

Virginia State Corporation Commission
Virginia's Insurance Marketplace
Open Enrollment Period Success – News Release
January 30, 2025

RICHMOND – Virginia's Insurance Marketplace is proud to announce that more than 388,000 Virginians successfully enrolled in health care coverage during the Marketplace's Open Enrollment Period, which ran from November 1, 2024, to January 22, 2025.

Among the 388,856 Virginians who secured health insurance plans through Virginia's Insurance Marketplace, 69,000 were new enrollees. This is a 21% increase in new enrollments from last year's Open Enrollment Period, marking a significant milestone for the Marketplace.

"From the beginning, our goal was to create a marketplace that was easy to use and connected Virginians and their families to health care coverage they can depend on," said Keven Patchett, director of the Virginia Health Benefit Exchange. "We're proud of the strides we've made in increasing access to affordable, comprehensive health coverage. Looking ahead, we're eager to expand our impact further by reaching even more Virginians and connecting them to additional programs they may be eligible for."

Virginia's Insurance Marketplace launched on November 1, 2023, replacing HealthCare.gov as Virginia's dedicated platform for health insurance enrollment. The Marketplace offers a variety of resources to help residents find affordable and comprehensive health care coverage that meets their needs.

All plans available on the Marketplace provide quality, comprehensive coverage. These plans include free preventive services, coverage for preexisting conditions, and the 10 essential health benefits required by law, such as doctor visits, hospitalization, prescription services, and more. Virginia residents can choose from a wide array of options to find a plan that suits their specific needs.

Although the Open Enrollment Period has ended, Virginians who experience a Qualifying Life Event — such as having a baby or losing health insurance — may be eligible to enroll during a [Special Enrollment Period](#).

The next Open Enrollment Period for coverage starting in 2026 will take place from November 1, 2025, to January 15, 2026.

For additional assistance, Virginians can access the following resources:

- The Marketplace [Help Center](#) can connect Virginians to someone either in person or on the phone. Free translation services are also available.
- The [FAQ](#) page answers some of the most common questions about the Marketplace.

Virginia's Insurance Marketplace remains committed to ensuring that all Virginians have access to the tools and resources they need to secure affordable, high-quality health care coverage.