

Usability Evaluation of MyPhysicianPlan: A Platform for Affordable Healthcare

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ABSTRACT

Access to affordable healthcare remains a major challenge for millions of uninsured and underinsured Americans, as well as for international travelers navigating the U.S. healthcare system. Despite advancements such as the Affordable Care Act, nearly 26 million Americans are still uninsured, and many insured individuals continue to face high out-of-pocket costs. These gaps often result in delayed care, worsened health outcomes, and overwhelming medical debt. MyPhysicianPlan addresses this need through a flexible, self-pay primary care model that bypasses traditional insurance, offering accessible in-person and virtual care, lab tests, and prescriptions at reduced rates. To optimize its usability, HITLAB conducted a heuristic evaluation of the platform using Jakob Nielsen's Heuristics and user personas representing typical end users.

HITLAB's evaluation identified multiple strengths such as clear progress indicators, streamlined navigation, and intuitive workflows. However, opportunities for improvement were noted in areas such as error prevention, clarity of terminology, action reversibility, and user support. The findings underscore the platform's solid foundation and highlight critical refinements to enhance usability. HITLAB's recommendations and insights will guide future iterations, helping the platform better support its mission of delivering inclusive, simplified, and effective healthcare solutions for diverse user groups.

OBJECTIVES

- Assess the user experience and learnability of MyPhysicianPlan platform through a task-oriented cognitive walkthrough.
- Identify usability issues within MyPhysicianPlan 's interface by assessing its compliance with established heuristic principles.
- Derive actionable insights to refine MyPhysicianPlan platform, with the aim of enhancing user experience.

STUDY METHODOLOGY

- Formulated key evaluation objectives aligned with the intended purpose of the interface and the expectations of the target audience.
- Two independent researchers conducted evaluations of the MyPhysicianPlan platform to assess its usability.
- User personas that reflects the target user demographics and behaviors was developed.
- The researchers evaluated and identified cognitive problems and task-related challenges encountered by users through cognitive walk through.
- The usability of the MyPhysicianPlan platform was assessed using Jakob Nielsen's interaction design heuristics.
- Interface issues were ranked based on their severity, taking into account the frequency, impact, and persistence of problems.

RESULTS

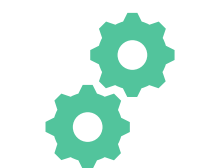
Cognitive Walkthrough Evaluation



1. User Interface and Navigation

Strengths: The platform offers intuitive navigation with clear, user-friendly language and consistent design.

Recommendations: Enhance navigation with clear step-by-step guidance, tool tips, and visual cues to highlight critical information.



2. Functionality and Efficiency

Strengths: Streamlined processes for plan selection, provider workflows, and business operations.

Recommendations: Optimize data validation, automate notifications & reminders, and introduce interactive dashboards for actionable insights.



3. User Support and Accessibility

Strengths: Accessible design with effective error-prevention mechanisms.

Recommendations: Develop a dedicated help center with tutorials, FAQs, and real-time support.



4. Security

Strengths: Secure design that builds user trust and safeguards sensitive data.

Recommendations: Strengthen authentication with robust password requirements and timed OTPs



5. Consistency and standards

The platform largely follows this heuristic. However, preventing information overload and eliminating unnecessary option duplication will enhance usability.



6. Recognition Rather Than Recall

The platform minimizes memory load by making options visible, supporting ease of use. Adding inline tooltips would further enhance usability.



7. Flexibility & Efficiency of Use

Simplified workflows enable efficient task completion for various user types. Clearer descriptions and tooltips could improve usability for both novice and experienced users.



8. Aesthetic & Minimalist Design

Organizing key messages with distinct visual cues (e.g., font colors, step-by-step formats) would enhance clarity and focus.



9. Recognize, diagnose, & recover from errors

Clear, prompt error feedback helps users address issues effectively.



10. Help & Documentation

Support resources are limited, presenting an opportunity for enhancement.

MyPhysicianPlan: A Flexible, Inclusive Approach to Affordable Healthcare

What is MyPhysician Plan?

- MyPhysicianPlan is a flexible, affordable healthcare platform designed for **individuals underserved by traditional insurance systems**—such as uninsured U.S. residents, international travelers, and non-traditional workforces.
- The platform removes common barriers to care by offering essential services including in-person doctor visits, telehealth consultations, lab tests, and prescription discounts, without deductibles, waiting periods, or burdensome paperwork.

Key Member Savings

- LabCorp Tests:** **80%** discount through strategic partnerships
- Prescriptions:** Up to **90%** savings via the MyPhysician Plan Rx Savings Card.

Platform User Categories

01



Patients Residing in the U.S.:

U.S. residents can select from two core plans:

- Routine Medical Care Plan:** Unlimited in-person and virtual consultations for general health, chronic illnesses, and pre-existing conditions.
- FlexCare Plan:** Adds cost-sharing via Sedera for unexpected medical expenses, providing financial protection beyond routine care.

02



International Travelers:

Travelers can replace or supplement travel insurance with a

- Primary Care Plan** that covers routine services or
- Premium Comprehensive Travel Plan** that adds emergency care, specialist access, and nationwide coverage through the United Healthcare network.

03



Primary Care Providers:

- PCPs often struggle to get compensated for treating uninsured patients.
- MyPhysicianPlan allows them to enroll these individuals into affordable care plans, strengthening long-term patient relationships.

04



Employers:

- MyPhysicianPlan offers customizable and affordable healthcare plans for organizations.

05



Travel Agents:

- Agents can include MyPhysicianPlan as a reliable healthcare coverage with travel packages, improving customer experience and satisfaction.

Heuristic Evaluation Results

A heuristic evaluation of MyPhysicianPlan, based on Jakob Nielsen's ten usability heuristics, highlighted a strong foundation in design and functionality, while also identifying key areas for enhancement to improve the overall user experience.



1. Visibility of System Status

The platform generally informs users about system actions through confirmation messages. Minor improvements are suggested, such as clearer plan details and more accurate page titles.



2. Match Between System and the Real World

User-friendly language aligns with real-world expectations, supporting intuitive interactions.



3. User Control and Freedom

The platform supports user interactions but could improve flexibility in certain actions such as irreversible auto-renew selections and lack of confirmation for deletions.



4. Error Prevention

Features like error messages and confirmation dialogs help prevent mistakes while enhancing input validation could further reduce user errors.

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