



Meet Virginia's Insurance Marketplace!



The Marketplace is Virginia's official place to browse, compare, and purchase high-quality health insurance plans for you and your family. It is the only place where Virginians can apply for financial help to help lower monthly health insurance costs. Small businesses can also find health and dental coverage to their employees.

Which Virginians can use the Marketplace?

- Those who previously purchased insurance on HealthCare.gov.
- Those who do not have an affordable option through their employer.
- 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 quality health plans that fit your needs.
- All plans cover essential health services, including doctor visits, emergency room visits, hospitalization, prescriptions, mental health care, and pregnancy.
- Financial help may be available based on your income and household size.
- Free application and enrollment help is available across Virginia in-person, online, or over the phone. You can call our Consumer Assistance Center at 888-687-1501 for translation services.

Open enrollment runs November 1 – January 29

Visit the Marketplace to learn more.
Need help? Call 888-687-1501.

Marketplace.Virginia.gov

Version 6/10/26