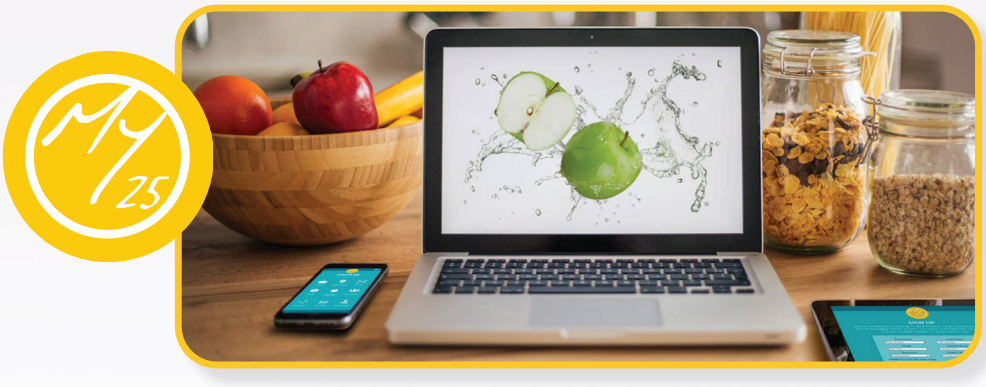
*My*25 Home: Digital Food as Medicine

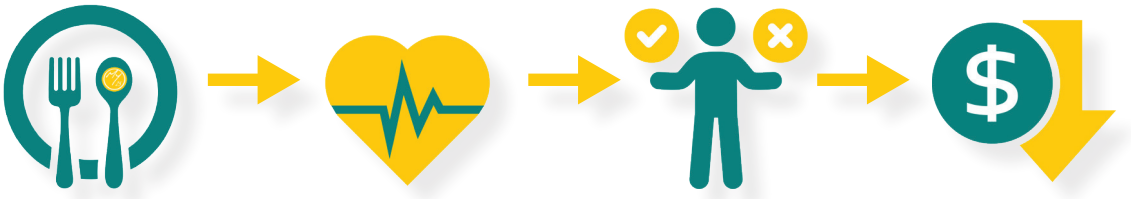
For Individuals in Supported & Independent Living Settings



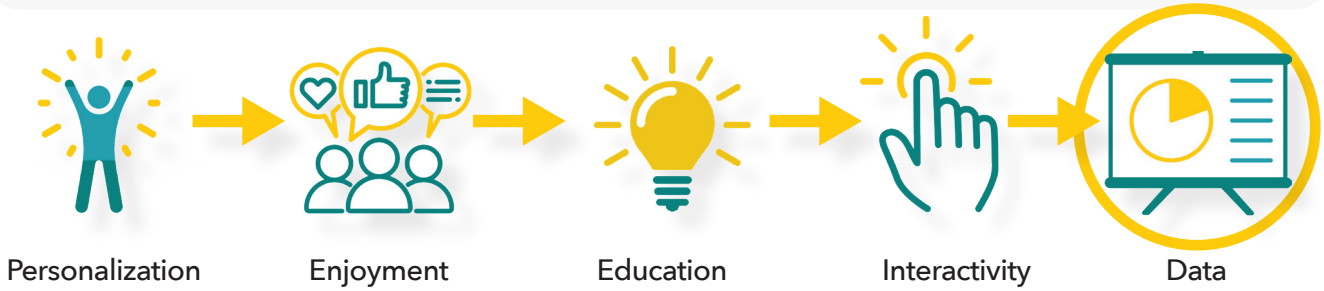
Mobile Phone • Computer • Tablet

***My*25 Home**, our newest platform among our family of digital resources centered on Food as Medicine, leverages over a decade of outcomes successes regarding simultaneous nutrition, health, choice, independent living skills, and food cost reduction improvement for vulnerable individuals struggling with diverse challenges, including food insecurity. Most typically…people who are Medicaid and Medicare Advantage members. A great number of stakeholders and funders benefit, in large part because we track and trend actionable data, correlating the factors leading to improved health and reduced medical care expense.

***My*25 Home**, a self-directed platform focusing on the whole person and based on *My*25's holistic, integrated approach, is geared to human services/healthcare leaders–including providers, managed care, states, and health plans–those intent on maximizing value-based care and achieving the kind of long-term impact *My*25's evidence-based innovation brings to the formidable home-based population.

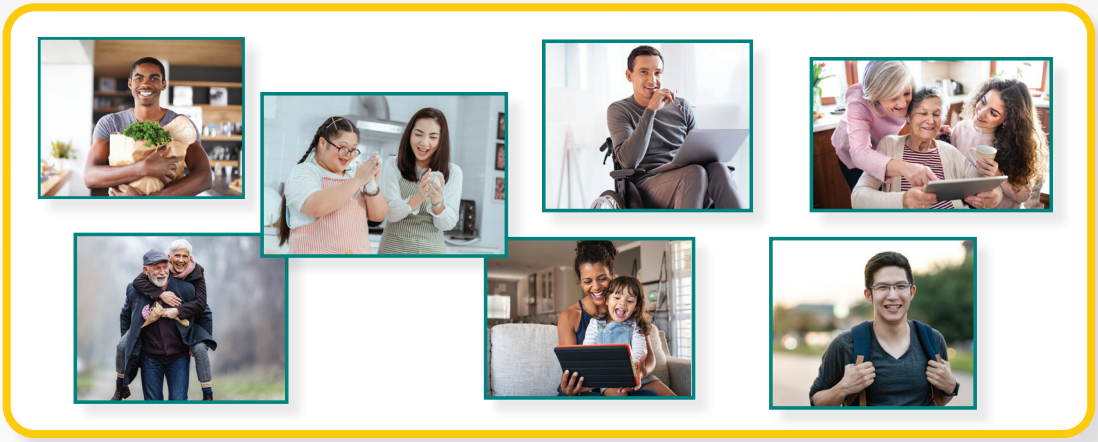


We figured out how to stem the leakages getting in the way of sustainable (long-term) habit and behavior change when it comes to food–the number one driver behind preventive health for people with specialized needs and most at-risk. While certainly a standalone resource, ***My*25 Home** is also beneficial as a concurrent or follow-on resource to MTM and MTG. We keep the better nutrition guardrails up, affordably. As the cherry on top of this performance-based cake, *My*25's personalization, engagement, education/skill building, and interactivity are easily scalable.



Brief About *My*25 Home

Sustainable • Affordable • Scalable

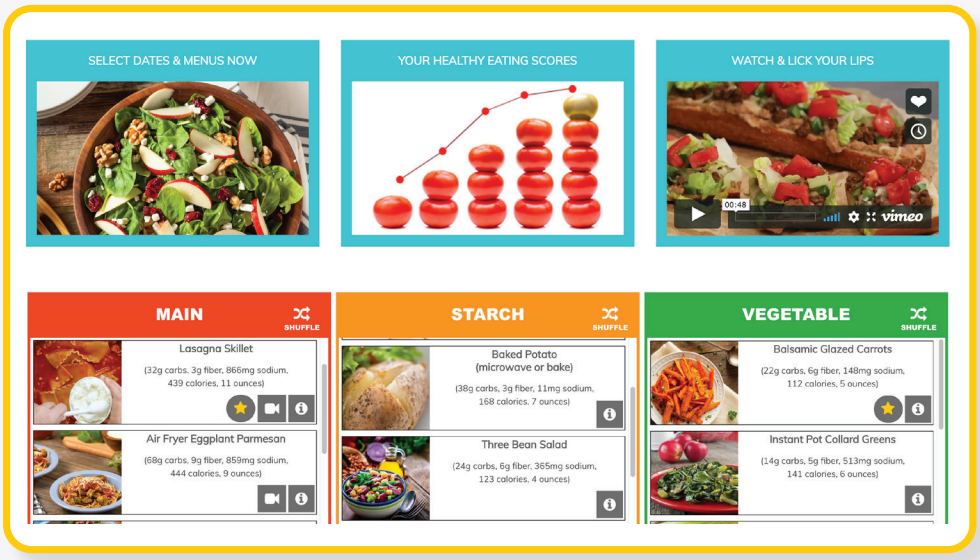


***My*25 Home** is designed for use on a tablet, computer or mobile phone in home-based–supported/independent–settings. Each ***My*25 Home** platform is personalized and centered on dinner menus, associated grocery shopping lists, and recipe prep steps.

There are always two options to choose from–it's no problem to switch it up between days.

1. Individuals and/or whole households select their own dinner meals and are thoughtfully guided throughout hundreds of easy-to-prepare and budget-sensitive recipes via visual and other prompts, including a Healthy Eating Score (HES) metric, per meal cost estimate, recipe photos, and recipe videos set to toe-tapping music. *My*25's Daisy chat feature is front and center.

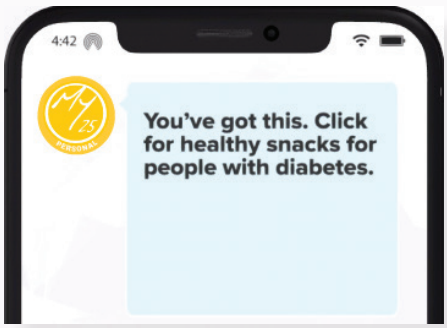
2. An individual/household can alternatively opt in to receive ready-to-go dinner menu suggestions automatically scaled and tailored to their food preferences and diet needs. Based on years of deep knowledge regarding time-saving, choice-based, healthy, and budget-sensitive menu successes for this vital population, *My*25 suggestions are realistic and thoughtful. Our robust experiences allow us to utilize A.I. strategically, to the ultimate benefit of *My*25 subscribers and the people they care about.



Brief About *My*25 Home, more . . .

GROCERIES

We diligently keep suggested meals/menus within a SNAP budget. And while *My*25 grocery lists can be used at any store, we help further if it's Walmart. Our pivotal partnership with Walmart delivers a one click feature to keep grocery purchases in person-centered, healthy, budget-sensitive, and time-saving lanes. On average, *My*25 Grocery-Walmart subscribers reduce food costs by approximately 15 to 40% annually.

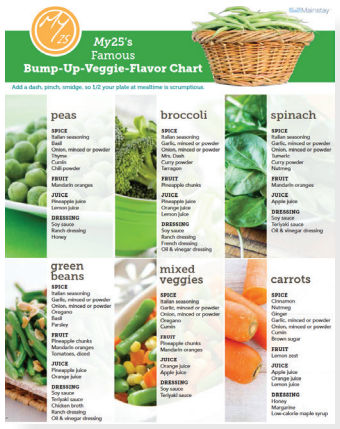


ASSOCIATED STAKEHOLDERS

Along the way, *My*25 galvanizes and engages associated housemates, family members, caregivers, and staff. Everyone on the same eat-better page cements sustainable change. We include broad-based, free access to the *My*25 Personal mobile app as part of a *My*25 Home subscription. This means associated stakeholders engage regarding their nutrition and health on a personalized basis, as well. And earn the chance to win rewards.

SCAFFOLDING

In abundance, *My*25 Home scaffolds menus, shopping lists and recipe prep steps with educational and independent living skills development resources.



Bump-Up Veggie Flavor Chart

Jazz-Up Healthy Starches Chart

Brief About *My*25/Mainstay

Mainstay is the name of our company and *My*25 is our core brand. We don't only positively impact the 5% most unwell as most status quo solutions address, we accomplish outcomes improvement across a majority of people with specialized needs. Our subscribers are the entities supporting these vital individuals…progressive leaders intent on driving better health and reduced costs. Along these lines, we diligently stay abreast of SNAP reimbursement as a key guideline in our creation of both recipes and menus. Rising food costs are an every-household concern these days, but especially for individuals most at-risk.

*My*25's earliest backer was the USDA, the federal agency dedicated to the nutrition of our most marginalized citizens. During this time, we also collaborated with professionals from Northwestern University's Feinberg School of Medicine to establish our "right foods in the right amounts" foundational basis: moderation vs. deprivation, 25 grams of daily fiber, rebalancing the plate, and the Dietary Guidelines for Americans. From the onset, we kept enhancing our proprietary software and digital resources—and still do.

We track and trend actionable data in real time to benefit stakeholders and funders for oversight, documentation, planning, and leverageable opportunity purposes. Included with ***My*25 Home** subscription is data correlating *My*25 resources with health improvement and cost reduction outcomes.

Mainstay's founders—both Northwestern Kellogg MBAs—sold their first start-up, centered on enhanced patient care and reduced costs in hospitals, as a nationwide entity to a Fortune 500 healthcare company. Today, the *My*25 team is comprised of nutrition, preventive health, technology, culinary, grocery, education, engagement, business, and human services professionals & partners.

www.my25.com hello@my25.com 847.784.8812 *My*25 is powered by Mainstay, Inc. Mainstay™