



We Cracked the Food as Medicine Code

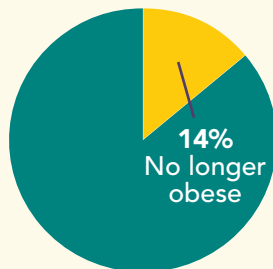
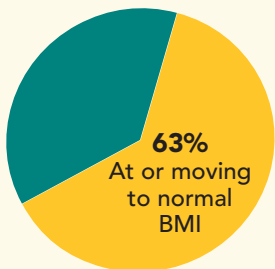
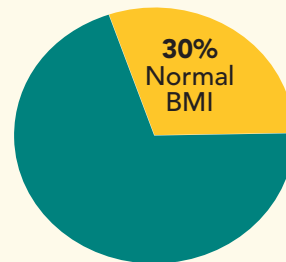
Throughout the U.S., we partner with human services and healthcare innovators that subscribe to My25's digital resources for use by their consumers, members, and patients with specialized needs. People with behavioral and mental health challenges, IDD, autism, and TBI; the elderly; clients in recovery/rehabilitation; and individuals in intermittent and day programs.

For years, throughout the U.S., we've demonstrated that food as medicine is the most effective approach regarding diet management and clinical health and social health (SDoH) improvement for this vital population... dispelling erroneous, age-old assumptions that pharmacological complications and/or the disability are the root cause of subpar well-being. And because we've taken a strategic approach—stepping far outside the status quo box—we simultaneously deliver quality, operational, financial, and marketing impact to our subscribing organizations.

Our approach to food is holistic. By this, we mean that we tackle food far beyond what is on the plate. My25 seamlessly links together the key fundamentals highlighted on the next page, so that habit change is sustainable and centered on the whole person and the household's customized needs. Without these links and supports, "food as medicine" is little more than a catchy phrase. Healthy recipes and menus, the longstanding go-to "solution," is an output that health statistics underscore simply aren't enough.

My25's team of respected professionals, proprietary software, robust alliances, and continual investment and innovation are the driving forces behind our unparalleled outcomes on multiple fronts, benefitting a number of stakeholders.

Pre My25
30% of individuals are at a normal BMI

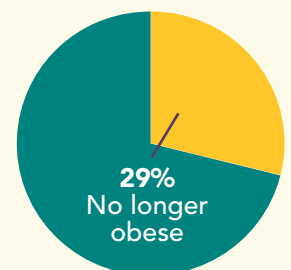
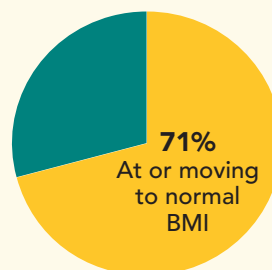


6 Months Later
63% of participants are at or consistently moving toward a normal BMI.

Of the people who were obese at the program start, 14% are no longer obese and are consistently moving toward a normal BMI.

After 18 Months
71% of participants are at or consistently moving toward a normal BMI.

Of the people who were obese at the program start, 29% are no longer obese and are consistently moving toward a normal BMI.



My25's Highly Successful Food as Medicine Approach



My25's food as medicine approach impacts a majority of individuals with specialized needs, not just the 5% most unwell...making us a definitive population health solution. Across all of My25's products—and our 6-step, holistic approach highlighted below—is a technology-forward foundation and keen attention to: personalization; engagement; education; and independent living skills development. Additionally, based on what we've learned over many years, we've thoughtfully developed products to galvanize the individual's associated support network—family members, guardians, staff, and caregivers. This creates a bandwagon of buy-in momentum and shared responsibility. Sustainable habit change takes hold all the way around. Value-based innovation at its very, very best.



Healthy menus & healthy recipes that are carefully-constructed, taking into account daily realities and numerous dynamics such as available grocery dollars, preferences, and more. Many traditional and mainstream diet management approaches stop at "healthy menus and healthy recipes" to hang their nutrition hats; we see time and again how sidestepping tailoring/customization and not going further (as in the below) results in an expensive series of outputs and a never-ending cycle of mediocre outcomes.



Auto linking carefully-constructed menus to the grocery shopping list. This is not only a time saver, but is a critical component keeping associated ingredients/purchases in healthy & budget-sensitive lanes.



Associated, automatically-scaled ingredients and recipe prep steps—with cooking-action videos, set to music...and additional help regarding leftovers geared to household size and profile.



Nutrition measurement actively engaging visually during menu planning and then available on-demand as a trended metric for motivational and care coordination purposes.



Educational resources and tools in multi-media format and 81 languages regarding: nutrition; preventive health; menu planning/guidance whether preparing meals at home, eating out (including in fast food restaurants), or having food delivered; grocery shopping, independent living skills development, and enjoyment of life...with follow-on rewards and recognition for engagement and knowledge gains.



Opportunities for individuals closely connected to the person with specialized needs (the associated network of support: family, guardians, staff, caregivers, and housemates) to engage—even personally benefit—which bolsters buy-in, builds momentum, and solidifies sustainable change.

