



Meet Virginia's Insurance Marketplace!



Introducing the Commonwealth's official platform to browse, compare, and purchase high-quality health insurance plans for you and your family. The Marketplace is the only place where Virginians can apply for financial savings to help lower monthly health insurance costs. The Marketplace also has resources for small businesses to provide affordable health and dental coverage to their employees.

Which Virginians can use the Marketplace?

- Those who previously purchased insurance on HealthCare.gov.
- Uninsured individuals and their families.
- Those who don't qualify for Medicaid.
- Small business owners.
- Those who recently experienced a major life event.

Virginia transitioned from using the federal marketplace (HealthCare.gov) to using Virginia's Insurance Marketplace (Marketplace.Virginia.gov) on November 1, 2023.

Why use the Marketplace?

- Virginia's Insurance Marketplace makes it simple for you to find a comprehensive health insurance plan that fits your needs — and your budget.
- All plans offered on the Marketplace cover essential services, including doctor visits, ER visits, prescriptions, mental health care, hospitalization, and pregnancy and childbirth services.
- The Marketplace offers multiple ways to save on costs. Savings can be substantial depending upon income and household size.
- The Marketplace has assisters across the Commonwealth to provide free application and enrollment assistance.

Open enrollment runs November 1 – January 30

Visit the Marketplace to learn more about the insurance offerings and financial savings available to you. Have a question? Speak to one of our representatives by phone at 888-687-1501.

Marketplace.Virginia.gov