



The My25 Family of Products Guide

We improve health, reduce costs, and save time...simultaneously maximizing for people with specialized needs and their associated, outcomes-driven stakeholders & funders.



Human services and healthcare innovators subscribe to one or more of My25's personalized products to address the needs of people with specialized needs they care about. Individuals with behavioral and mental health challenges, IDD, autism, and TBI; clients in recovery/rehabilitation; and the elderly—in waiver, ICF, supported living and home-based settings and intermittent and day programs.

The associated network of staff, family and guardians are additionally galvanized. Shared responsibility fosters overall buy-in and ongoing momentum.

Some My25 products maximize the day-to-day with comprehensive resources and interface, including bolstering the efforts of associated staff to benefit agency operations, quality, and financials.

Other My25 products are used by a broad range of subscribers as a value-add plug-in with curated content for widespread client/patient/member access and engagement.

WE CRACKED THE FOOD AS MEDICINE CODE

We center on the key driver behind preventive health for people with specialized needs: nutrition. But unlike traditional diet management and mainstream approaches that have largely failed this vital population, we tackle food strategically and holistically—meaning beyond what's on the plate. My25's various products seamlessly link together associated fundamentals, including an end-to-end toolkit of tailored tools, engagement, education, and rewards. My25's robust, proprietary software is in the driver's seat to ensure flexibility, interactivity, and outcomes success on a personalized basis.

Holistic • Person-Centered • Leverageable • Value-Based



My25 Personal App & Messaging

Maximizes for People with Specialized Needs Across the Board *and* Associated Staff & Family/Guardians—an individual focus

Our newest addition to My25's family of digital products is the highly affordable My25 Personal mobile app and messaging platform.

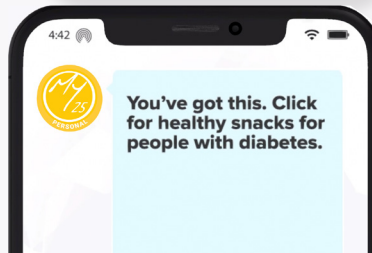
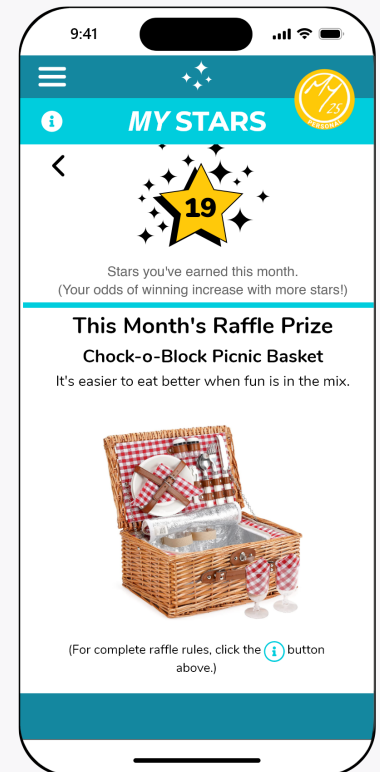
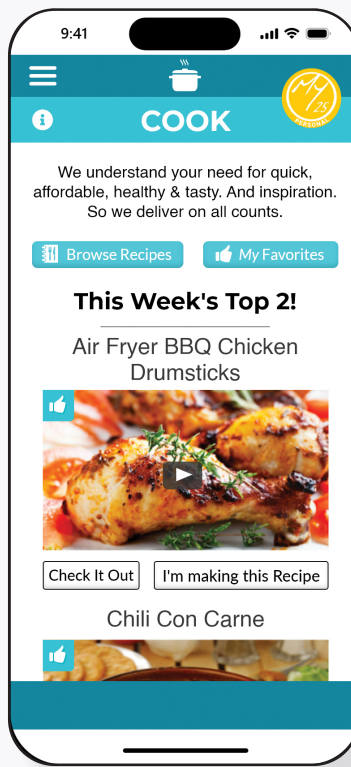
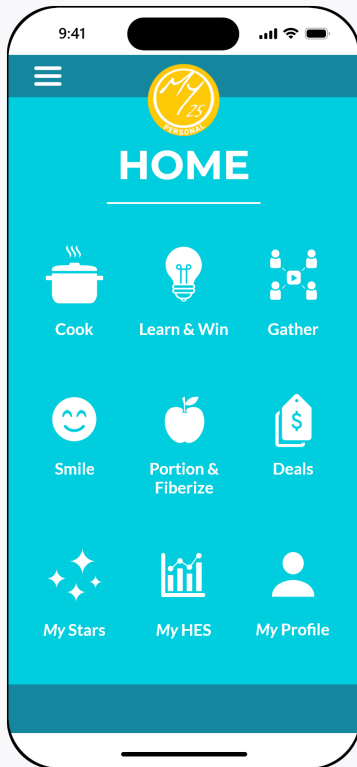
Interactivity is front and center. Users have access to personalized resources regarding recipes; education (cooking & kitchen skills, nutrition, preventive health, disease management, enjoyment of life); invitations to attend live presentations; their unique Healthy Eating Scores (HES) for menu planning, motivation, reward, and care coordination purposes; and additional, dynamic experiences.

The My25 Personal app is presented in a highly engaging, multi-media format with opt-in messaging zeroing in on the individual's interests and needs, such as: snack foods for people with diabetes, date night recipes, reading nutrition facts labels, fast food tips, and much, much more. My25 Personal rewards involvement and knowledge gains with raffle prizes.



Staff, caregivers, and family/guardians are also invited to sign up for My25 Personal; the platform's content is tailored and dynamic enough to also bolster this allied support network. With everyone on the same page, buy-in and ongoing momentum elevate. A bandwagon of shared responsibility leads to sustainable change taking hold.

Accessible via app download. Compatible with (phone and tablet) Google Android, Apple iOS, and Jitterbug Smart3. Watch: vimeo.com/797854459





My25 Select

Maximizes in More-Independent Waiver, Supported Living, & Home-Based Settings and in Intermittent & Day Programs—an individual or whole household focus

My25 Select—a web-based/mobile-optimized platform largely focused on building a weekly calendar of dinner meals—is self-directed...cemented in interactivity, flexibility, and building knowledge and skills regarding cooking, nutrition, and preventive health. Core features center on menu planning, grocery shopping, and recipe prep steps—personalized for individual/household food preferences and dietary needs.

My25 Select grocery lists can be used at any store, but will auto populate the home's Walmart online cart if the household shops at Walmart (page 5 describes more about My25 Grocery—Walmart and our Healthy Eating Score (HES) tracker mentioned immediately below).

My25 Select users are visually and numerically guided—and motivated—regarding their meal choices by My25's proprietary Healthy Eating Score (HES) tracker. Further accessible...My25 Select's popular recipe box with mouth-watering photo images and videos set to music and our Leftovers Rescue Planner (also helpful for what to do with donated food bank ingredients).

An entire section within the My25 Select platform is dedicated to education and engagement in 81 languages and multi-media format. Watch: vimeo.com/694080454



The screenshot shows the My25 Select DASHBOARD interface. At the top is a navigation bar with links: PORTAL, ACCOUNT, HOUSEHOLD PROFILE, DASHBOARD, CALENDAR (MY MENUS), RECIPES, WATCH, LEFTOVERS RESCUE, HES, CONTACT, and a settings gear icon. The main content area features three large teal cards: 'SELECT DATES & MENUS NOW' with a salad image, 'YOUR HEALTHY EATING SCORES' with a tomato stack and line graph, and 'WATCH & LICK YOUR LIPS' with a video player showing a plate of food. Below these is a section titled 'Key My25 Select Resources' with five smaller teal cards: 'BUMP UP VEGGIE FLAVOR CHART' (chopping tomatoes), 'JAZZ UP HEALTHY STARCHES CHART' (bread), 'SAUCE IT UP CHART' (oil in a pan), 'MY25 SELECT OVERVIEW VIDEO' (marked with a yellow star), and 'MY25 PLATING' (a plated dish).



My25 Choice

Maximizes in Waiver & ICF Settings—a whole household focus

Impressing licensors and regulators, My25 Choice is a streamlined/foolproof, person-centered mealtime and grocery shopping system that simultaneously: bolsters inexperienced, high turnover staff; enhances choice, clinical health and social health (SDoH), and independent living skills for people supported; and reduces key expenses (food, labor, PRNs, acute care and medications). Nothing slips through the cracks as new staff come on board and are able to easily and quickly embrace on-point/on-budget, healthy mealtime and grocery shopping in time-savings fashion.

My25 Choice is the first-ever, successful marriage of choice and nutrition, on a time-savings and budget-sensitive basis. Uniquely—and despite diverse dynamics—our nimble, proprietary technology ensures the whole household is largely able to enjoy the same person-centered meal together.

Addressing daily breakfast, lunch, dinner and snack needs related to underweight and overweight status, obesity, diabetes, heart conditions, GERD, lactose intolerance, allergies, dysphagia, general diets, and more, a My25 Choice subscription includes weekly menus, grocery shopping lists, recipe prep steps, and therapeutic & nutrition detail. These resources—refreshed every 5 weeks and as requested along the way through our 24/7 menu change hotline, at no additional charge—are emailed to staff or are accessible online.



No two settings have the same menu over time and an experienced My25 Support Associate is assigned and dedicated to each household to be responsive and continually assess health; train new staff; answer questions; adjust menus to reflect preferences, census, dietary needs, grocery budget, and preparation requests; award frame-worthy certificates of recognition for improving health to both clients and staff; and organize contests and challenges (with rewards we underwrite and send). The My25 Support Associate compiles routine, outcomes progress overview reports for organizational leadership.

My25 Choice grocery lists can be used at any store, but with **one click** will auto populate the home's Walmart online cart if the household shops at Walmart (page 5 describes more about My25 Grocery—Walmart). My25 Choice is further scaffolded by the Elevate Portal—that we can white label with the organization's logo and colors to amplify health leadership brand and messaging. The Portal provides ongoing engagement and education resources, available to an organization's entire constituency, in 81 languages and multi-media format.

A turbocharging, optional My25 Max—RESIDENT CHOICE+ feature integrated for My25 Choice subscribers allows staff and residents—if they like—to become directly involved in hands-on choice of healthy dinner options. Selections are guided by My25's visual Healthy Eating Score (HES) tracker, going from red to yellow to green, and via photo images and recipe videos set to music. My25 Max—RESIDENT CHOICE+ was developed for My25 Choice subscribers to further solidify person-centered initiative, engagement, independent living skills development, and healthy eating knowledge/habits. Watch: vimeo.com/866547075





My25 Grocery—Walmart

Saves time and keeps purchases in healthy & budget-sensitive lanes

While My25 Choice and My25 Select subscribers can shop anywhere they choose with their My25 grocery lists, we can help further if it's Walmart. We entered into a technology partnership with Walmart to help save time and keep purchases in healthy and budget-sensitive lanes. With **one click**, My25 grocery lists (associated with the home's My25 person-centered, scaled menus) automatically populate the household's Walmart shopping cart for curbside pick-up or delivery. Yes, Walmart's online grocery accepts tax exempt status and SNAP EBT, with Walmart members typically off the hook for delivery charges.



Via One Click...



Plus, we help build and manage each home's pantry to curtail over and under buying of items like spices. We'll even customize specific brands and quantities to streamline future ordering. And to top it all off...you can **easily** access management summary oversight reports for each home regarding usage and more information, including a cost comparison between what we estimate the grocery bill should be versus what was actually spent at Walmart.

Watch: vimeo.com/846664096



My25 Healthy Eating Score (HES)

Motivational & care coordination guidance & metrics that are also highly leverageable

My25's proprietary Healthy Eating Score (HES) metric, available to My25 Choice, My25 Select, and My25 Personal subscribers, is the first-ever household nutrition measurement for people with specialized needs—for one person up to however many. HES guides menu planning visually in real time, going from red to yellow to green. Then, HES is automatically tracked and trended as on-demand numeric values for motivation, care coordination and reward purposes.

Subscribing entities have access to aggregate oversight summary reports regarding HES measurement across all their individual and/or household users—which is highly useful data and leverageable information for strategic, brand-build, marketing, and funding purposes.

About Your HES	Your Month	Your 6 Months	Select Your Dates

About My25



We don't relish pointing out the negative. But we're honest when asked why we started Mainstay and its My25 products that are so successful throughout the U.S. in thousands of homes for tens of thousands of individuals. The data spells out the status quo very clearly. The human services and healthcare industries are largely missing the preventive health and beneficial nutrition marks for people with specialized needs. As a result...a number of responsibilities and opportunities are also being missed.

Dismal health statistics highlight today's subpar reality. Traditional diet management, points tabulating, protein-laden, zen-like, and plant-based "solutions" are failing both the clinical health and social health (SDoH) of the vital population of people with specialized needs. Approximately 70% of individuals supported in LTSS settings are *unnecessarily* outside a normal BMI and *unnecessarily* (unrelated to the disability or pharmacological complications for a majority) struggling with two to three times mainstream rates of costly, chronic conditions such as diabetes and heart complications. In-charge—but often inexperienced and high turnover—staff struggle with nutrition, mealtime, and grocery shopping dynamics that typically follow "processes" and an outputs orientation similar to what was in place decades ago.



Pre My25, it's akin to a needle in a very large haystack to find a successful marriage between person-centered choice, budget-sensitivity, streamlined prep and grocery shopping, and beneficial nutrition.

We were further spurred into action after noting that a number of stakeholders and funders fail to recognize that nutrition is not only the primary driver behind wellness, but is a central component with valuable tentacles related to key quality, operational, financial, and marketing objectives and opportunities.

So we committed to fix it all. And we did so by cracking the food as medicine and preventive health code for people with specialized needs via a holistic approach, making sure to deliver a scalable and leverageable solution. And with two MBAs—touting highly successful human services and healthcare experiences and triumphs—spearheading My25 efforts, we key in on metrics and outcomes versus mere outputs. Management oversight reports we make available highlight both accomplishments and areas needing improvement. This type of information—that only a partner, not a typical vendor, provides—enhances the strategic efforts of our subscribers in multiple ways.

As far as the glorious nitty, gritty...My25 incorporates customization and a strategic mix of hands-on, tailored tools and digital platforms to choose from; multi-media formats; and experienced, step-by-step guidance. Each My25 product is built recognizing that effective, person-centered nutrition and preventive health for people with specialized, diverse needs is complex, but must be delivered in an engaging, easy-to-embrace way. The nuances require a dynamic driver's seat...the integration, flexibility, immediacy, and user friendliness that only expertly-constructed technology provides—which we developed and continually enhance.



As frosting on this high-fiber cake, we ensure that healthier food doesn't have to taste bad, cost more, or be more complicated to access or prepare.

So our efforts are always maximizing, we pay keen attention—innovating, educating and incorporating accordingly—regarding current and evolving dynamics...runaway grocery expense; rampant staff shortages; inexperienced direct support personnel; technology elevation; the urgent need for knowledge gains and independent living skills development; households mixing it up with food prepared at home, meals delivered, and eating out; and sustainable, eat-better lifestyle changes in conjunction with prescription medication jumpstarting weight loss.

We can't wrap up without revisiting the pre-My25 statistic regarding only 30% of people with specialized needs within a normal BMI in LTSS settings. 12 to 18 months post and ongoing My25, approximately 70% of this vital population is at or moving toward a normal BMI with concurrent improvement to associated health parameters such as A1c levels, blood pressure readings, medication usage/dosage, physical activity, and enjoyment of life. Basically, human services should be **running** toward food as medicine. We'd love for you to reach out, so we can also share where associated quality, operations, financials, and marketing endeavors simultaneously catapult for stakeholders and funders—our subscribers.

My25's foundational guidelines and technology backbone were established in partnership with the USDA and via collaboration with professionals from Northwestern University's Feinberg School of Medicine. We subscribe to the Dietary Guidelines for Americans, moderation versus deprivation, rebalancing the plate, and that super nutrient—fiber. The My25 team is comprised of preventive health, nutrition, disease management, education, technology, business, and human services professionals. Fiber nerds...each one of us.

And now, My25 is maximizing 25% of the day in smart homes.

We absolutely love disrupting the costly, unhealthy status quo and you will, too.

Watch: vimeo.com/673619713



(Integrate via API?...no problem.)

Unlike so many preventive health and risk assessment approaches focusing on the most unwell/most at risk 5%, My25's successful food as medicine approach positively impacts a majority of people with specialized needs...making us a definitive population health solution.



Value-Based Impact at Its Very, Very Best

