒ I have provided true answers to all of the questions to the best of my knowledge. I know I may be subject to penalties under federal law if I intentionally provide false information.

Back to Dashboard

Continue

System Update:

Restricting Agent's ability to self-designate households that already have a designated Agent/Assister

- Agents can search but will not be able to claim households which are already designated to an Agent or an Assister.
 - The system will display a message when the consumer is already associated to contact the Call Center. Alternatively, the consumer can decide to choose and/or de-designate an agent.

Search For Existing Consumer

Search by SSN Search by name

First Name* Last Name* Date of Birth*

██████ ██████ 06/27/1989

Email* Zip Code* City*

 12345 City

SEARCH

One match found

The system has found one match and the consumer already has an Agent on record. Please reach out to the Call center along with consumer at 123456789 to proceed further. Alternatively, you can request consumer to de-designate the existing designation.

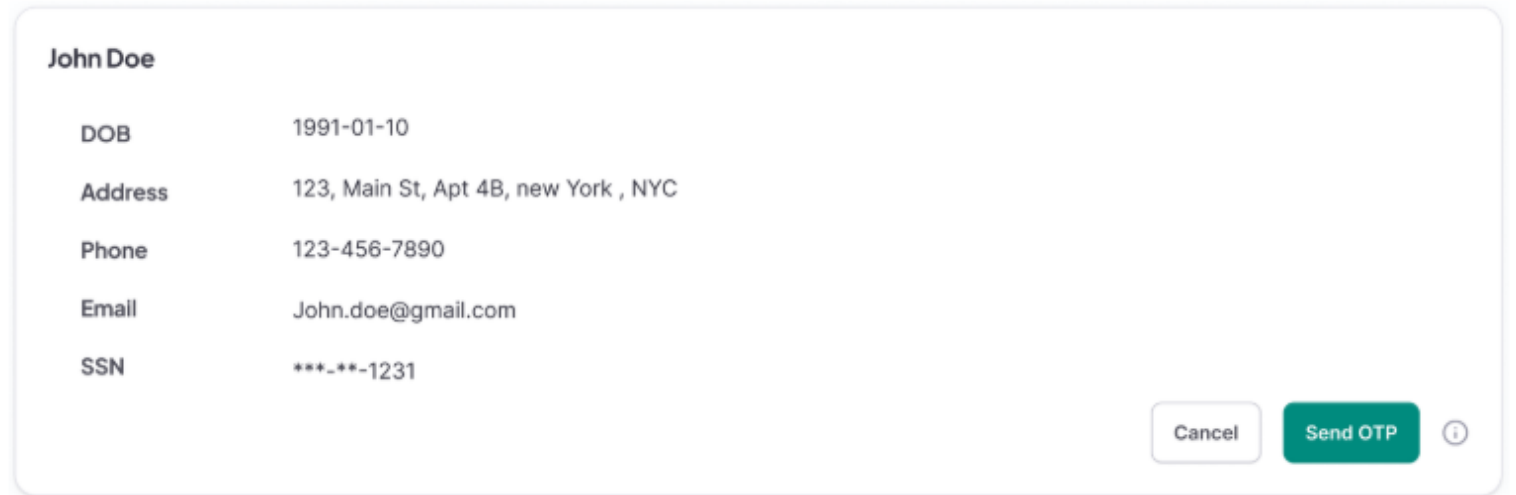
Cancel Go to Dashboard

System Update:

System authentication for brokers initiating self-designation via One-Time Passcode (OTP)

- Consumers will know if an agent is trying to assign themselves as the designated agent on their account.
- By receiving a one-time password, the consumer has greater visibility for changes happening on their application.

Below is the mock-up of the new functionality 'Send OTP' button:



The mock-up shows a user profile for John Doe with the following details:

DOB	1991-01-10
Address	123, Main St, Apt 4B, new York , NYC
Phone	123-456-7890
Email	John.doe@gmail.com
SSN	***-**-1231

At the bottom right of the profile card, there are two buttons: a light gray 'Cancel' button and a green 'Send OTP' button, followed by a small information icon (i).

Image 1: Send OTP button when a unique match is found

System Update:

Maintaining Enrollee Financial Assistance when Medicaid/CHIP determination is pending

- Allows consumers who are assessed for Medicaid/FAMIS to temporarily retain financial assistance (APTC/CSR) through the Exchange while awaiting an eligibility determination from DMAS.
- Important distinction: this improvement is for current QHP enrollees, versus those who are new and pending an assessment.



Website Updates



Quick Links



Access the Carrier Portal

If you are a certified carrier, log in to the Marketplace portal to manage your account.

[Log In](#)



Carrier FAQs

Carrier FAQs provides a cumulative record of questions and answers. The file is updated frequently and includes historical content.

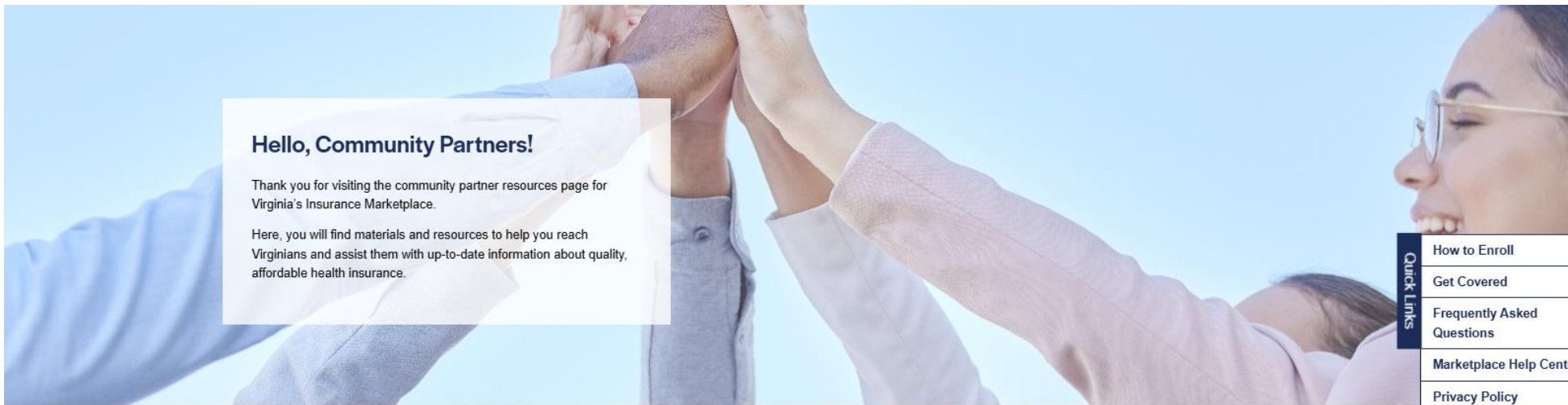


Carrier Resources

Our downloadable partner resource materials are designed to raise Marketplace awareness, provide information about enrollment periods, and more.

Carrier Partner page design





Hello, Community Partners!

Thank you for visiting the community partner resources page for Virginia's Insurance Marketplace.

Here, you will find materials and resources to help you reach Virginians and assist them with up-to-date information about quality, affordable health insurance.

Quick Links

How to Enroll
Get Covered
Frequently Asked Questions
Marketplace Help Cent
Privacy Policy

Quick Links



Partnerships

Virginia's Insurance Marketplace works with community partners to make Virginia healthier.

We want to partner with you if your work pertains to community health, family units, or expanding access to high-quality health care, particularly in underserved regions.

[Partner Now](#)

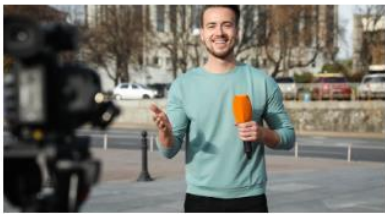


Partner Resources

Our partner resource materials are designed to raise Marketplace awareness, provide information about enrollment periods, and more.

The Virginia's Insurance Marketplace partner toolkits include downloadable flyers, sample newsletter text, and social media graphics you can use in your outreach efforts.

[Find Materials](#)



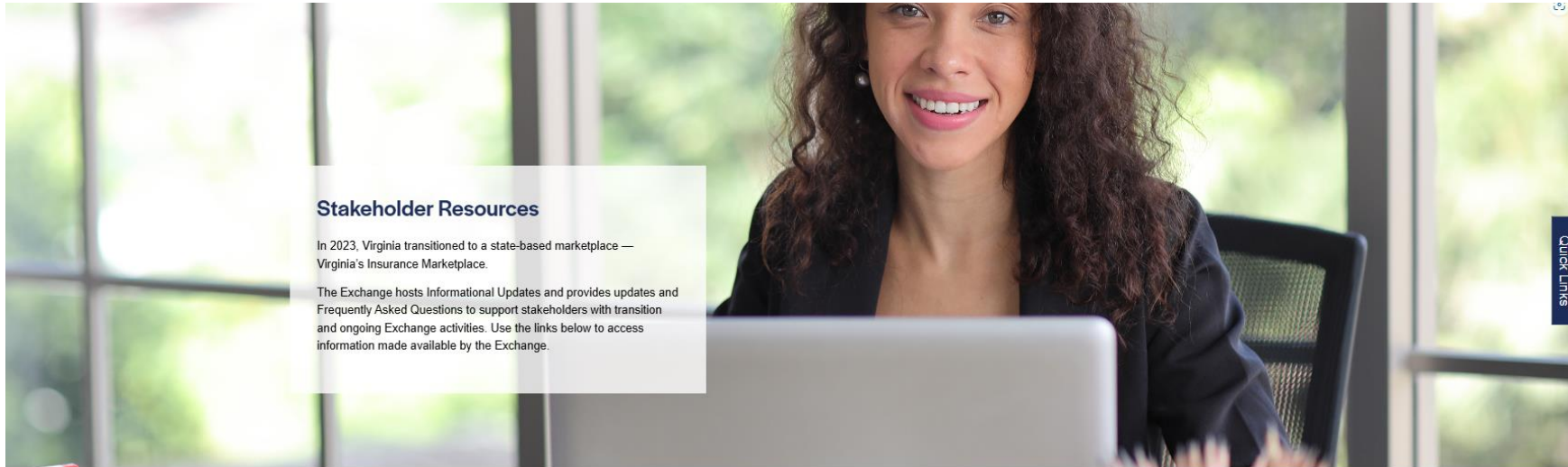
Media Resources

Virginia's Insurance Marketplace press releases are available for media and the general public. They include highlights about the Marketplace's launch and the Plan Year 2025 Open Enrollment Period. For press inquiries and resources, please visit our media toolkit page.

[Media Toolkit](#)

Community Partners page design





Stakeholder Resources

In 2023, Virginia transitioned to a state-based marketplace — Virginia's Insurance Marketplace.

The Exchange hosts Informational Updates and provides updates and Frequently Asked Questions to support stakeholders with transition and ongoing Exchange activities. Use the links below to access information made available by the Exchange.

Quick Links

Informational Updates and FAQs

Informational Updates

Informational Updates provide updates on current conditions affecting HBE stakeholders. Presentation materials from past Informational Updates are available below.

- [Informational Update - April 9, 2025](#)
- [Informational Update - October 16, 2024](#)
- [Informational Update - July 31, 2024](#)
- [Informational Update - Feb. 7, 2024](#)

Frequently Asked Questions

Stakeholder FAQs provides a cumulative record of commonly asked questions and answers. The file is updated frequently and includes historical content. You can view and download the applicable FAQs below:

- [Agent FAQs](#)
- [Assister FAQs](#)
- [Navigator FAQs](#)
- [Carrier FAQs](#)

Our [knowledge base](#)  has additional resources including job aids for navigating the Virginia Insurance Marketplace Enrollment Platform.

Stakeholder Resources



About

Virginia's Insurance Marketplace is the Commonwealth's official health insurance marketplace. Our mission is to ensure that all Virginians have access to affordable, high-quality health coverage. The Marketplace also helps small businesses provide affordable health and dental coverage to their employees.

In response to legislation enacted by the state General Assembly, Virginia launched its own state-based health insurance marketplace in November 2023. The Marketplace offers a wide variety of plans for Virginians to shop for during our annual Open Enrollment Period.

The Marketplace is overseen by the Virginia State Corporation Commission (SCC) — an independent state agency responsible for overseeing many business and economic interests in Virginia. The SCC is organized as an independent department of state government with delegated administrative, legislative, and judicial powers.

Press Releases and Media Coverage

January 30, 2025 Open Enrollment Period Success Press Release



January 10, 2025 Deadline Press Release



November 1, 2024 Open Enrollment Period Press Release



January 8, 2024 Deadline Press Release



December 13, 2023 Deadline Press Release



November 1, 2023 Open Enrollment Period Press Release



December 6, 2022 Open Enrollment Period Press Release



Media Toolkit

Downloadable FAQs



Enrollment Checklist



General Marketplace Flyer



Marketplace Talking Points



Logo File



Media Toolkit Resources



Stay Engaged!

➤ Social Media:

- Follow us on social media
 - [Facebook](#)
 - [Instagram](#)
 - [YouTube](#)
- Share social media messages

➤ For questions, email us at:

ExchangeAgents@scc.virginia.gov,
Assisterprograms@scc.virginia.gov, or
ExchangeCarriers@scc.virginia.gov

