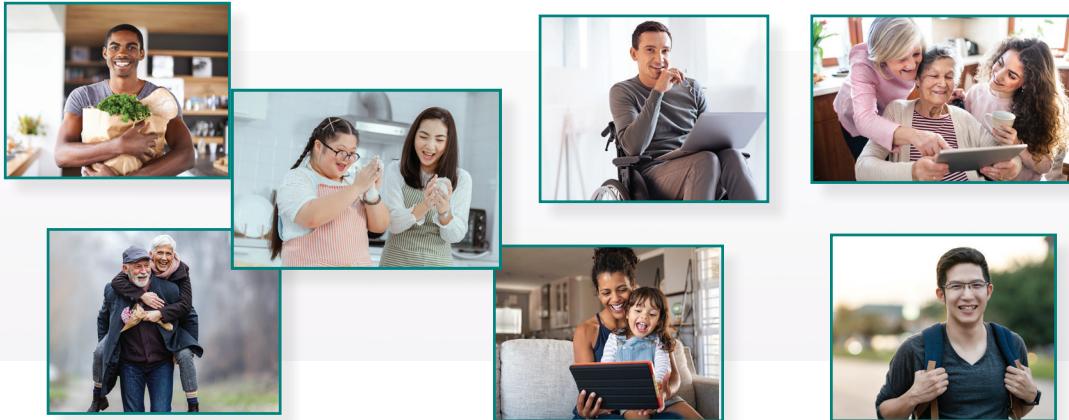




# States Partner With *My25*

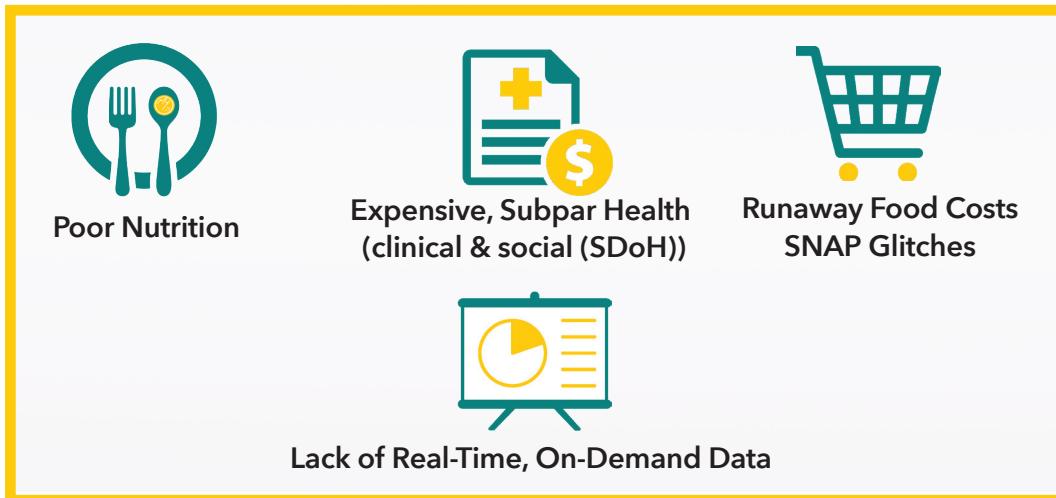
To Impact...Disabilities & Aging Services;  
Medicaid/Medicare Costs; and SNAP Maximization



Intent on simultaneously and sustainably improving quality, data tracking, and financial outcomes, states invest in *My25* regarding people with behavioral and mental health challenges, intellectual and developmental disabilities, autism, Down syndrome, and traumatic brain injury; clients in recovery and rehabilitation; and the elderly...in waiver, ICF, independent/supported living, smart home and home-based settings. In the process, associated stakeholders and funders benefit measurably.

## THE PROBLEMS WE FIX FOR YOU

For the past several years, in tandem with the nation's leading human services/healthcare providers supporting individuals with specialized needs, *My25* successfully tackles the following longstanding challenges on a person-centered, customized and simultaneous basis.



AND

### Operational Inefficiencies & Risk

(in human services provider organizations with 24/7 inexperienced, high turnover staff) regarding foolproofing & streamlining menu planning, grocery shopping and recipe prep for diverse individuals

# MY25'S FOCUS

## Food as Medicine...largely digital



Without better nutrition, the above costly problems persist and escalate—as they have for decades. Experts agree that food is the primary linchpin and key driver regarding clinical health, social health, and associated savings. My25's digital emphasis affords scale and enhanced access, long-term affordability, pinpointed tailoring/personalization, interaction, community building, and multi-media engagement. Galvanizing associated stakeholders—such as family members, caregivers, and staff—is possible via My25's Food as Medicine digital resources. This allied group spurs shared responsibility and accountability, which bolsters sustainable habit and behavior change for people with specialized needs. Sticky.

While various, expensive “solutions” (e.g., medically tailored meals, risk assessment initiatives, and independent nutritionists and dietitians) have earnestly tried to solve the better-nutrition-on-a-person-centered-and-stringent-budget-basis challenge, today's data regarding BMIs, diabetes, heart complications, acute care, and medication usage/dosage confirms a lack of sustainable impact for a majority of people with specialized needs. The disheartening track record, the unique needs of this vital population, and the diverse dynamics inherent in LTSS and HCBS settings demand disruption and innovation. Leveraging research, investment, and collaboration with key partners, we created a holistic, integrated model as a family of products...incorporating connectivity, customization, high engagement, skill building, data tracking/trending, and easy-to-implement tools for daily mealtime planning, grocery shopping, and execution.



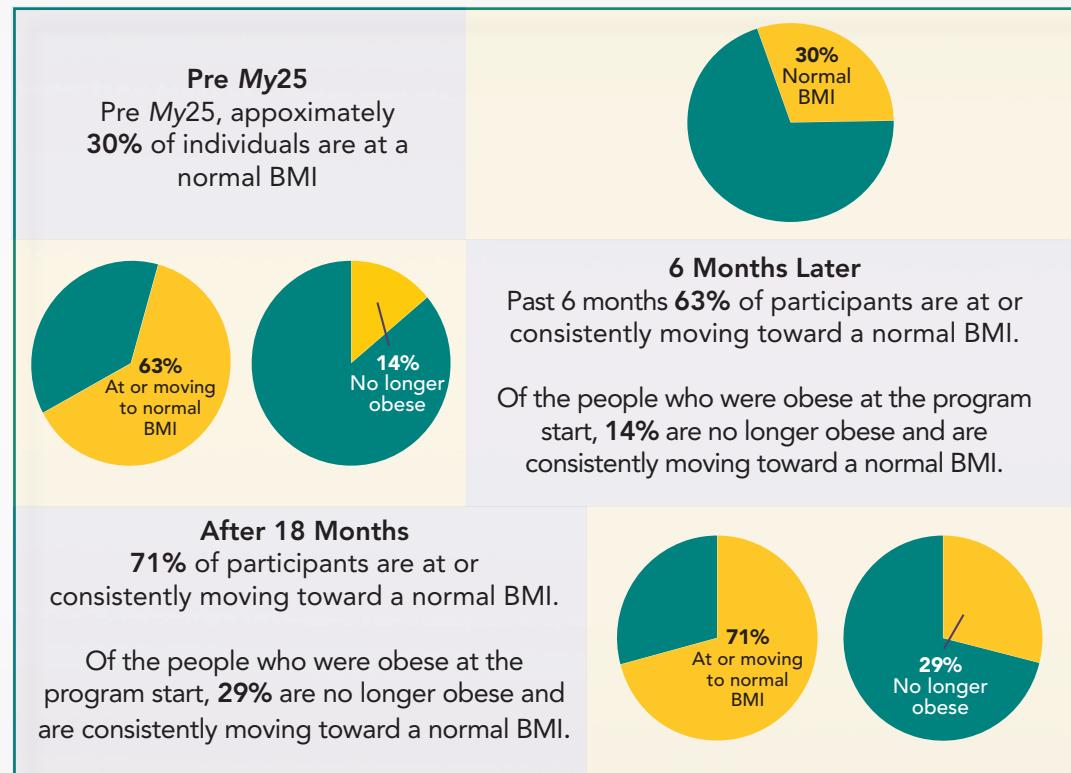
My25 stems leakage regarding eating the right foods in the right amounts—those factors getting in the way of sustainable habit and behavior change no longer have a chance.

## YOUR CUSTOM DATA TRACKER



At no cost, we build you a My25 Data Tracker that trends information regarding your state's human services providers and their associated LTSS/HCBS settings for oversight, documentation, planning, and leverageable opportunity purposes. You have real time, on-demand access to health, choice, engagement, grocery activity/spend, and Medicaid/Medicare cost savings contribution specifics. Your My25 Data Tracker also aggregates this information across your whole state.

# 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.

## MY25 JUICY INFO



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, and budget-sensitive lanes and positioning 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—the slippery slope of public monies funding non-nutritious food that leads to poor quality of life; enhanced risk; and expensive, long-running acute care and medication needs.

# YOUR STATE'S MY25 PARTNERSHIP

STATES



Our current subscriber base includes the nation's leading healthcare and human services provider organizations and thousands of their LTSS/HCBS settings in 36 states for tens of thousands of people supported.

## BUT THIS IS JUST THE TIP OF THE NEEDY, COSTLY ICEBERG.

Progressive, performance-based states are helping to accelerate long-overdue change.

We've proven the model and are ready to put pedal to the medal.

We're just getting started with state partnerships, but we can already share how some states are investing in My25 for their LTSS and HCBS settings and associated providers and individuals with specialized needs.

[Click](#) for My25 Capture demo access

[Click](#) for My25 Data Tracker demo access

(My25 Capture is a customized, central hub of resources for each My25 subscribing provider organization. My25 Data Tracker is custom built for each subscribing My25 provider organization and a different, more comprehensive My25 Data Tracker is custom built specifically for your state/your access when you partner with us.)

## LET'S CHAT

[hello@my25.com](mailto:hello@my25.com)

We love what we do and you will, too.

