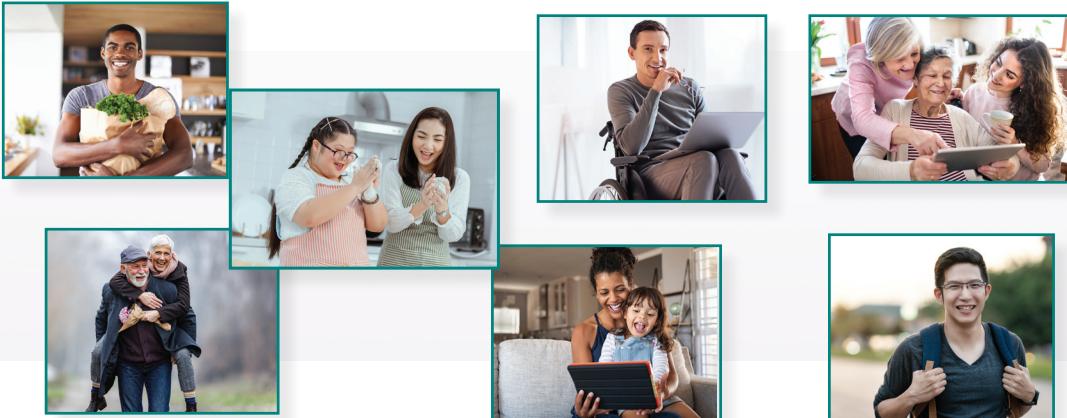


# Health Plans Partner With My25

To Maximize Deliverables & Sustainable Outcomes Regarding People with Specialized Needs



## DIGITAL FOOD AS MEDICINE

My25 digital products can easily be integrated into your deliverables for use by people with specialized needs and allied staff, caregivers, family and/or guardians. Our personalized resources cement healthy eating habits, keeping the better-nutrition guardrails up indefinitely as a scalable, affordable, and high engagement toolkit and source of ongoing support. Eating the right foods in the right amounts is the key driver behind preventive health for people with specialized needs. Without better nutrition and clinical health *that sustain*, other habit & behavior change tactics fall woefully short; today, this is no longer acceptable nor financially feasible.

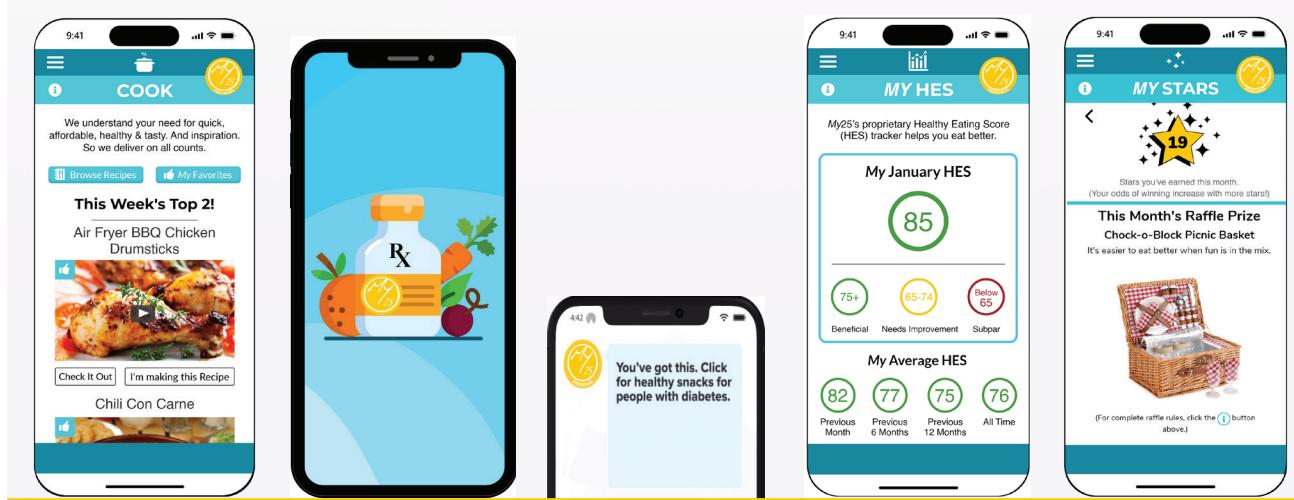


My25's nationwide successes among our subscribing human services/healthcare organizations and states center on substantially improved nutrition, clinical health, & social health (SDoH) outcomes and materially reduced costs (acute care, medication, groceries, and more) regarding people with behavioral & mental health challenges, IDD, autism, Down syndrome and TBI; clients in recovery and rehabilitation; and the elderly...in independent/supported living, home-based, waiver, smart home & ICF settings.

# TAILORED • HOLISTIC • INTEGRATED

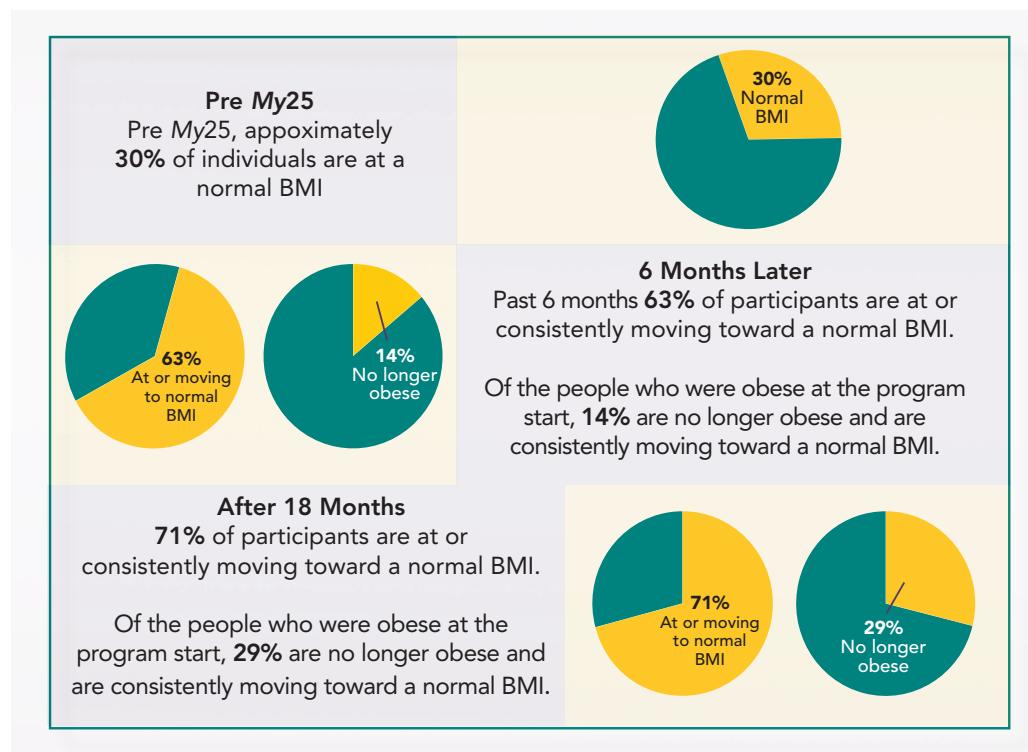
We offer a tiered product line of customized resources to address diverse goals, budgets and population groups—ranging from proactive, hands-on support; self-directed interaction; and enjoyment-of-life engagement and rewards. Multi-media content, with educational resources in multiple languages. The cherry on top of this high-fiber cake? We're tracking and trending actionable information in real time, on demand for My25 subscribing organizations and states.

- Health • Engagement • Grocery \$ (SNAP maximization) • Person-Centered Choice
- Medicaid/Medicare Cost Savings Contribution



## MY25'S SUSTAINABLE IMPACT

Approximately 70% of people with specialized needs are *unnecessarily* outside a normal BMI, largely due to eating the wrong foods in the wrong amounts. Frequently, the subpar status quo is erroneously chalked up to pharmacological complications and/or the disability; we keep proving otherwise for a majority, not just the 5% most unwell.

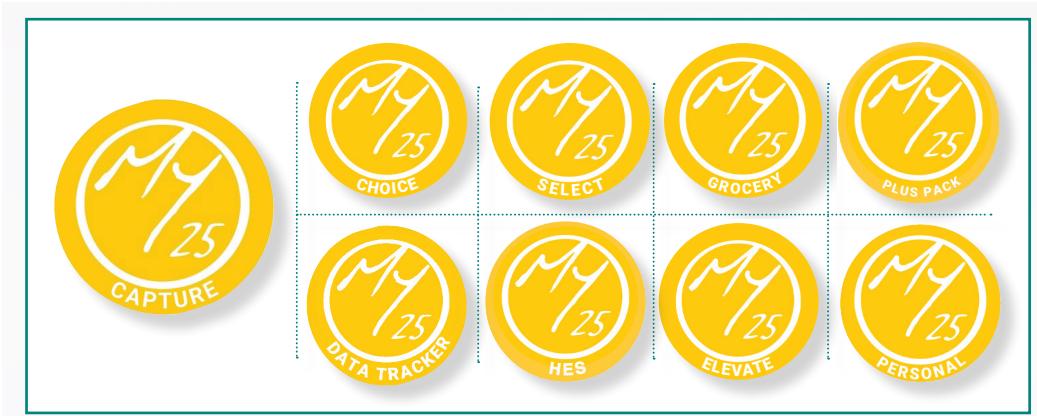


# HOW WE ENGAGE

Once we connect and learn more about your unique population group(s), needs and goals, we hone in on the specific *My25* product(s) to maximize your deliverables and customer outcomes.

Count on us to be innovative, flexible, and a pivotal partner dedicated to your strategic, ROI, and societal impact.

Value-based/performance-based initiative at its very, very best.



## JUICY INFORMATION

Early backing from the USDA and collaboration with professionals from Northwestern University's Feinberg School of Medicine contributed to our foundational core regarding nutrition for people with specialized needs and our robust, proprietary software. *My25*'s pivotal partnership with Walmart cemented our holistic, integrated model...keeping grocery purchases, via **one click**, in healthy, personalized, time-saving, and budget-sensitive lanes while solidifying *My25* as the nation's SNAP maximizer.



*My25*'s co-founders—two Kellogg MBAs who sold their first nationwide start-up to a Fortune 500 healthcare leader—have extensive experience and successes in both the human services and healthcare industries. Today, *My25*'s expansive team of highly respected professionals remains intent on disrupting the status quo and helping health plans achieve measurable goals vis a vis improved nutrition/health and reduced costs regarding people with specialized needs.

