

Brief About My25



Mainstay is the name of our company and My25 is our core brand, defining a family of customizable products that spans the U.S. across 36 states as a B2B2C model. Our current subscriber base includes human services/healthcare provider organizations that enlist My25 resources for use by tens of thousands of the individuals with specialized needs they support...vital people who live in the community in all our neighborhoods, have choice regarding the foods they eat/prepare, and engage on a daily basis in school, work, or day programs. But this is largely a population marginalized from a nutrition, health, and budget standpoint—with a significant number receiving long-term Medicaid, Medicare and SNAP benefits.

From the get-go, we zeroed in on better nutrition as the linchpin, believing in its capability to achieve multiple, critical goals simultaneously—once strategically addressed and stepping outside the status quo box of decades-long, well-intentioned, but ineffective, “solutions.” We were right. Our longstanding experiences and impact further underscore that we hit a bullseye by focusing on dynamic, digital resources—bolstering individuals and/or whole households—as the key to a scalable, affordable solution optimizing usage and outcomes stickiness.



We’ve built a holistic, integrated Food as Medicine system centered on personalized nutrition, skill building, and habit change. We facilitate simultaneous, sustainable outcomes regarding: clinical health and social health (SDoH) improvement; reduced medical care and grocery expense (including SNAP maximization); and overall quality and time-savings enhancement. Pivotal partnerships (such as with Walmart) and robust interactivity, engagement and education scaffold each My25 product, including the toolkit we arm subscribers with to streamline and maximize the day-to-day.

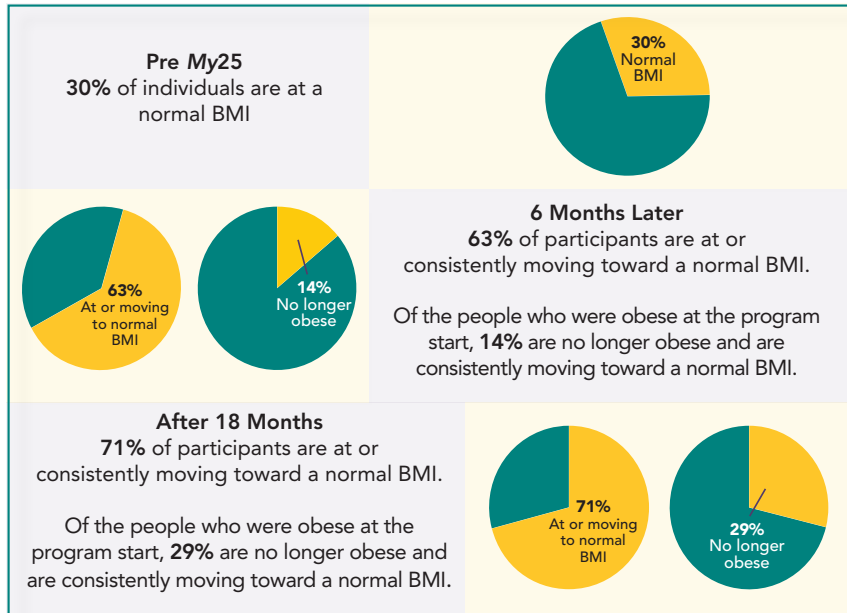
Our data platforms, proprietary software, A.I. capabilities, and My25’s Healthy Eating Score (HES) metric are key drivers behind My25 deliverables, along with the access we provide to information in real time—on demand—regarding subscribers’ health, grocery spend, choice, engagement, and Medicaid cost savings contribution (as a result of maintaining a normal BMI and diminished, expensive chronic conditions such as diabetes and heart complications, acute care needs, and medication usage/dosage). My25’s data tracking and trending—specific to a subscriber’s constituents—bolster organizations regarding oversight, documentation, planning, and leverageable opportunities. We also use the data in creative ways, such as to underwrite and send rewards and recognition for users’ outcomes progress.



In aggregate, My25 data highlights the linkages propelling the most substantial health improvement and cost savings impact for people with specialized needs—a potential sector of, conservatively, 40 million individuals. It’s reasonable to conclude similar, valid linkages when applied to the mainstream population; we’ve observed, anecdotally, how family members and staff associated with a person/whole household utilizing My25 also demonstrate improved health and cost containment as they, even peripherally, engage with My25’s resources. Considering our longstanding outcomes impact, My25’s holistic, integrated Food as Medicine system has the potential to save Medicaid, Medicare, SNAP, and additional health care funding sources billions of dollars annually.

A Bit More About My25

Our early backing on a nationwide basis came from the USDA, while My25's foundational guidelines were established in collaboration with professionals from Northwestern University's Feinberg School of Medicine. Mainstay's co-founders, Jim Vail and Sylvia Landy, are both MBAs from top-rated Kellogg School of Management who sold their first start-up as a nationwide entity to a Fortune 500 healthcare leader. Today, Jim and Sylvia spearhead My25/Mainstay and its team of nutrition, disease management, preventive health, culinary, grocery shopping, education, engagement, programmatic, human services, technology, and business professionals.



From a nutrition foundation standpoint, My25 adheres to the Dietary Guidelines for Americans, the USDA's Healthy Eating Index, moderation versus deprivation, rebalancing the plate, and that super nutrient: fiber.

Our products/resources are accessed by subscribers via My25's web-based/mobile-optimized [My25 Capture Portal](https://capture.my25.com/demo) (this link—capture.my25.com/demo—takes you to a basic demo version, whereas we build each subscriber their own customized, interactive Capture Portal).

My25 can further integrate its digital resources for subscriber access via API and SSO/SAML.

Subscribers to My25 Choice (one of our product offerings) additionally have access to My25's experienced Support team that is highly responsive and proactively reaching out on a routine basis to: answer questions; learn about user health status, food preferences, diet needs (no matter how complicated), and grocery experience & spend; implement menu changes based on information gathered; provide live how-to overviews regarding My25 systems/resources (offered 2x/week/every week); and map out suggestions and strategies as far as education and engagement...targeted to specific individual/whole household needs.



A Family of Products for Three Specific Purposes

- Cement the critical linkages—*interconnectivity*—driving the most impactful health & cost outcomes
- Propel forward the operations and efficacy of subscribing organizations with dynamic, actionable data
- Arm subscribers with customizable options to choose from to address unique goals, needs & budgets