



Commonwealth of Virginia

NEWS RELEASE

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Open Enrollment for Health Insurance Through Virginia's Insurance Marketplace Ends January 30

RICHMOND — Virginia's Insurance Marketplace urges Virginia residents to enroll in 2026 health coverage before the final enrollment deadline on January 30, 2026. Open enrollment is the only time of year when eligible Virginians can enroll in or change their health plan through the Marketplace without experiencing a qualifying life event.

Every health plan offered on the Marketplace includes coverage for essential health benefits, such as emergency services, hospitalization, maternity and newborn care, prescription drugs, mental health care, and preventative services. Outside of the Marketplace, some health insurance plans are not required to include the 10 essential health benefits and may leave consumers with gaps in coverage.

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

"With monthly premium costs increasing this year for many consumers with the expiration of enhanced federal tax credits, it is more important than ever for Virginians to price shop and explore their options," said Keven Patchett, director of the Health Benefit Exchange, the State Corporation Commission division that oversees Virginia's Insurance Marketplace. "Navigating health insurance can feel overwhelming, but the Marketplace provides tools, resources, and free local assistance to help people understand their options and select a plan that best meets their needs and budget."

Virginia extended the Open Enrollment Period by two weeks this year. It will now conclude on January 30, 2026. After this date, individuals can only enroll if they qualify for a Special Enrollment Period due to a major life event such as losing coverage, getting married, or having a baby.

To support Virginians, Virginia's Insurance Marketplace offers several free resources, including:

- A plan comparison tool to review available coverage options.
- A [cost calculator](#) to estimate potential financial assistance.
- A statewide network of more than 3,000 certified assisters and agents who can provide free, in-person or virtual help.

- A [help center](#) with phone support and translation services.

To get started, Virginians should visit marketplace.virginia.gov to browse available plans, connect with local assisters and agents and apply for coverage.

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Source URLs: <https://enroll.marketplace.virginia.gov/prescreener/>,
<https://www.marketplace.virginia.gov/marketplace-help-center>,
<https://www.marketplace.virginia.gov/>