

Open Enrollment and the Marketplace

Open enrollment is here!

The Open Enrollment Period has begun! Make sure you're covered through Virginia's Insurance Marketplace. The Marketplace is the Commonwealth's official health insurance marketplace where Virginians can shop for, compare, and purchase affordable, high-quality health insurance plans with comprehensive coverage. The Marketplace offers plans that cover essential health benefits, including:

- Doctor visits
- Prescriptions
- Hospitalizations
- Preventative health and wellness services
- Rehabilitation services
- Emergency services
- Mental health and substance use services
- Pregnancy and childbirth services
- Pediatric services, including oral and vision care
- Laboratory services

The Marketplace also offers dental insurance plans and some health plans with vision coverage.

Virginia's Insurance Marketplace is the only place where Virginians can apply for financial savings to help lower their monthly health insurance costs. Use our online savings calculator to determine whether you qualify for financial assistance.

9 out of 10 customers qualify for financial assistance.

Who can enroll?

The Marketplace is available for Virginians who are uninsured, are self-employed, or have jobs that don't provide affordable insurance options. To be eligible for coverage, individuals/households must:

- Reside in Virginia.
- Be U.S. citizens, U.S. nationals, or lawfully present immigrants for the entire time they plan to have coverage.
- Not be incarcerated (unless pending disposition of charges).
- Be uninsured, generally not be eligible for Medicaid or Medicare, and not have an offer of affordable employer-based coverage.

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