



The My25 Family of Products Guide

We improve health, reduce costs, and save time...simultaneously maximizing for people with specialized needs and their associated, outcomes-driven stakeholders & funders.



Human services and healthcare innovators subscribe to one or more of My25's personalized products to address the needs of people with specialized needs they care about. Individuals with behavioral and mental health challenges, IDD, autism, and TBI; clients in recovery/rehabilitation; and the elderly—in waiver, ICF, supported living and home-based settings and intermittent and day programs.

The associated network of staff, family and guardians are additionally galvanized.

Shared responsibility fosters overall buy-in and ongoing momentum.

Some My25 products maximize the day-to-day with comprehensive resources and interface, including bolstering the efforts of associated staff to benefit agency operations, quality, and financials.

Other My25 products are used by a broad range of subscribers as a value-add plug-in with curated content for widespread client/patient/member access and engagement.

WE CRACKED THE FOOD AS MEDICINE CODE

We center on the key driver behind preventive health for people with specialized needs: nutrition.

But unlike traditional diet management and mainstream approaches that have largely failed this vital population, we tackle food strategically and holistically—meaning beyond what's on the plate. My25's various products seamlessly link together and integrate associated fundamentals, including: tailored tools for daily maximization, engagement, education, and rewards. My25's robust, proprietary software is in the driver's seat to ensure flexibility, interactivity, and outcomes success on a personalized basis.

Holistic • Person-Centered • Leverageable • Value-Based



My25 Personal App & Messaging

Maximizes for People with Specialized Needs Across the Board *and* Associated Staff & Family/Guardians—an individual focus

Our newest addition to My25's family of digital products is the highly affordable My25 Personal mobile app and messaging platform.

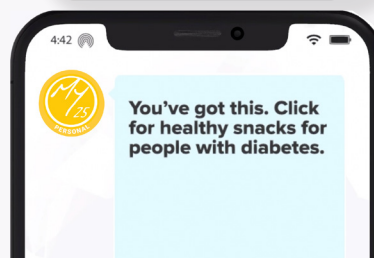
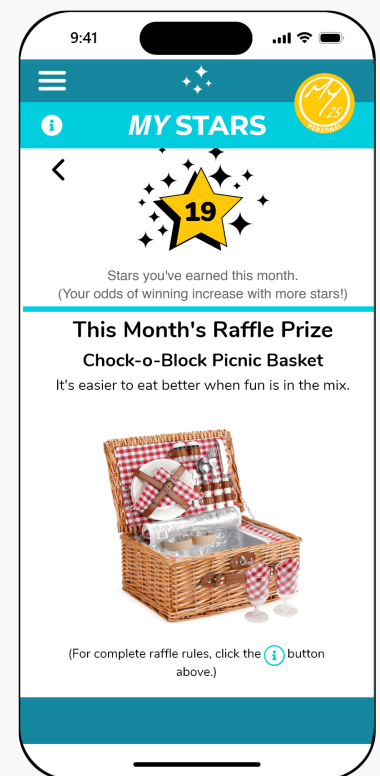
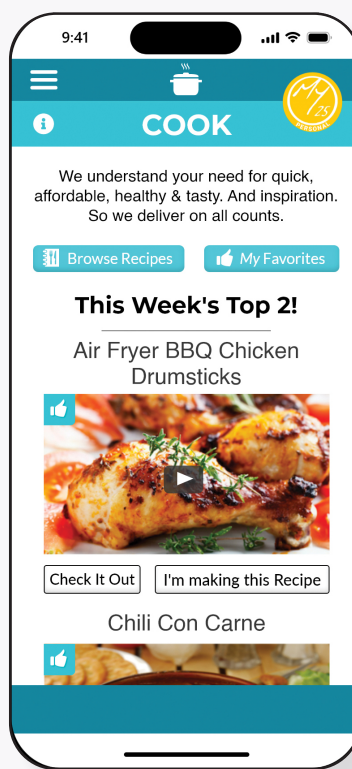
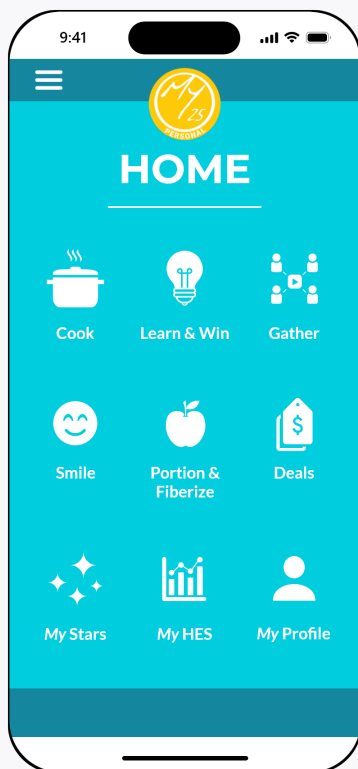
Interactivity is front and center. Users have access to personalized resources regarding recipes; education (cooking & kitchen skills, nutrition, preventive health, disease management, enjoyment of life); invitations to attend live presentations; their unique Healthy Eating Scores (HES) for menu planning, motivation, reward, and care coordination purposes; and additional, dynamic experiences.

The My25 Personal app is presented in a highly engaging, multi-media format with opt-in messaging zeroing in on the individual's interests and needs, such as: snack foods for people with diabetes, date night recipes, reading nutrition facts labels, fast food tips, and much, much more. My25 Personal rewards involvement and knowledge gains with raffle prizes.



Staff, caregivers, and family/guardians are also invited to sign up for My25 Personal; the platform's content is tailored and dynamic enough to also bolster this allied support network. With everyone on the same page, buy-in and ongoing momentum elevate. A bandwagon of shared responsibility leads to sustainable change taking hold.

Accessible via app download. Compatible with (phone and tablet) Google Android, Apple iOS, and Jitterbug Smart3. Watch: vimeo.com/797854459





My25 Select

Maximizes in More-Independent Waiver, Supported Living, & Home-Based Settings and in Intermittent & Day Programs—an individual or whole household focus


My25 Select—a web-based/mobile-optimized platform largely focused on building a weekly calendar of dinner meals—is self-directed...cemented in interactivity, flexibility, and building knowledge and skills regarding cooking, nutrition, and preventive health. Core features center on menu planning, grocery shopping, and recipe prep steps—personalized for individual/household food preferences and dietary needs.

My25 Select grocery lists can be used at any store, but will auto populate the home's Walmart online cart if the household shops at Walmart (page 5 describes more about My25 Grocery—Walmart and our Healthy Eating Score (HES) tracker mentioned immediately below).


My25 Select users are visually and numerically guided—and motivated—regarding their meal choices by My25's proprietary Healthy Eating Score (HES) tracker. Further accessible...My25 Select's popular recipe box with mouth-watering photo images and videos set to music and our Leftovers Rescue Planner (also helpful for what to do with donated food bank ingredients).

An entire section within the My25 Select platform is dedicated to education and engagement in 81 languages and multi-media format. Watch: vimeo.com/694080454








PORTAL | ACCOUNT | HOUSEHOLD PROFILE | **DASHBOARD** | CALENDAR (MY MENUS) | RECIPES | WATCH | LEFTOVERS RESCUE | HES | CONTACT




DASHBOARD


SELECT DATES & MENUS NOW


YOUR HEALTHY EATING SCORES


WATCH & LICK YOUR LIPS


Key My25 Select Resources

BUMP UP VEGGIE FLAVOR CHART

JAZZ UP HEALTHY STARCHES CHART

SAUCE IT UP CHART

MY25 SELECT OVERVIEW VIDEO

MY25 PLATING



My25 Choice

Maximizes in Waiver & ICF Settings—a whole household focus

Impressing licensors and regulators, My25 Choice is a streamlined/foolproof, person-centered mealtime and grocery shopping system that simultaneously: bolsters inexperienced, high turnover staff; enhances choice, clinical health and social health (SDoH), and independent living skills for people supported; and reduces key expenses (food, labor, PRNs, acute care and medications). Nothing slips through the cracks as new staff come on board and are able to easily and quickly embrace on-point/on-budget, healthy mealtime and grocery shopping in time-savings fashion.

My25 Choice is the first-ever, successful marriage of choice and nutrition, on a time-savings and budget-sensitive basis. Uniquely—and despite diverse dynamics—our nimble, proprietary technology ensures the whole household is largely able to enjoy the same person-centered meal together.

Addressing daily breakfast, lunch, dinner and snack needs related to underweight and overweight status, obesity, diabetes, heart conditions, GERD, lactose intolerance, allergies, dysphagia, general diets, and more, a My25 Choice subscription includes weekly menus, grocery shopping lists, recipe prep steps, and therapeutic & nutrition detail. These resources—refreshed every 5 weeks and as requested along the way through our 24/7 menu change hotline, at no additional charge—are emailed to staff or are accessible online.



No two settings have the same menu over time and an experienced My25 Support Associate is assigned and dedicated to each household to be responsive and continually assess health; train new staff; answer questions; adjust menus to reflect preferences, census, dietary needs, grocery budget, and preparation requests; award frame-worthy certificates of recognition for improving health to both clients and staff; and organize contests and challenges (with rewards we underwrite and send). The My25 Support Associate compiles routine, outcomes progress overview reports for your leadership and an online Admin Tracker is accessible by your team for data oversight regarding each home's health, nutrition, engagement, and grocery spend trends.

My25 Choice grocery lists can be used at any store, but with **one click** will auto populate the home's Walmart online cart if the household shops at Walmart (page 5 describes more about My25 Grocery—Walmart). My25 Choice is further scaffolded by the Elevate Portal—that we can white label with the organization's logo and colors to amplify health leadership brand and messaging. The Portal provides ongoing engagement and education resources, available to an organization's entire constituency, in 81 languages and multi-media format.

A turbocharging, optional My25 Max—RESIDENT CHOICE+ feature integrated for My25 Choice subscribers allows staff and residents—if they like—to become directly involved in hands-on choice of healthy dinner options. Selections are guided by My25's visual Healthy Eating Score (HES) tracker, going from red to yellow to green, and via photo images and recipe videos set to music. My25 Max—RESIDENT CHOICE+ was developed for My25 Choice subscribers to further solidify person-centered initiative, engagement, independent living skills development, and healthy eating knowledge/habits.

Watch: vimeo.com/866547075





My25 Grocery—Walmart

Saves time and keeps purchases in healthy & budget-sensitive lanes

While My25 Choice and My25 Select subscribers can shop anywhere they choose with their My25 grocery lists, we can help further if it's Walmart. We entered into a technology partnership with Walmart to help save time and keep purchases in healthy and budget-sensitive lanes. With **one click**, My25 grocery lists (associated with the home's My25 person-centered, scaled menus) automatically populate the household's Walmart shopping cart for curbside pick-up or delivery. Yes, Walmart's online grocery accepts tax exempt status and SNAP EBT, with Walmart members typically off the hook for delivery charges.



Via One Click...



Plus, we help build and manage each home's pantry to curtail over and under buying of items like spices. We'll even customize specific brands and quantities to streamline future ordering. And to top it all off...you can **easily** access management summary oversight reports for each home regarding usage and more information, including a cost comparison between what we estimate the grocery bill should be versus what was actually spent at Walmart.

Watch: vimeo.com/846664096



My25 Healthy Eating Score (HES)

Motivational & care coordination guidance & metrics that are also highly leverageable

My25's proprietary Healthy Eating Score (HES) metric, available to My25 Choice, My25 Select, and My25 Personal subscribers, is the first-ever household nutrition measurement for people with specialized needs—for one person up to however many. HES guides menu planning visually in real time, going from red to yellow to green. Then, HES is automatically tracked and trended as on-demand numeric values for motivation, care coordination and reward purposes.

Subscribing entities have access to aggregate oversight summary reports regarding HES measurement across all their individual and/or household users—which is highly useful data and leverageable information for strategic, brand-build, marketing, and funding purposes.



About My25

We don't relish pointing out the negative. But we're honest when asked why we started Mainstay and its My25 products that are so successful throughout the U.S. in thousands of homes for tens of thousands of individuals. The data spells out the status quo very clearly. The human services and healthcare industries are largely missing the preventive health and beneficial nutrition marks for people with specialized needs. As a result...a number of responsibilities and opportunities are also being missed.

Dismal health statistics highlight today's subpar reality. Traditional diet management, risk assessment, and mainstream solutions are failing both the clinical health and social health (SDoH) of this vital population. Approximately 70% of individuals supported in HCBS and LTSS settings are *unnecessarily* outside a normal BMI and *unnecessarily* (unrelated to the disability or pharmacological complications for a majority) struggling with two to three times mainstream rates of costly, chronic conditions such as diabetes and heart complications. Inexperienced and high turnover staff are challenged by nutrition, mealtime, and grocery shopping responsibilities that typically follow routines and an outputs orientation similar to what was in place decades ago. Today, DSP choice can often trump that of people supported with backdoor shrinkage an expensive, unfortunate offshoot.



Pre My25, it's akin to a needle in a very large haystack to find a successful marriage between person-centered choice, budget-sensitivity, streamlined prep and grocery shopping, and beneficial nutrition.

We were further spurred into action after noting that a number of stakeholders and funders fail to recognize that nutrition is not only the primary driver behind wellness, but is a central component with valuable tentacles related to key quality, operational, financial, and marketing objectives and opportunities.

So we committed to fix it all. We do this via robust technology and pivotal partnerships and collaborations to deliver an end-to-end, holistic solution. With deep understanding of, and respect for, people with specialized needs and associated stakeholders and funders—along with the need for sustainable change—we integrate key fundamentals. Quite simply, we go beyond what's on the plate...including easy-to-embrace and scalable resources amid diverse and taxing dynamics. As frosting on this value-based cake, we make sure "it's their choice" is no longer an excuse, but is part of the preventive health and cost-saving solution. With two MBAs—touting highly successful human services and healthcare experiences and triumphs—spearheading My25 efforts, we zero in on metrics and outcomes versus mere outputs.

As far as the glorious nitty, gritty as we fortify health, quality, cost savings, and independent living skills development... My25 incorporates customization and a mix of hands-on, tailored tools and digital resources to choose from; multi-media format; experienced, step-by-step guidance; and proactive outreach. Our proprietary technology allows for interactivity, flexibility, and strategic oversight.



As frosting on this value-based cake, we make sure that “it’s their choice” is no longer an excuse, but is part of the preventive health, cost-saving solution.

So our efforts are always maximizing, we pay keen attention—innovating, educating and incorporating accordingly—regarding current and evolving dynamics and trends . . . elevated technology and smart home needs; households mixing it up with food prepared at home, meals delivered, and eating out; sustainable, eat-better lifestyle changes in conjunction with prescription medication jumpstarting weight loss; streamlined grocery shopping experiences; and more.

We can’t wrap up without revisiting the pre-My25 statistic regarding only 30% of people with specialized needs within a normal BMI in LTSS settings. 12 to 18 months post and ongoing My25, approximately 70% of this vital population is at or moving toward a normal BMI with concurrent improvement to associated health parameters such as A1c levels, blood pressure readings, medication usage/dosage, physical activity, and enjoyment of life. Basically, human services should be **running** toward food as medicine. We’d love for you to reach out, so we can also share where associated quality, operations, financials, and marketing endeavors simultaneously catapult for stakeholders and funders—our subscribers.

My25’s foundational guidelines and technology backbone were established in partnership with the USDA and via collaboration with professionals from Northwestern University’s Feinberg School of Medicine. We subscribe to the Dietary Guidelines for Americans, moderation versus deprivation, rebalancing the plate, and that super nutrient—fiber. The My25 team is comprised of preventive health, nutrition, disease management, education, technology, business, and human services professionals. Fiber nerds...each one of us.

We absolutely love disrupting the costly, unhealthy status quo and you will, too.

Watch: vimeo.com/938798779



(Integrate via API?...no problem.)



UNDERSCORING...

For oversight and strategic purposes, My25 subscribing organizations have access to tracked and trended data regarding the health, nutrition, engagement, and grocery spend regarding the people they care about.

Unlike so many preventive health and risk assessment approaches focusing on the most unwell/most at risk 5%, My25's successful Food as Medicine approach positively impacts a majority of people with specialized needs...making us a definitive population health solution.

One provider CEO recently shared, "Food should be treated with the same responsibility, accountability, and oversight as prescription medications based on its importance regarding the health of the people we serve and the money spent on groceries."

My25 maximizes 25% of the day in smart homes.

No, we don't sell food and we're far from a run-of-the-mill menu company.

Value-Based Innovation at Its Very, Very Best

