



# GEORGIA ACCESS

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## NEWS RELEASE

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### **GEORGIA ACCESS REVOLUTIONIZES HEALTH INSURANCE WITH INNOVATIVE PRIVATE SECTOR PARTNERSHIPS**

#### **Georgians Now Have Multiple Options to Enroll in Affordable Coverage through Web brokers, Agents, Insurance Companies and the Georgia Access Portal**

**ATLANTA** – Georgia Access, the State’s new State-based Exchange, announced today that it will partner with Enhanced Direct Enrollment (EDE) entities to offer consumers more pathways to shop for, compare, and enroll in quality, affordable health coverage in Georgia. Georgia Access is the first State-based Exchange to allow participation by certified EDE partners.

The comprehensive list of certified EDEs, web brokers and insurance providers for Open Enrollment 2025 are: Alliant Health Plans, Ambetter from Peach State Health Plan, Anthem Blue Cross and Blue Shield, Benefitalign, CareSource, Catch, Cigna Healthcare, Entérate Insurance, HealthSherpa, Inshura, INSXCloud, JET Health Solutions, Kaiser Permanente, MyMFG, Oscar Health, Stride Health, UnitedHealthcare of Georgia, Inc. and Via Benefits.

“As the first State-based Exchange to use the EDE model, Georgia Access is proud to take the lead in transforming the way consumers shop for and enroll in health coverage,” said Cheryl Gardner, executive director, Georgia Access. “At the heart of everything we do, we put consumers first. We are committed to ensuring every Georgian has access to the healthcare they deserve, to offer an enrollment process that is convenient and efficient, and to ultimately reduce the number of uninsured residents in Georgia.”

Georgia’s innovative model provides an end-to-end Exchange application enrollment experience. EDEs serve as web brokers offering direct enrollment in all available plans or as insurance companies providing direct enrollment exclusively in their own plan. Georgians will have the option to customize their health coverage choices by working independently through the Georgia Access consumer portal, issuer websites or with the help of certified agents using EDE tools.

The EDE capability was established by Healthcare.gov. As a part of its EDE certification requirements, Georgia Access requires that EDEs complete a rigorous certification and testing process and that they be certified by Healthcare.gov. While serving as a Georgia Access certified EDE partner, EDEs must remain in good standing and continue to comply with all existing and new requirements. Georgia Access and Healthcare.gov have the option to suspend or terminate partner access in cases in which the highest standards are not maintained.

Consumers may begin shopping for health coverage on November 1. Coverage will begin on January 1, 2025, for consumers who select a plan by December 16, 2024. Please visit [Georgiaaccess.gov](http://Georgiaaccess.gov) for more information.

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*Georgia Access, the new State-based Exchange in Georgia, is a division of the Office Commissioner of Insurance and Safety Fire. The mission of the Office Commissioner of Insurance and Safety Fire is to protect Georgia families by providing access to vital insurance products and safe buildings through fair regulation that creates economic opportunities for all Georgians.*