



FACT SHEET & ROI IMPACT

My25's Digital Food as Medicine, Powered by A.I. For Your Medicaid/Medicare Advantage Members



Bolstering buy-in and engagement via tailored, person-centered resources, we've demonstrated the most effective way to combat subpar nutrition, poor health, and food insecurity for long-term benefit among people with specialized needs...those most marginalized. And if investing in costly, duration-limited MTM and/or MTG, it makes value-based, ROI, and moral sense to pair outputs-centric "feed a person a fish for a day" (MTM & MTG) with outcomes-proven "teach and engage a person to fish for a lifetime" (My25).



36 states and tens of thousands of at-risk, vulnerable individuals



Person-centered choice and a whole-person focus elevate



Pre My25: 30% at a normal BMI

Post My25, six to twelve months: 70% at or moving toward a normal BMI

(with concurrent reductions in medication usage/dosage, acute care visits, and chronic conditions such as costly diabetes & heart complications—along with increases to social health & independent living skills)



Food costs reduce 15% to 30% annually (menus are strategically in line with SNAP \$ targets)



Technology utilization amplifies, with online skill sets advancing



Actionable data for subscribing entities...data tracked & trended in real time/ on-demand, correlating the factors driving both health improvement & reduced costs

- Healthy Eating Scores (HES) (self-directed menu planning via My25 tailored guidance & prompts)
- Engagement Depth (education; recipe videos; page views; rewards; contests; and galvanized, associated stakeholders...including family members, guardians, caregivers, allied staff)
- Grocery Experience
- Medicaid/Medicare Cost Savings Contribution (a highly-correlated result of improved health)

Brief About My25



Affordable • Scalable • Sustainable Powered by thoughtful, strategic A.I.

Mainstay's family of products, branded as My25, center on a holistic, integrated and person-centered approach to nutrition and preventive health for individuals with specialized needs...those most at-risk and food insecure. Via A.I. innovation, tailored engagement, and digital delivery—mobile phone, tablet and computer—we prevent the leakages long getting in the way of much-needed change for the marginalized individuals our subscribers—human services and healthcare entities—support.

Our earliest backer was the USDA, testing the efficacy of My25's health improvement and cost reduction impact via nationwide trials.

As a result of evidence-based success and a drive to deliver broad-based ROI, we commercialized...

investing in our proprietary, robust software & actionable data deliverables

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forging pivotal partnerships with dynamic organizations, such as Walmart

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collaborating with professionals from the Feinberg School of Medicine and SNAP officials

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persistently enhancing My25 resources, so ROI is meaningful for invested stakeholders and funders

My25 experiences and successes have historically focused on deliverables for group living arrangements (GLAs) with the nation's leading human services/healthcare provider organizations as our subscribers. These entities subscribe for the people they care about to achieve multiple, critical outcomes and leverage associated, actionable data. We continue to excel here.

Now, we additionally partner with a new set of subscribing entities...

We now also maximize for people with specialized needs in independent and supported living settings. The formidable home-based population. States, health plans and managed care organizations subscribe to our newest digital, highly scalable Food as Medicine platform—My25 Home—to materially benefit the nutrition of their at-risk, marginalized members on a long-term basis...affordably.

The My25 team is comprised of experienced and respected professionals and partners. From a nutrition standpoint—across all My25 products/platforms—we adhere to the Dietary Guidelines for Americans, the USDA's Healthy Eating Index, moderation vs. deprivation, rebalancing the plate, and at least 25g of daily fiber. My25's co-founders, both Northwestern University Kellogg MBAs, sold their first start-up as a nation-wide entity—focused on patient quality and reduced costs in hospitals—to a Fortune 500 healthcare company.