



GEORGIA ACCESS

JOHN F. KING

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NEWS RELEASE

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GEORGIA'S 2025 OPEN ENROLLMENT PERIOD BEGINS AS NEW STATE-BASED EXCHANGE, GEORGIA ACCESS, GOES LIVE

Georgians Can Now Enroll for High Quality Health Coverage

Milestones Celebrated with Launch Event and Announcement of Partnerships with the Georgia Bulldogs and the Atlanta Dream

ATLANTA – Insurance and Safety Fire Commissioner John F. King announced today the start of the 2025 Open Enrollment (OE) period along with the official launch of Georgia Access, the State's health insurance exchange. With OE underway, Georgians can now shop for, compare and enroll in high quality, affordable, comprehensive health coverage that is right for them and their family. The start of Open Enrollment 2025 was commemorated with a festive launch event at Liberty Plaza attended by state officials, private health care partners, agents, assisters, professional athletes and other special guests.

During the celebratory kick-off, Commissioner King announced partnerships with two of Georgia's most highly regarded sports teams -- the Georgia Bulldogs and the Atlanta Dream. The collaborations will bolster Georgia Access's 2025 Open Enrollment Public Awareness Campaign (PAC) which launched in October.

"Open Enrollment is the optimal time for Georgians to explore affordable options for health coverage," said Commissioner King. "Our innovative approach of partnering directly with private sector entities is tailored to fit how consumers already shop for health coverage, simplifying the enrollment process and ultimately reducing the number of uninsured Georgians. We're excited to have partnerships with the Georgia Bulldogs and the Atlanta Dream to support this important goal."

Georgia Access is the first State-based Exchange to implement an innovative model that offers consumers multiple ways to enroll including through an extensive network of certified agents, Enhanced Direct Enrollment (EDE) partners, such as a web brokers and insurance companies, or through the Georgia Access consumer portal. Regardless of how consumers shop and enroll, the costs of plan premiums and eligibility for financial assistance is the same.

“Since 2019, we laid the groundwork to transition to Georgia’s State-based Exchange (SBE) and to begin our first Open Enrollment period,” said Georgia Access Executive Director Cheryl Gardner. “Providing multiple pathways to enroll through our partners and free, easy access are all critical to our goal to get more Georgians enrolled in health coverage. Today, we stand ready for the enrollment process and encourage Georgians to shop for and compare plans to find the coverage that best fits their needs.”

"The Georgia Bulldogs proudly support Georgia Access in its efforts to improve healthcare and well-being across our state," said Alan Thomas, Associate Athletic Director for External Operations at the Georgia Bulldogs. "We are committed to raising awareness about the critical need for health coverage and offering essential resources to help Georgians secure the coverage they need. This partnership represents our shared goals to foster healthier communities."

“The Atlanta Dream is committed to support Georgia Access in its goal to promote healthcare and well-being in our communities,” said Laila Brock, Senior Vice President of Strategic Partnerships and Community Impact. “This partnership is a natural fit and together we can make an impact to educate Georgians about the importance of health coverage and provide resources to help them enroll.”

Through implementation of a statewide reinsurance program and a multi-year targeted outreach effort, Georgia Access has made significant progress. Since 2019, carrier participation has more than doubled, with nearly every county having three or more carriers offering on-exchange plans for 2025. During OE 2024, more than 1.3 million Georgians enrolled in marketplace coverage, the largest figure ever recorded in Georgia’s market.

Consumers who were previously enrolled in coverage through HealthCare.gov have been automatically migrated to Georgia Access. Coverage will begin on January 1, 2025, for consumers who select a plan by December 16, 2024, or February 1 for plans selected between December 17, 2024, and January 15, 2025. Consumers who are not eligible for health coverage through Georgia Access may be eligible for other state health coverage programs such as Medicaid, PeachCare for Kids® or Georgia Pathways to Coverage™. Georgians may also be eligible for Medicare and/or COBRA.

Anyone seeking coverage may visit <https://georgiaaccess.gov/> to navigate enrollment options. For more information, consumers may call the Georgia Access Contact Center 888-687-1503, TTY Line 711. The contact center is open Monday through Friday, 8 a.m. to 8 p.m. EST and Saturday through Sunday from 10 a.m. to 2 p.m. EST (excluding holidays).

About the Atlanta Dream

The Atlanta Dream is a professional women’s basketball team in the WNBA, dedicated to empowering communities and promoting health and welfare through sports. The Dream actively engages with local communities to inspire and educate, using their platform to make a difference on and off the court.

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.