



Commonwealth of Virginia
Virginia Department of Medical Assistance Services

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Virginia Medicaid Agency Announces Launch of New Websites

*~ Agency and outreach websites offer enhanced features to
improve member access and communications ~*

Richmond – The Virginia Department of Medical Assistance Services (DMAS) today announced the launch of updated agency and outreach websites to better support Medicaid members, providers and individuals seeking information about Medicaid programs and services.

“The new website innovations will allow Virginians to get reliable information in real time,” said Karen Kimsey, DMAS Director. “Virginia’s Medicaid program serves as a critical safety net to our 1.8 million members. It’s important that we meet our members and eligible individuals where they are by offering multiple methods of communication so they can get access to the health coverage they need.”

The new agency website, dmas.virginia.gov, features accessibility improvements and enhanced resources for Medicaid members. The site also contains detailed information about the agency’s programs and services, including extensive resources for health care providers. Improved search functionality allows visitors to find information in documents available on the website.

“A renewed focus on digital accessibility is a big step forward for everyone who interacts with our agency,” said Chris Gordon, DMAS Chief Finance and Technology Officer. “As we continue to expand our provider network and increase communications with members, we hope

the new website will be an easy way to access the latest information, a particularly critical goal during the COVID-19 pandemic.”

The new outreach website—the English-language coverva.org and Spanish-language cubrevirginia.org—includes updated consumer-friendly features to help visitors learn who is eligible for Medicaid, what services are covered, and how they can apply for coverage. A new live chat feature allows website visitors to communicate directly with a Virginia Medicaid representative, creating a new option that supports the Cover Virginia Call Center.

Since the start of the COVID-19 pandemic in March 2020, Virginia Medicaid has gained nearly 300,000 new members.

“Many of these new members have experienced job loss, financial hardship and health challenges,” said Sarah Hatton, DMAS Deputy of Administration. “It’s more important than ever that we have open lines of communication with our members. The public health emergency has taught us that we need to be innovative and flexible in our outreach to eligible Virginians and members, and the new outreach website reflects our response to this new challenge.”

In the coming months, Cover Virginia will offer additional innovations to support improved communications with Medicaid members and applicants. A new mobile software application scheduled for release in early October will allow individuals to submit requested documentation for their application and receive notifications and reminders from Cover Virginia. A new enhanced interactive voice response system will increase efficiency by providing frequently requested information through a convenient automated telephone menu.

Only July 1, 2021, a new single statewide toll-free number will allow callers to apply for Medicaid only or to apply for all social services benefit programs, including SNAP.

Visitors to all three websites can sign up to receive regular updates about the Medicaid program via email or text in English or Spanish.