

How To Enroll

Virginia's Insurance Marketplace lets you shop for, compare, and purchase high-quality health insurance plans with comprehensive coverage.

Steps To Enroll

- 1 Visit Marketplace.Virginia.gov to shop, compare plans, and get a quote.
 - 2 Create a free Marketplace account and gather your information. Make sure you have the following materials for each adult who will be covered:
 - Photo ID
 - Social Security number
 - Most recent tax return
 - Pay stubs from the last four weeks
 - Immigration documents, if applicable
 - 3 Select your plan and enroll.
 - 4 Pay your first month's premium.
- ✓ **You're covered!**
Begin using your health insurance and get the care you need.

Enroll today at
Marketplace.Virginia.gov

Version 8/19/26



Get Started

Virginia's Insurance Marketplace offers free assistance over the phone and locally in person.

Have questions or need help enrolling in a health plan?

Contact the Marketplace's Consumer Assistance Center at **888-687-1501** or visit Marketplace.Virginia.gov.



Meet Virginia's Insurance Marketplace!

Where Virginians shop for high-quality health plans.



Marketplace.Virginia.gov
888-687-1501

Virginia's Insurance Marketplace is the Commonwealth's trusted platform to browse, compare, and purchase high-quality health insurance plans for individuals and families.

All plans offered on the Marketplace cover 10 essential health benefits:

1. Doctor visits
2. Hospitalization
3. Prescription services
4. Emergency services
5. Mental health and substance use disorder services
6. Preventative health and wellness services
7. Laboratory services
8. Pediatric services, including oral and vision care
9. Pregnancy, maternity, and newborn care
10. Rehabilitative services

Virginia's Insurance Marketplace is the only place where Virginians can apply for financial savings to help lower their monthly health insurance costs.

Over 300,000 Virginians trust the Marketplace for their health coverage.



When To Enroll

Open Enrollment November 1 – January 29

Each year during this period, you can buy health insurance through the Marketplace or make changes to your existing health plan. If you don't enroll during this time, you can't purchase a health plan until the next Open Enrollment Period – unless you qualify for a Special Enrollment Period.

Special Enrollment

A Special Enrollment Period takes place outside the yearly Open Enrollment Period. If you experience a Qualifying Life Event – such as getting married, losing health coverage, having a baby, and many other events – you can enroll during a Special Enrollment Period.

Enrollment Basics

Why get coverage?

Accidents can happen to anyone at any age, even if they're healthy. 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.

Who can use Virginia's Insurance Marketplace?

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. Residents who have lost Medicaid or FAMIS coverage are also encouraged to find insurance on the Marketplace.

Can I use the Marketplace if my employer does not offer affordable health insurance?

Yes, if you qualify. An employer-sponsored health plan is considered "affordable" if your share of the monthly payment in the lowest-cost plan offered by the employer is less than a certain percentage of your household income.

