



GEORGIA ACCESS

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NEWS RELEASE

For Immediate Release

October 23, 2024

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GEORGIA ACCESS PREPS TO ENROLL GEORGIANS IN AFFORDABLE HEALTH COVERAGE FOR OPEN ENROLLMENT 2025 WITH OVER 15,000 CERTIFIED AGENTS, INNOVATIVE PARTNERSHIPS, AND MULTIPLE ENROLLMENT CHANNELS IN PLACE

Consumers Can Preview Health Plans Beginning October 28

ATLANTA – Georgia Access, Georgia's new State-based Exchange, announced today its readiness for the upcoming Open Enrollment period, including a robust roster of over 15,000 new and returning certified agents to date and multiple enrollment options for consumers to shop for and enroll in quality, affordable health coverage.

“Georgia Access is pleased that more than 15,000 licensed and certified agents will be available to help residents find the best coverage options to meet their unique needs and budgets,” said Georgia Access Executive Director Cheryl Gardner. “Agents offer consumers localized help and a personalized customer experience. They are integral in our mission to providing multiple pathways for consumers to enroll in health coverage and to reducing the number of uninsured residents in Georgia.”

Consumers can also begin to preview 2025 health insurance plan offerings and compare prices beginning October 28 at GeorgiaAccess.gov.

“We want the enrollment process to be as convenient and accessible as possible for Georgia consumers,” said Insurance and Safety fire Commissioner John F. King. “Plan preview provides consumers an opportunity to browse and determine which plans best fit their wallets and individual needs before Open Enrollment begins.”

Beginning November 1, agents will transition from enrolling consumers on HealthCare.gov to enrolling on Georgia Access or through an Enhanced Direct Enrollment (EDE) partner for Open Enrollment 2025. Agents are required to adhere to all requirements and complete Georgia Access certification training to sell plans on Georgia Access.

Georgia Access will offer different types of quality affordable health insurance plans designed to meet the varying needs of consumers throughout Georgia. Plans include Qualified Health Plans (QHPs), Stand-alone Dental Plans (SADPs) and Catastrophic Health Plans.

Georgia Access leads the way as the first State-based Exchange to implement an innovative approach that allows consumers to receive assistance from Georgia Access certified agents, Enhanced Direct Enrollment (EDE) partners, such as a web broker or insurance company, or through the Georgia Access consumer portal. As a result, Georgians have a true no-wrong door approach for enrolling in coverage.

Consumers can begin plan browsing on October 28. Shopping and enrolling for health coverage begins on November 1. Coverage will begin on January 1, 2025, for those who select a plan by December 16, 2024. For more information, please visit GeorgiaAccess.gov or call the Georgia Access Contact Center at 888-687-1503, TTY Line 711.

Georgia Access, the new State-based Exchange in Georgia, is a division of the Office of Commissioner of Insurance and Safety Fire. The mission of the Office of 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.