*My*25 Products Snapshot

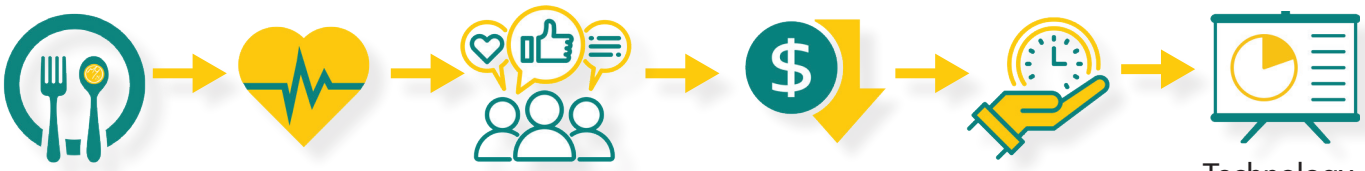
Simultaneously Maximizing for People with Specialized Needs, Stakeholders & Funders

Food as Medicine that's Sustainable, Affordable & Scalable

After all, food *is* the number one driver behind wellness and reduced costs for this vital population.

Via digital resources, direct support options, and real-time/trended data correlating resources to health improvement and reduced costs, *My*25's substantial outcomes maximize for people with specialized needs and associated stakeholders and funders. Our subscribers span human services/ healthcare provider organizations, managed care, states, and health plans–progressive leaders partnering with *My*25 to benefit the people they care about, as well as to enhance ROI.

*My*25's family of products delivers a holistic, integrated solution centered on a long-term Food as Medicine solution–incorporating person-centered choice–for people in home-based (supported/ independent living), smart home, waiver and ICF settings…individuals with behavioral & mental health challenges, intellectual & developmental disabilities, Down syndrome, autism, and TBI; clients in recovery and rehabilitation; and the elderly.



*My*25 is vastly different than same-old "solutions" that haven't been successful as far as marrying person-centered choice, nutrition and budget sensitivity for at-risk, marginalized individuals–largely Medicaid and Medicare Advantage members. We bolster a majority, not just the 5% most unwell… strategically stemming the longstanding leakages getting in the way of better health and reduced medical care & food costs. Then, *My*25 keeps the better-nutrition guardrails up sustainably through ready access, high engagement, and outcomes impact. Our ability to scale seamlessly adds to *My*25's affordability.

Read what industry leaders say about their *My*25 experiences, focused on the whole person: here.

Organizations choose the *My*25 product(s) best tailored to their unique population, goals & budget...

*My*25 Home

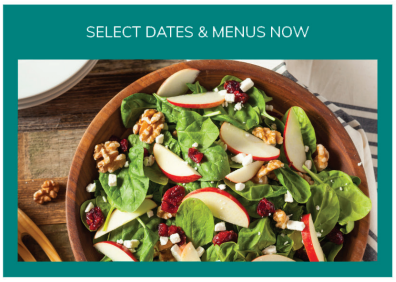
- maximizes in supported/independent living, home-based settings
- utilize as the core resource from the get-go or as an engaging and affordable, keep-the-nutrition-guardrails-up resource concurrent with—or on the heels of —expensive, duration-limited interventions such as medically tailored meals (MTMs), medically tailored groceries (MTGs), and GLP-1s.
- a long-term solution

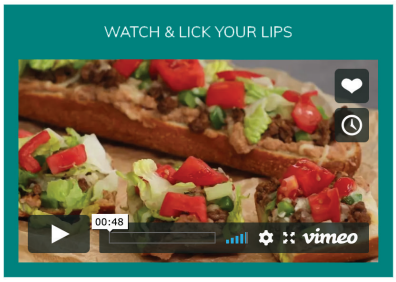
*My*25 Home is a highly engaging, self-directed platform that is our most versatile product, leveraging our most impactful resources at the most affordable subscription fee. Menus, grocery shopping lists and recipe prep steps—centered on dinnertime—are automatically generated based on household dietary needs, person-centered choice preferences, and number of residents (one to however many). Individuals can accept *My*25's suggestions or seamlessly change up menus from hundreds of customized options at their fingertips; visual prompts and a chat feature are provided to help guide selections.

*My*25 Home resources additionally include . . .

- optional one-click link to *My*25 Grocery-Walmart
- multi-media engagement & education in 81 languages
- *My*25 Healthy Eating Score (HES) tracking & trending
- Leftovers Rescue feature
- free download access to the *My*25 Personal mobile app for all constituents, including associated staff, family members, and guardians (everyone on the same eat-better page—shared responsibility —galvanizes sustainable behavior and habit change)

The *My*25 Home platform—accessible via phone, tablet and computer—provides actionable data to subscribing organizations. Included is data correlating specific *My*25 Home resources and experience with health improvement and cost reduction outcomes. Read more about *My*25 Home here.





*My*25 Choice

- maximizes in waiver, ICF, and some supported living settings
- a long-term solution

*My*25 Choice health, person-centered choice, operational foolproofing/streamlining, and cost reduction outcomes are substantial. Licensors & regulators consistently praise this robust resource. Read what staff shares about their *My*25 Choice experiences here.

*My*25 Choice combines digital (via phone, tablet or computer) and direct support resources, centered on all meals, snacks and beverages. Customized for each home...menus, grocery shopping lists, and recipe prep steps—along with therapeutic and nutrition by daypart detail—are provided weekly.

Each setting is assigned a dedicated *My*25 Support Associate who proactively reaches out on a routine basis to stay on top of person-centered choice food preferences, diet needs, and census—always being available to answer questions and provide helpful tips and suggestions. *My*25 Choice subscribing organizations have access to real time, on demand data regarding resident progress and staff engagement.

_My_25 Choice resources additionally include . . .

- ongoing, live training sessions for staff
- *My*25's 24/7 menu change hotline
- optional one-click link to *My*25 Grocery-Walmart
- *My*25 Max-RESIDENT CHOICE+
- *My*25 Data Tracker, customized
- multi-media engagement & education in 81 languages
- free download access to the *My*25 Personal mobile app for all constituents, including associated staff, family members, and guardians (everyone on the same eat-better page—shared responsibility —galvanizes sustainable behavior and habit change)

Want to Flex it? Check out *My*25 Choice-Flex.

We build a *My*25 Choice central hub portal (*My*25 Capture) for each subscribing home/organization, which provides access to each household's customized resources and communication tools. Interact with a demo version of *My*25 Capture here and watch *My*25 Choice highlights and implementation guidance at vimeo.com/1201549305.

*My*25 Grocery-Walmart

optionally available for *My*25 Home & *My*25 Choice households

*My*25 grocery lists can be used at any grocery store. But if it's Walmart, we can help much further. Via one click, *My*25's menus automatically fill the home's Walmart grocery cart, keeping purchases in person-centered, budget-sensitive (SNAP synergy), time-saving and healthy lanes. Households, on average, reduce food costs approximately $5,000 per year as a result of this dynamic feature. Watch: vimeo.com/1182061861 and vimeo.com/846664096.

*My*25 Max-RESIDENT CHOICE+

included for each *My*25 Choice household

Each household decides to use occasionally or often. The home designates an evening or two each week to replace the person-centered dinner menu(s) *My*25 creates. Guided visually and numerically among recipes personalized for the household, residents and staff choose from among hundreds of menu options that are highlighted by photos and videos set to toe-tapping music. *My*25 Max-RESIDENT CHOICE+ is interactive, inspirational and motivating for both residents and staff, engaging and educating in the process. Watch: vimeo.com/866547075.

*My*25 Data Tracker

included for organizations/innovators subscribing to *My*25 Home and/or *My*25 Choice (data type varies depending on whether a *My*25 Home or *My*25 Choice subscriber)

We track and trend health, food cost reduction, person-centered choice, engagement and Medicaid cost savings contribution data for leadership's documentation, oversight, planning and leverageable opportunity purposes. Available on-demand, in real time. Interact here with a *My*25 Data Tracker demo version for *My*25 Choice subscribers (remember tho, yours will be customized...specific to your settings and residents). Watch: vimeo.com/1028880863.

*My*25 Healthy Eating Score (HES)

included for each *My*25 Home & *My*25 Choice household

We created the HES tool to guide healthy eating visually (going from red to yellow to green) as households build their own menus within *My*25 Home or *My*25 Max. Also provided is numeric HES guidance and trending for motivation, care coordination and reward purposes.