My25's

DIGITAL FOOD AS MEDICINE








powered by Mainstay

Food is the

NUMBER 1 DRIVER

behind preventive health and associated medical care and medication costs.

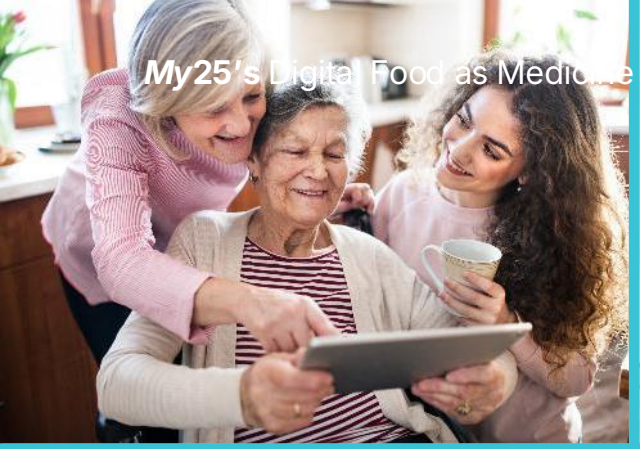


So we focused on

FOOD AS MEDICINE

from the get-go.











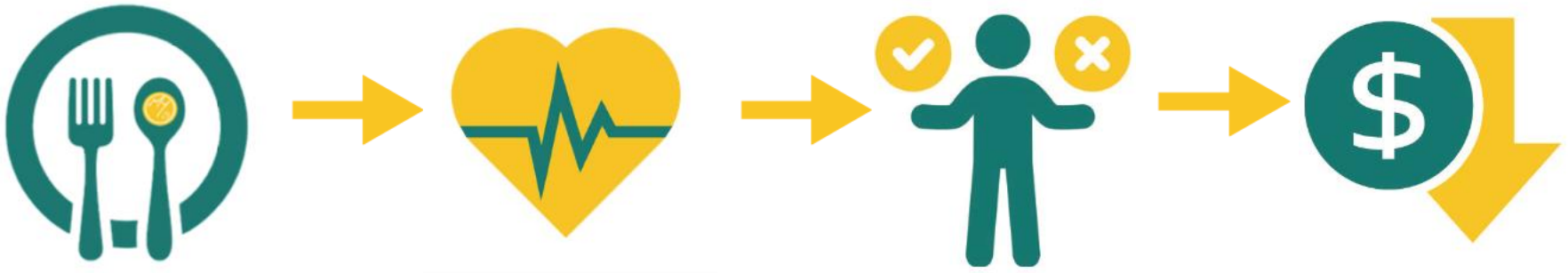
My25 is our core brand defining a suite of personalized, digital resources dedicated to nutrition and preventive health for individuals with behavioral and mental health challenges, IDD, Down syndrome, autism, and TBI; clients in recovery and rehabilitation; and the elderly.

Mainstay™

HOME · CAPTURE · DATA TRACKER · GROCERY · HEALTHY EATING SCORE · MAX · CHOICE · ELEVATE · PERSONAL







As our initial backer, the USDA was similarly convinced that same-old and status quo solutions have largely been unsuccessful for decades as far as marrying nutrition, preventive health, person-centered choice, and budget.

We additionally collaborated with professionals from

NORTHWESTERN UNIVERSITY'S

FEINBERG SCHOOL OF MEDICINE

to hone our nutritional basis... personalization, moderation versus deprivation, a focus on fiber, and rebalancing the plate.



TODAY, *MY25* HAS A TEAM

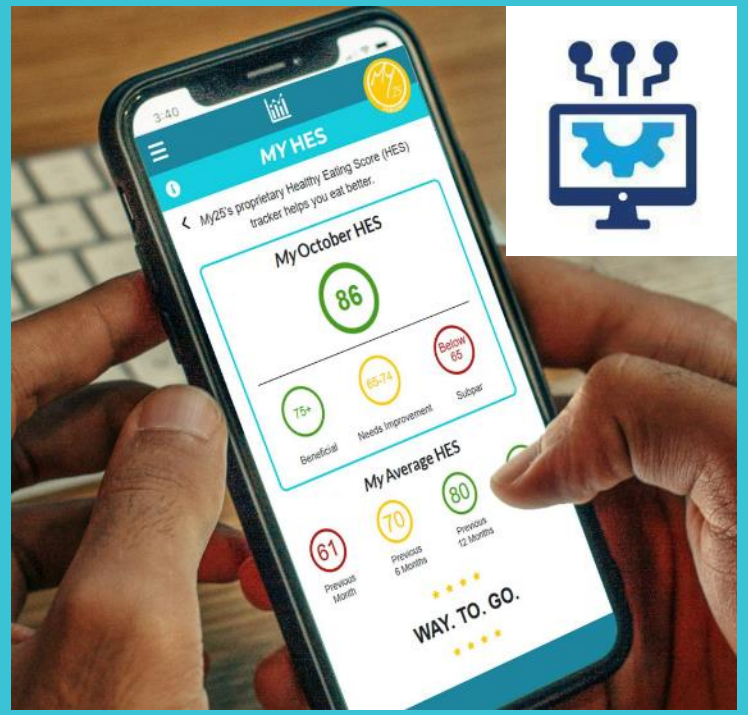
of experienced and respected professionals and partners.



We routinely meet with SNAP officials. We forged a pivotal back-end tech partnership with Walmart. And we built—and continually enhance—our proprietary software and data tracking solely dedicated to this sector.







Leading human services/healthcare organizations and states throughout the U.S. subscribe to one or more ***My*25** Food as Medicine digital products to favorably impact key outcomes—

SIMULTANEOUSLY, SUSTAINABLY AND AFFORDABLY

- person-centered choice
- clinical health
- social health
- food cost reduction
- medical care/medication expense reduction
- time-savings & foolproofing the day-to-day
- independent living skills development
- actionable data



HITTING THE OUTCOMES

mark across the board for a majority and not just the 5% most unwell, ***My*25** is holistic and integrated, centered on the whole person.



ENGAGED > 2X BETTER HEALTH OUTCOMES

We strategically stem the leakages getting in the way of sustainable behavior and habit change.

Individuals and entire households, that are engaged, demonstrate 2x better health outcomes.



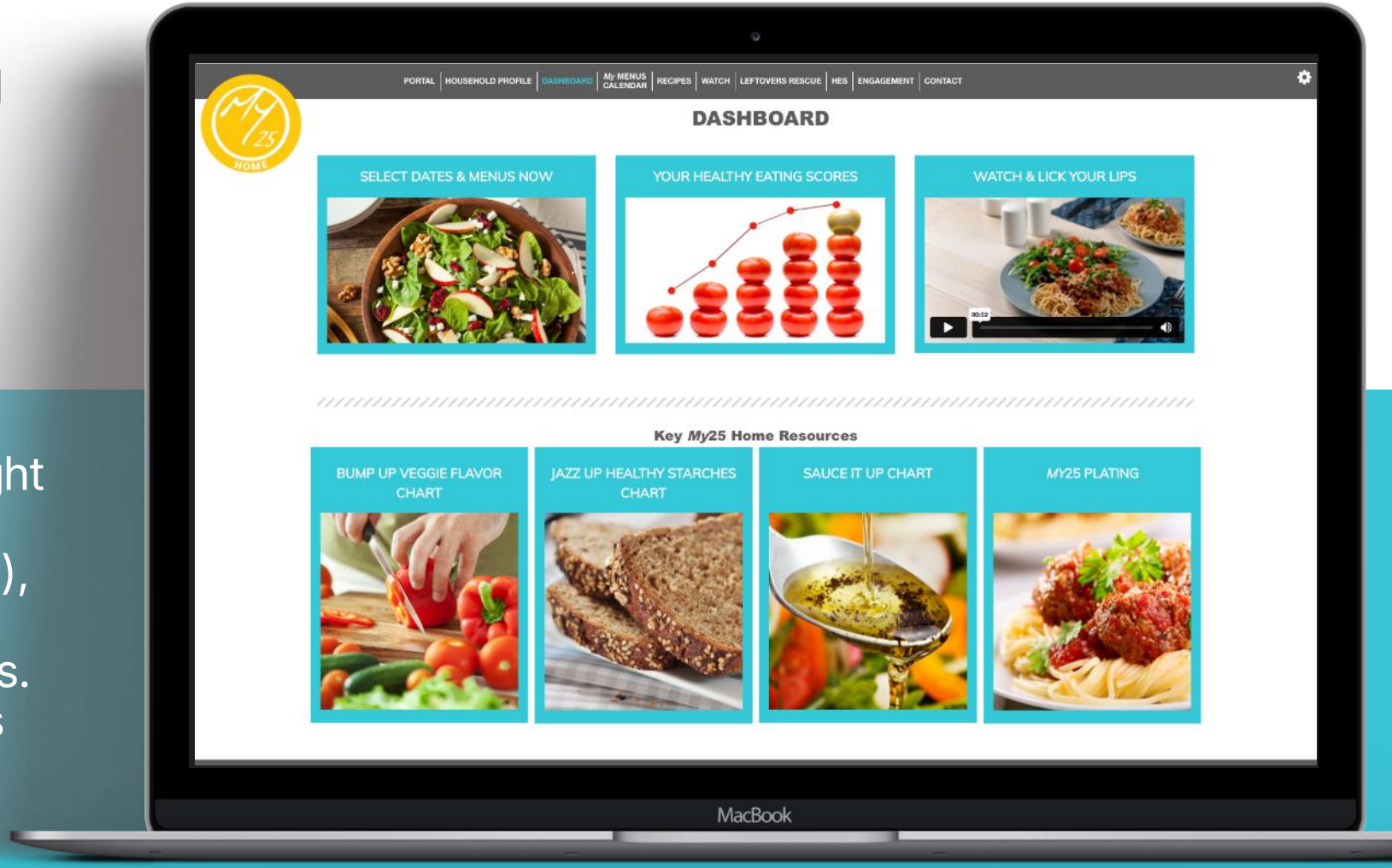
SO WE ENGAGE

via a daily toolkit of mealtime and grocery shopping resources, scaffolded by highly visual and interactive education and skill building.

The platform we've developed for independent/supported living and smart homes is called

MY25 HOME

***My*25** Home is even being sought out for use during or after medically tailored meals (MTMs), medically tailored groceries (MTGs), and GLP-1 interventions. We keep the nutrition guardrails up, sustainably and affordably. **Long term.**



***My*25 Home** focuses on

WEEKLY DINNER MEALS

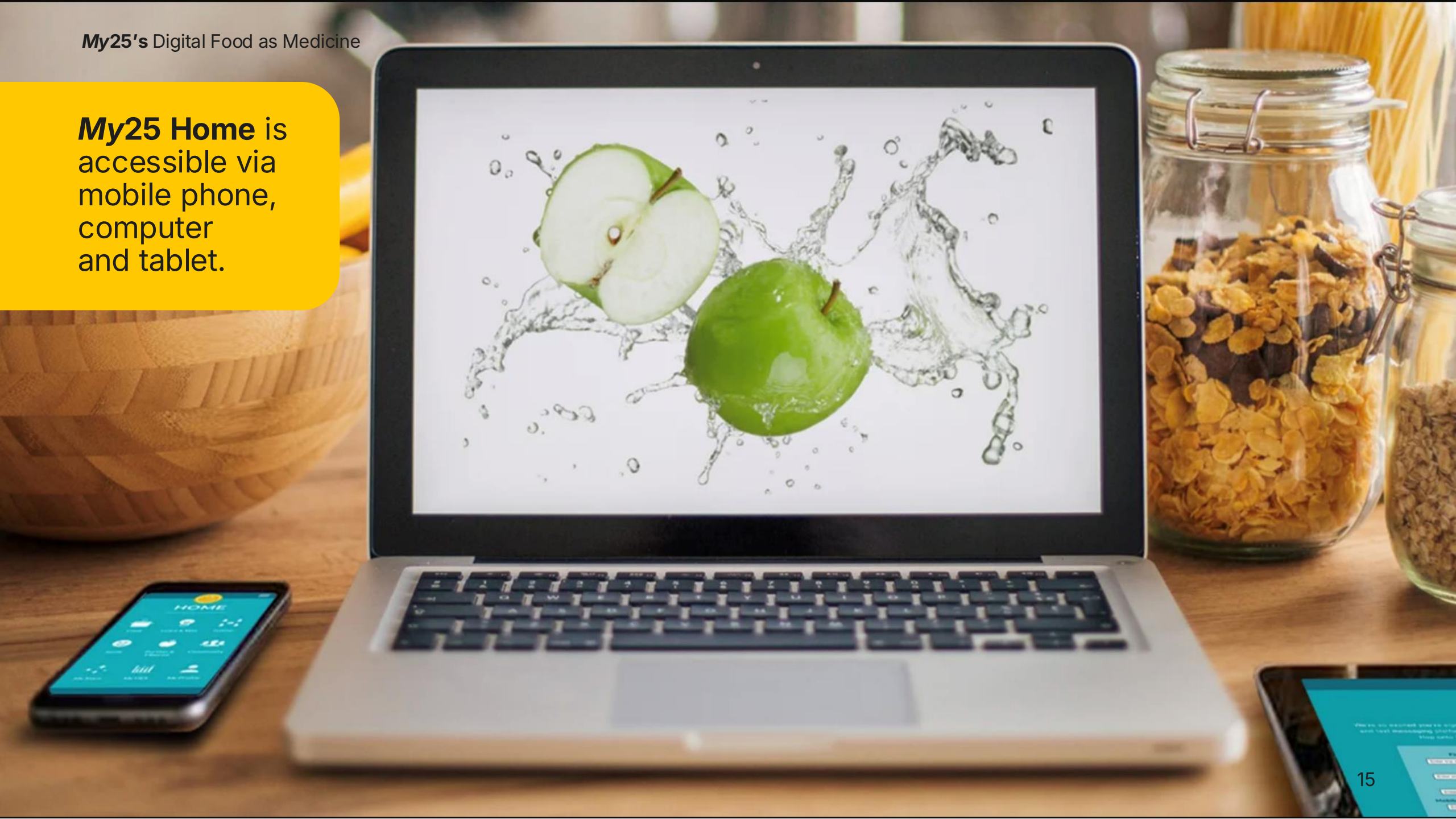
leveraging all that we've learned over the past several years and integrating the most up-to-date technology, including A.I.

The result is enhanced personalization and self-directed interaction, along with a robust, enjoyable experience.

***My*25 Home** innovation allows us to push subscription fees down, not up.

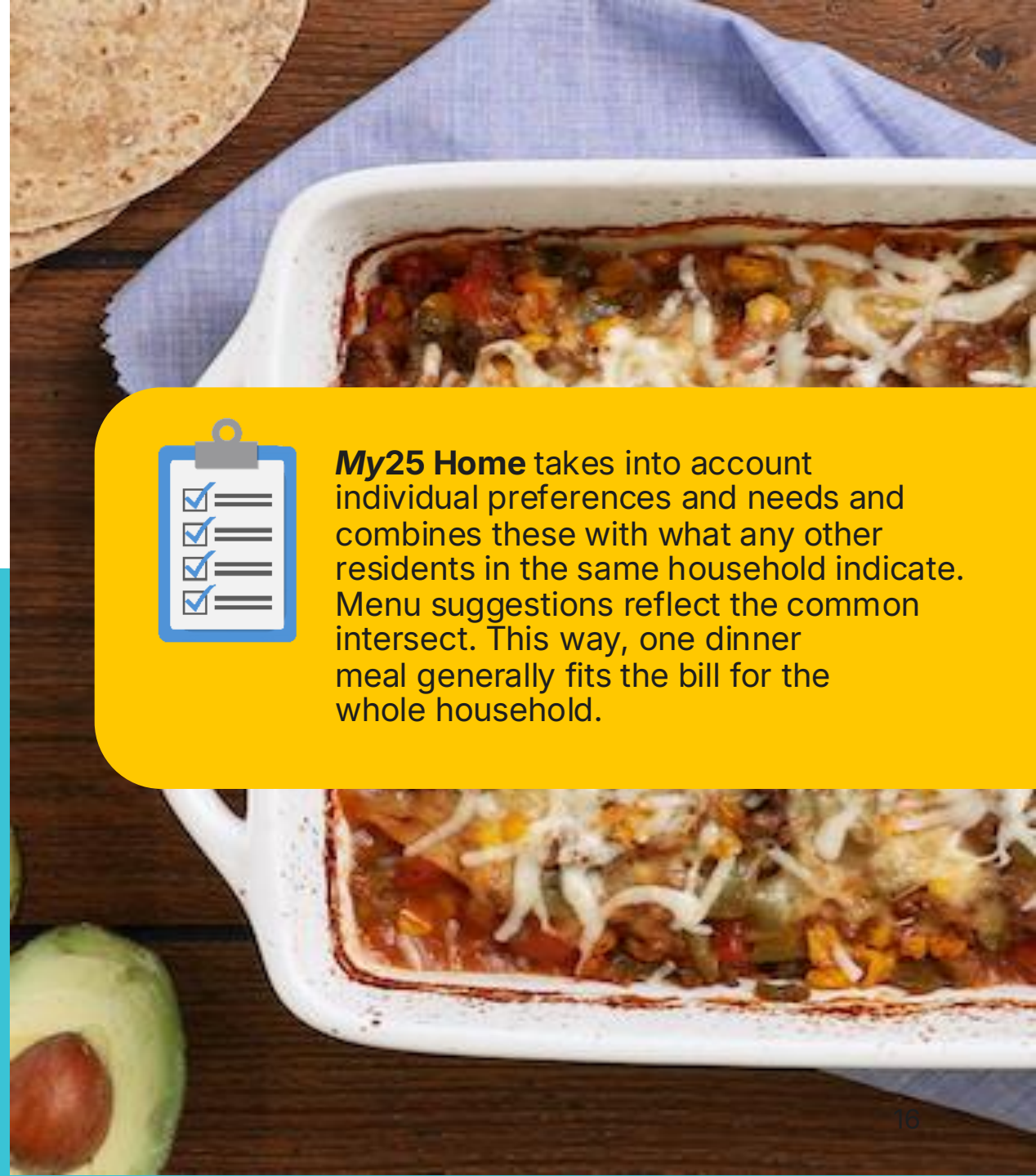


***My*25 Home** is accessible via mobile phone, computer and tablet.



Users—one individual or individuals together in a house—create an account and answer profile questions about food preferences; dietary needs; and number of residents.

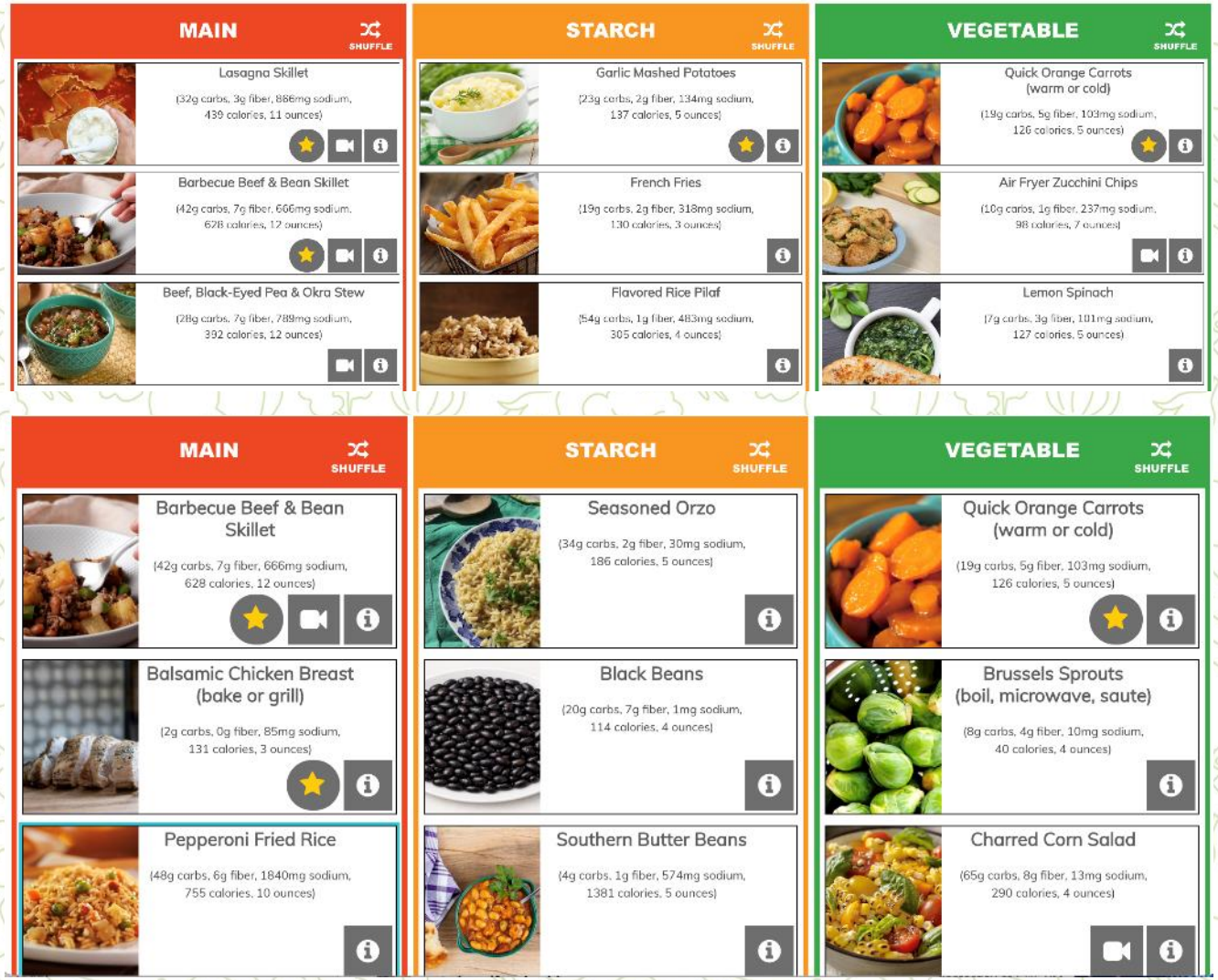
This information is used to automatically personalize ***My*25 Home**, which is important because resources generated within the platform incorporate this customization.



***My*25 Home** takes into account individual preferences and needs and combines these with what any other residents in the same household indicate. Menu suggestions reflect the common intersect. This way, one dinner meal generally fits the bill for the whole household.

HOUSEHOLDS CAN SELF-BUILD THEIR OWN DINNER MEALS FOR THE WEEK.

Hundreds upon hundreds of recipes to choose from. ***My*25 Home** offers suggestions which can easily be shuffled to produce the next batch and the next batch of options.

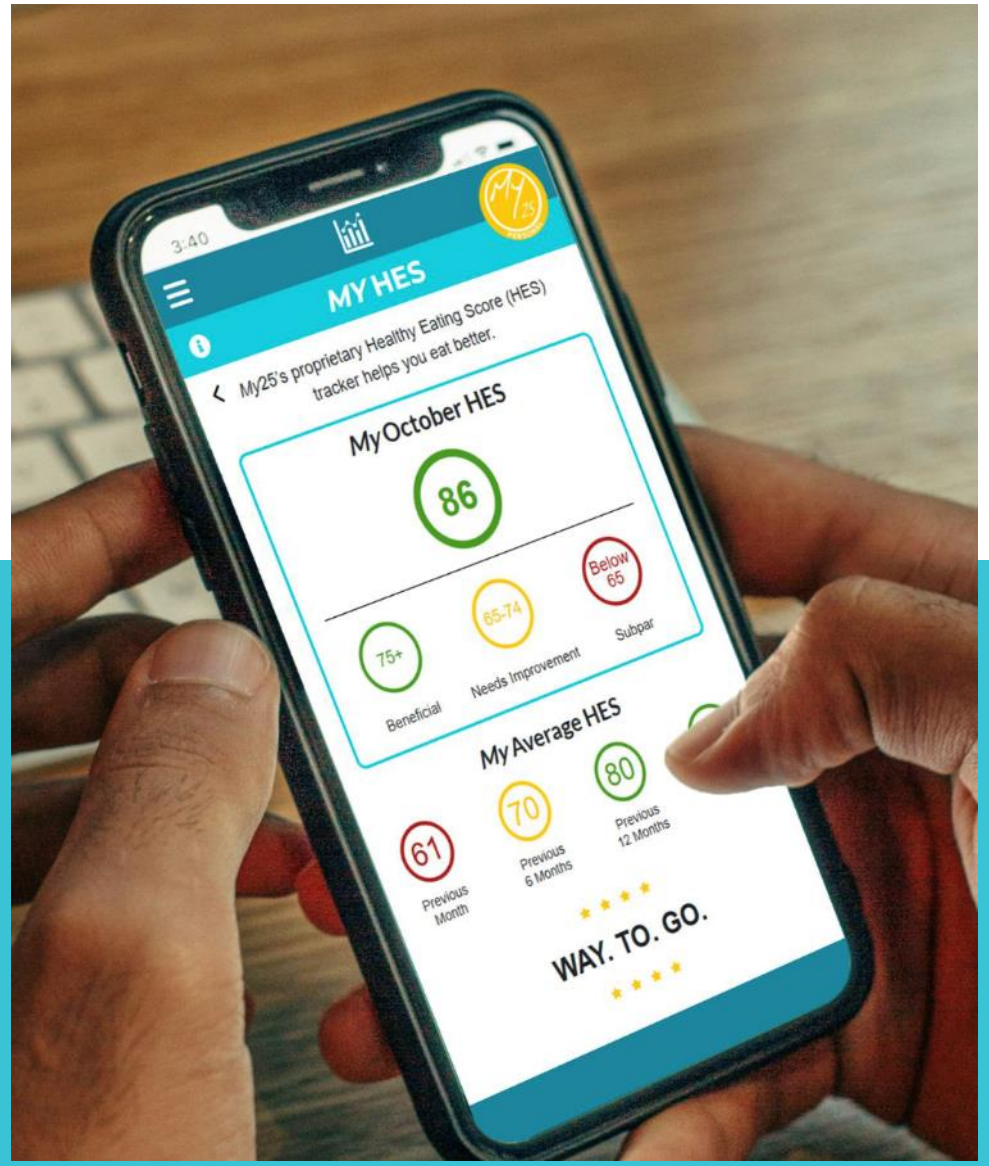




As users build their own dinner menus, they're guided both numerically and visually—going from red, to yellow, to green—reflecting their Healthy Eating Score, or **HES**.

We built HES, using the USDA's Healthy Eating Index as a basis, which we further enhanced.

We often hear that households have some gaming going on with HES, among other residents or with other homes, seeing who can create the highest Healthy Eating Score dinner meals.



For further menu selection guidance,

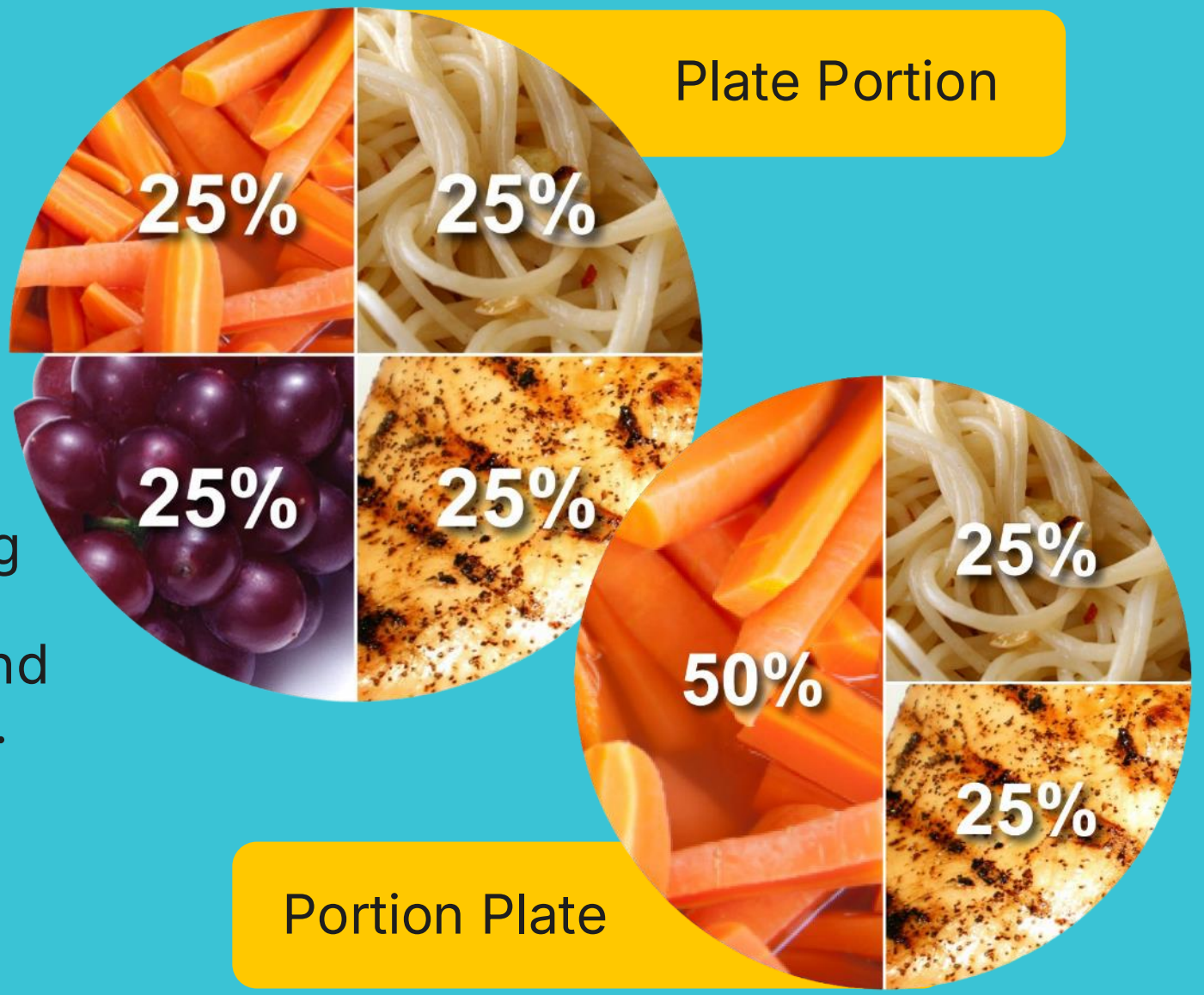
MY25'S DAISY CHAT FEATURE



is always accessible, in real time, for individuals to ask away regarding menu and recipe questions.

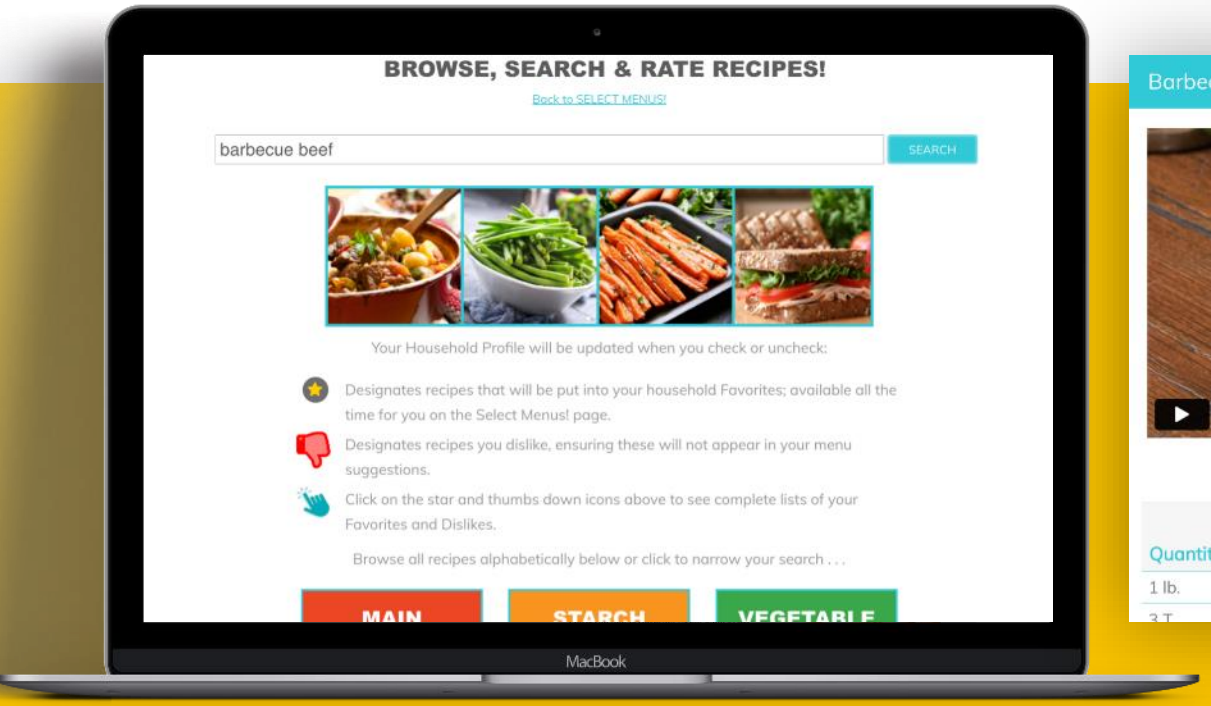
BEHIND THE SCENES

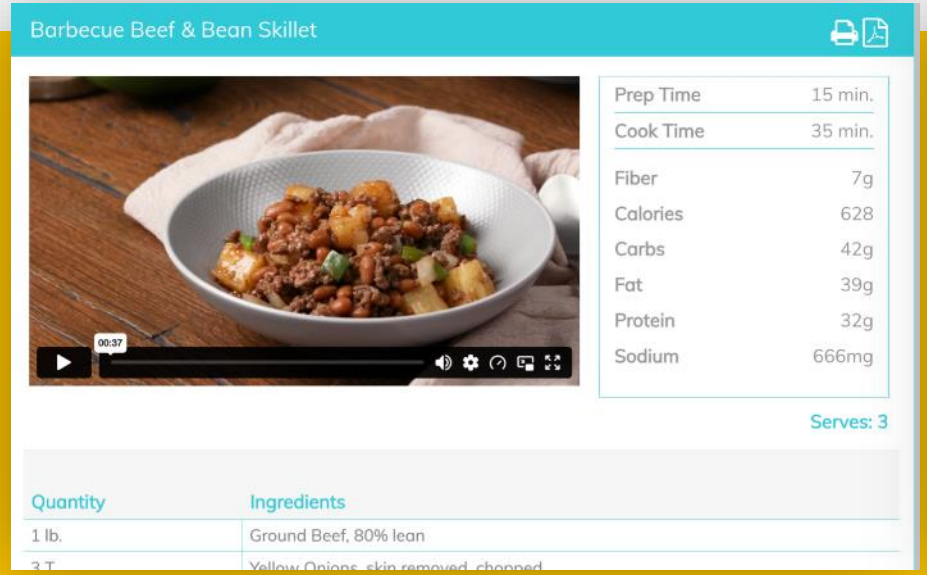
the ***My25*** system is portioning selections on the plate in a healthy way. So even pizza and French fries can be fair game.

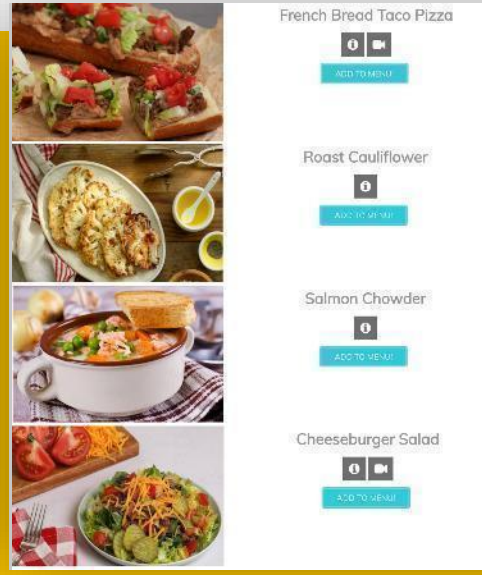


During menu selection, users get inspired by checking out the easy-to-prepare recipes and associated photo images and recipe videos set to toe-tapping music.

Because ***My*25** gears its menu planning to SNAP budgets, the ***My*25 Home** system and its recipes reflect this budget sensitivity.







ALTERNATIVELY

Dinner						
Cheesy Meatball & Veg sandwich Baked Beans Mandarin oranges	Teriyaki Chix Kabobs Brown Rice Green Beans Fruit cocktail 	Baked Pollack Parmesan Mixed veggies Mashed potatoes Pineapple, canned	Turkey Enchiladas Romaine & tomato salad Cantaloupe	Pizza, Cheese Sauteed herb zucchini Grapes	Sweet & Sour Pork Spinach Whole wheat pasta Honey dew melon	Bavarian Chix With Apples Red-skin mashed potatoes Carrots

Alternatively, ***My*25 Home** users can choose to receive automatically-generated dinner menus and associated recipes for the week.

This elevated, direct-to-home feature utilizes the household profile and what the ***My*25** system has learned over many, many meals in tens of thousands of group home and independent living settings regarding popular dinnertime choices for people with diverse specialized needs, on a budget.

The home's grocery list is automatically generated, to scale. And while a

MY25 GROCERY LIST

can be used at any store, we help further if it's Walmart.

One click fills the household's Walmart cart for pickup or delivery and SNAP EBT, keeping purchases in time-saving, choice-based, budget-sensitive, and healthy lanes.

My25 households typically reduce food costs considerably.



Category	Ingredient	Quantity
Produce	Apples	8 ea.
	Bananas	2 ea.
	Cantaloupe	2 ea.
	Fruit of choice	12 ea.
	Cabbage	2 - ½ lb.
	Cucumber	1 ea.
	Garlic, minced, 4.5 oz jar	1 jar
	Onions, yellow	1 ea.
	Red skin potatoes	3.00 lb.
Canned Fruit	Applesauce, single serve 4 oz. containers	12 ea.
	Mandarin oranges, 11 oz. can	2 ea.
	Pineapple, 20 oz. can	1 ea.
Refrigerated, Dairy	American cheese, 16 oz. pkg	1 pkg.
	Biscuits, plain or buttermilk in tube	8 ea. biscuits
	Eggs, large	1 dozen
	Milk, 2%	3 gallons
	Milk, skim	1 - ½ gallons

ELSEWHERE WITHIN THE *MY*25 HOME PLATFORM

users have the opportunity to view tracked and trended Healthy Eating Scores, which are also beneficial as a care coordination metric many healthcare professionals are interested in.

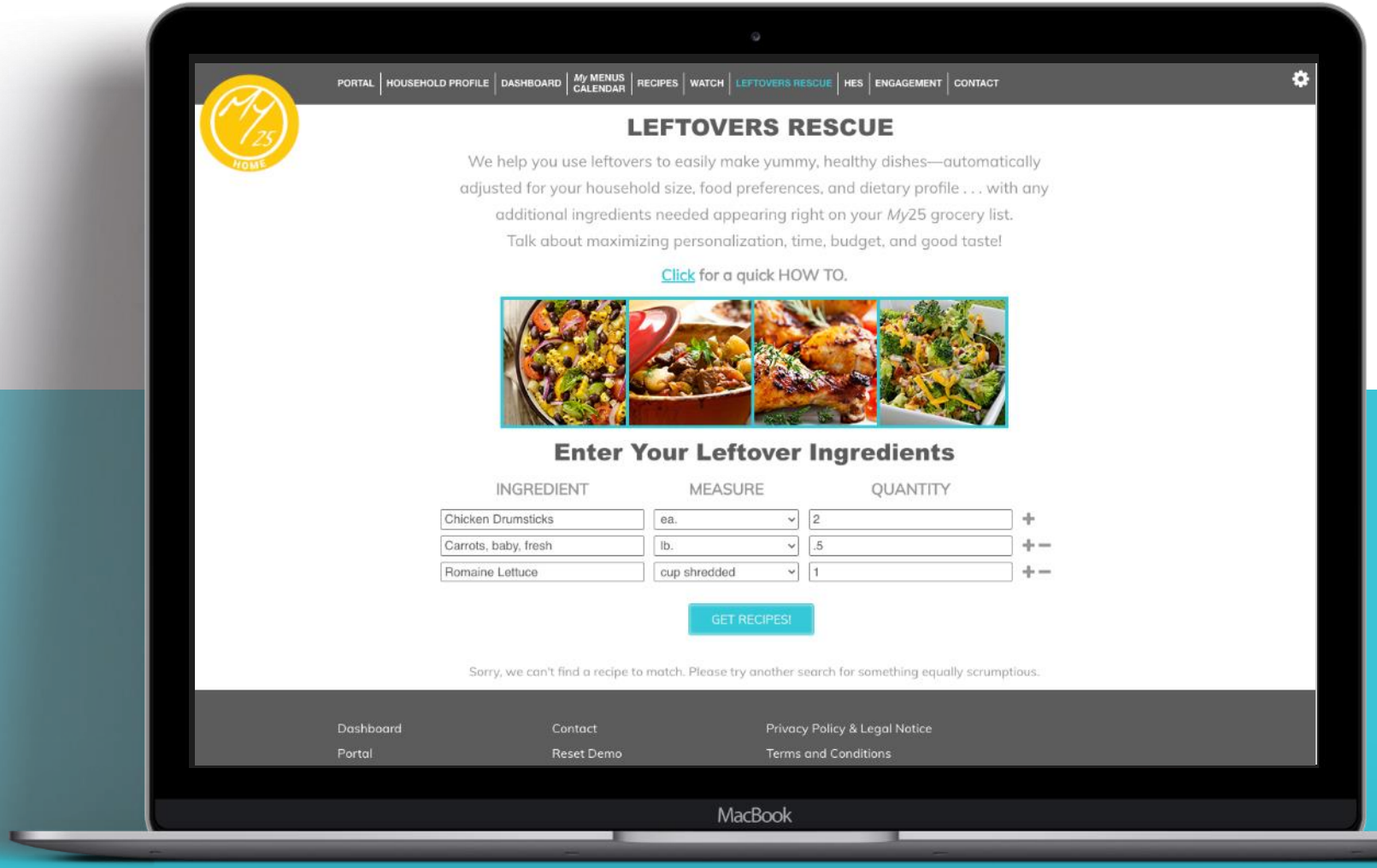


Within ***My*25 Home**, there's a

LEFTOVERS RESCUE PLANNER

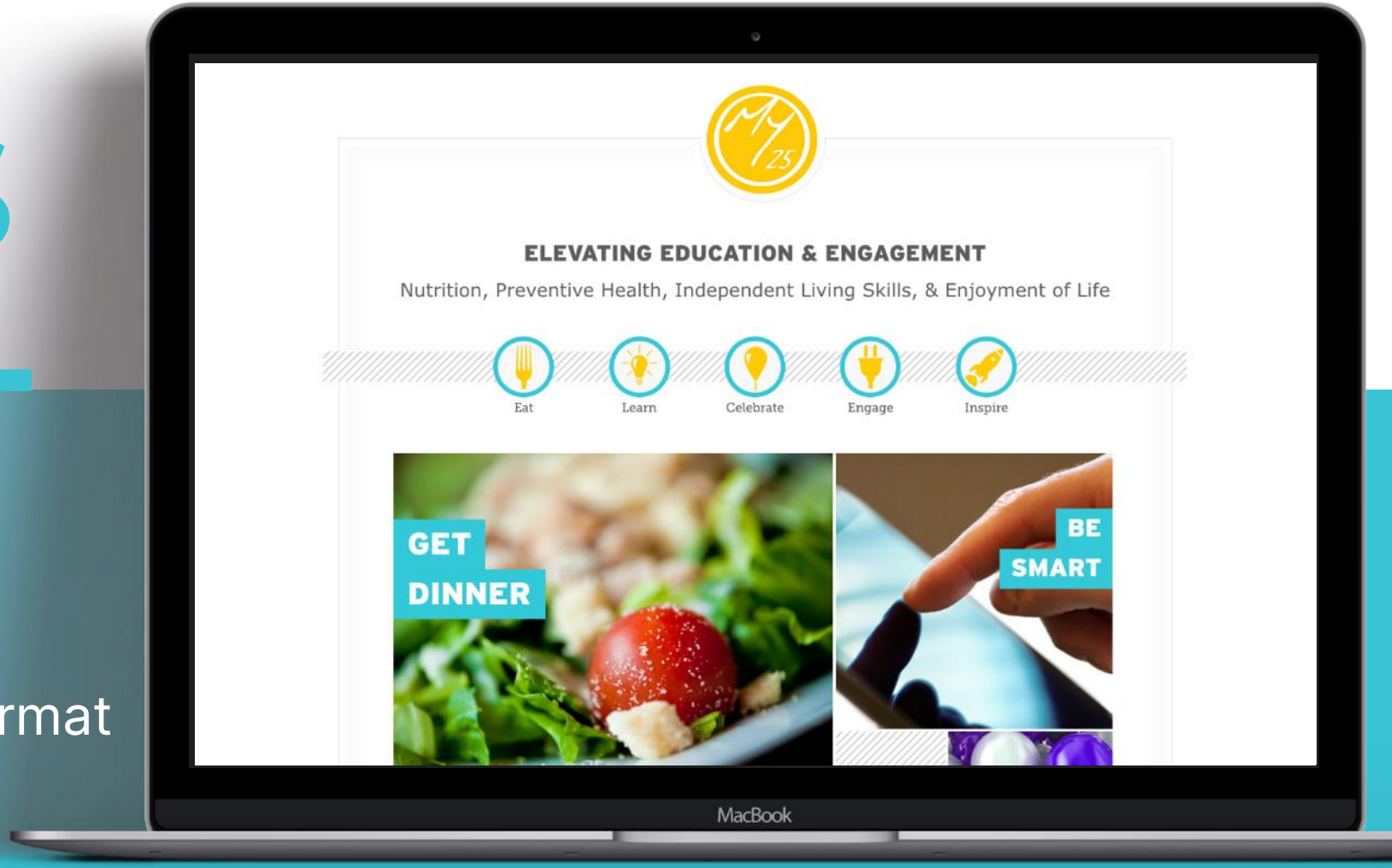
providing healthy and tasty use of foods donated to the household or non-expired ingredients hanging around in the kitchen refrigerator or cupboards.

We dedicate resources to help with leftovers because 40% of food costs are associated with leftovers that end up in the trash can.



MY25 HOME'S PORTAL

gives users access to a vault of engagement and educational resources specifically tailored to this population. Multi-media format and 81 languages.





FROM A DATA TRACKING STANDPOINT

we provide actionable information that correlates ***My*25 Home** resources and customer experience with health improvement & cost reduction outcomes. For example: self-built menus; automatically-generated menus; grocery list utilization; recipe video views; HES scores; and more.

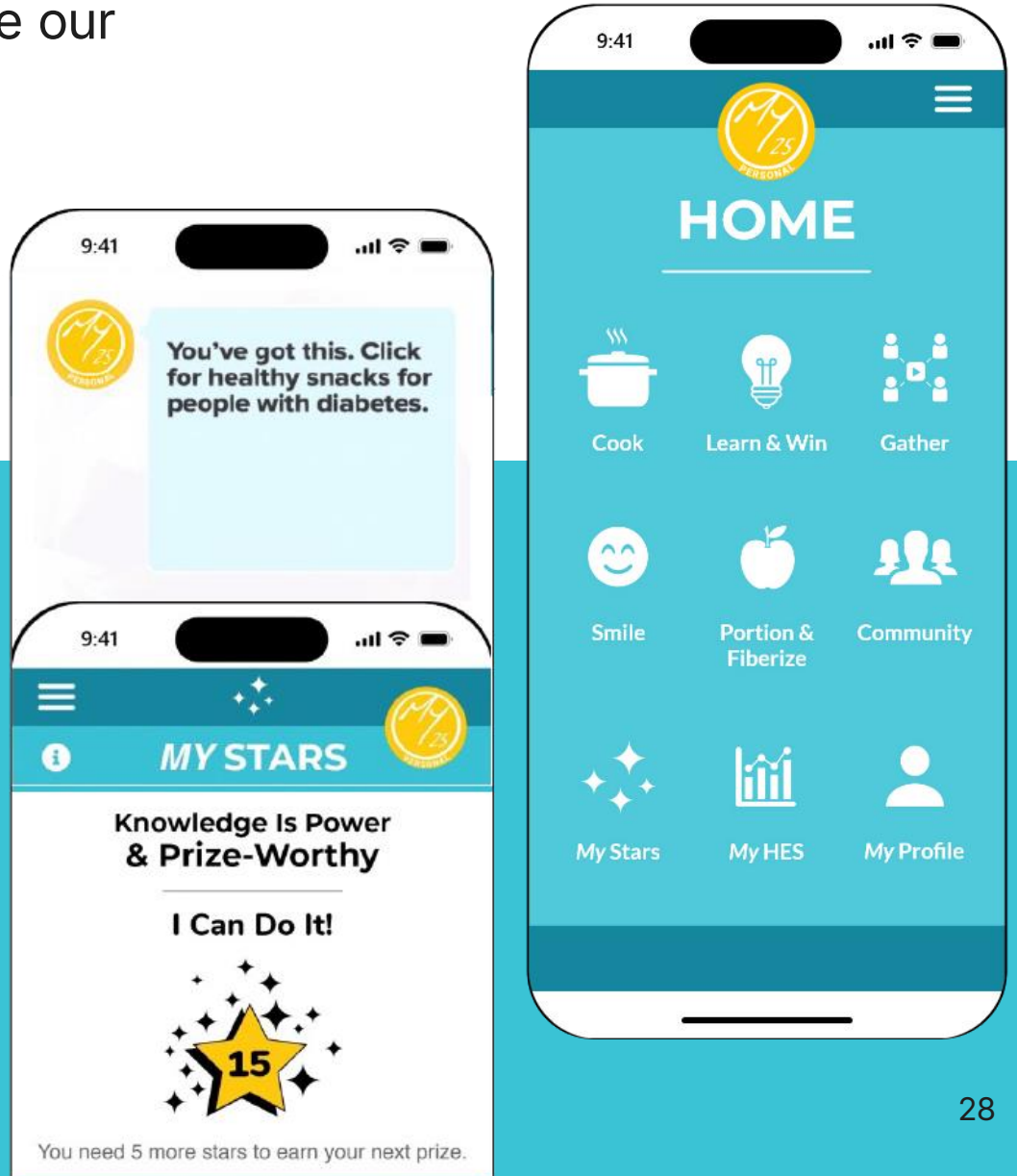
We've learned the importance of galvanizing housemates, caregivers, staff, and family members, so we make our

*MY*25 PERSONAL MOBILE APP

a free download for these stakeholders, as part of any ***My*25 Home** subscription.

An allied group sharing responsibility for better nutrition and health cements sustainable change across the board.

Long term.



We're able to integrate with our organizational subscribers via

SIMPLE URL LINK, HYPERLINKED



API integration with our partners' platforms for single sign-on, or throw out a tech challenge to us and we're eager to jump on it.

MY25 HOME

fits our track record and intent perfectly.

The entire ***My25*** team loves what we do, and we believe you will, too.



THANK YOU

hello@my25.com



Mainstay