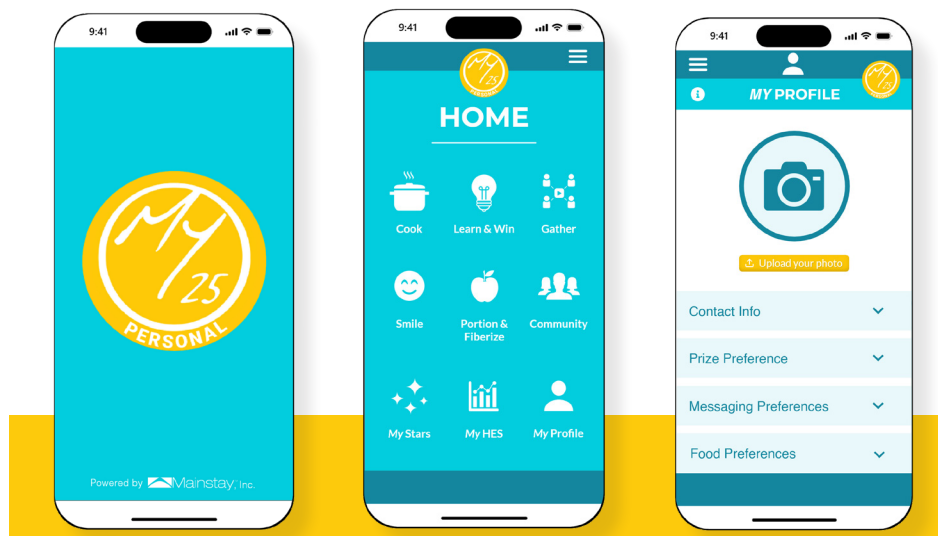


# PERSONALIZED NUTRITION VIA MOBILE APP & MESSAGING

## for People with Specialized Needs & Associated Stakeholders



Human services organizations, healthcare providers, states, MCOs and ACOs subscribe to My25 Personal for use by the people they care about in waiver, ICF, supported living, and home-based settings and intermittent and day programs. My25 Personal joins the popular My25 family of digital resources as a ground-breaking mobile app and messaging platform—customized for unique needs and preferences—for the elderly, clients in recovery, and individuals with behavioral health needs, IDD, SPMI, TBI, and physical challenges.



Via tailored resources and thoughtful design and supports, My25 Personal affordably engages, educates & rewards regarding nutrition, preventive health, menu planning, grocery shopping, recipe prep, and enjoyment of life. Interactivity is front and center. Our guidance and innovation realistically embrace today's weekly dynamics...individuals and whole households mixing it up by preparing food at home, having meals delivered, and eating out—with health, budget and time savings as top priorities.

**And NOW...associated staff, caregivers and family/guardians can affordably be included in a My25 Personal subscription bundle, so these invested individuals are able to engage and personally benefit health-wise and beyond. This bandwagon then fosters buy-in and stick-to-it commitment from the person with specialized needs. Win-win-win.**

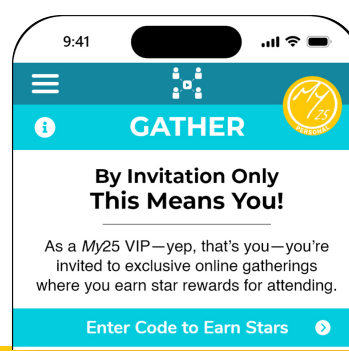
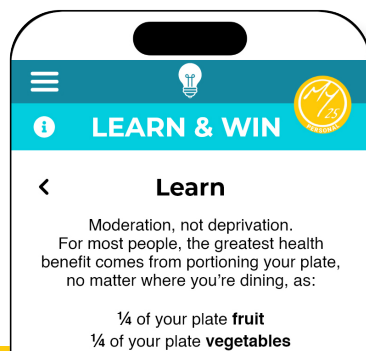
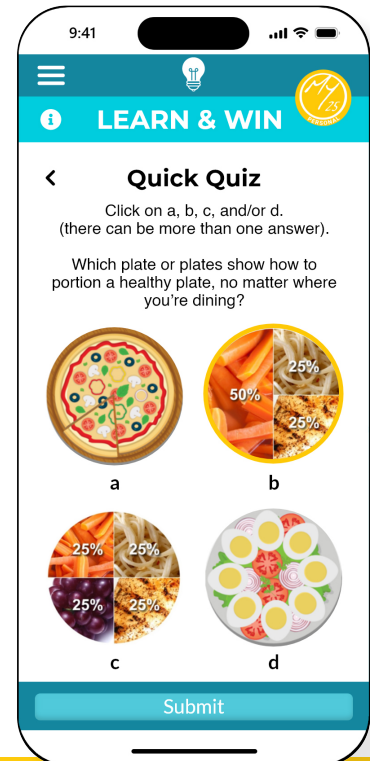
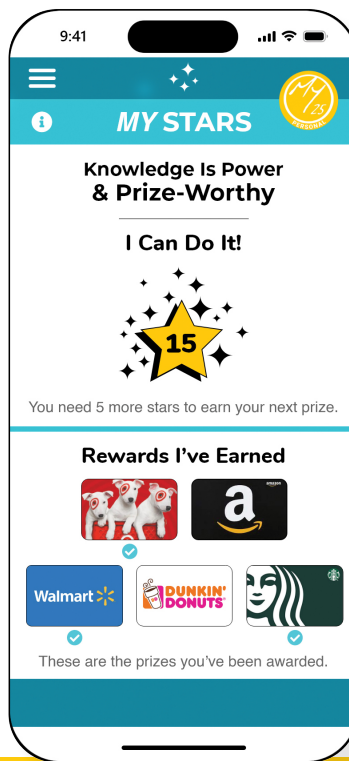
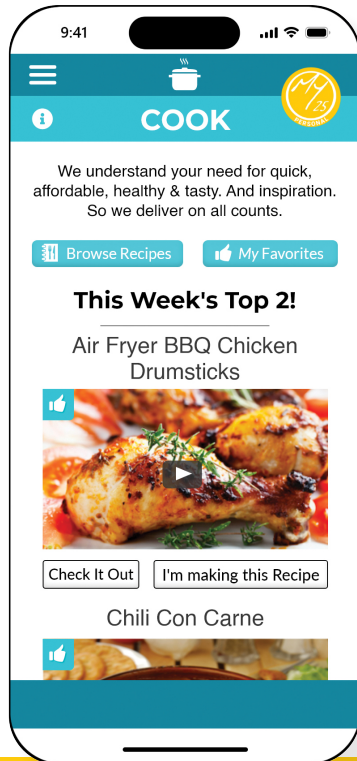
My25 has been filling a gaping, costly hole for years throughout the U.S. among tens of thousands of individuals with specialized needs in thousands of households. We alone accomplish substantial, simultaneous improvement regarding clinical and social (SDoH) health and associated financial outcomes, meaningful to multiple stakeholders and funders.

**An incredible feat of value-based impact, bringing much-needed teeth to “food as medicine.”**

# SNAPSHOT

My25 Personal, like all My25 resources, was built understanding why traditional and mainstream approaches regarding nutrition and preventive health improvement have largely failed people with specialized needs.

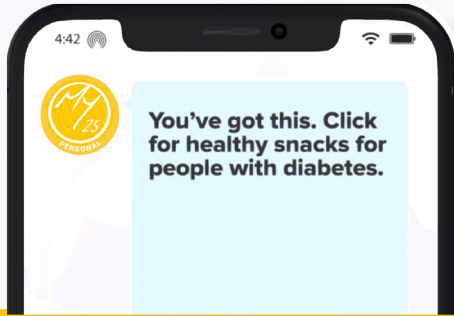
*It's all we do.*



(Ok...not to worry. We know you're zeroing in on that Dunkin' Donuts gift card reward. Coffee! And if not coffee, we help people with specialized needs understand moderation versus deprivation and how to eat when preparing food at home, having meals delivered, or eating out—including in fast food restaurants.)

# SPECIFICS

About My25 Personal, watch: [vimeo.com/797854459](https://vimeo.com/797854459)



Personalized, tailored resources via My25's holistic approach...engaging, guiding, educating and rewarding.

Compatible with (phone and tablet) Google Android, Apple iOS, and Jitterburg Smart3.

Subscribing organizations have access to summary usage reports. Well, of course!



Opt-in messaging, centered on engagement & education and personal preferences & needs...recipes, nutrition and preventive health; chronic conditions regarding diabetes, heart disease and weight management; kitchen skills and grocery shopping; and socialization and enjoyment of life.



Invitations to exclusive, online gatherings—presentations & chats led by experts, including live Q&A. Making Veggies Taste Good; The Healthier Tailgate; Save Time and Grocery \$; Best-Bet Snacks; Date Night Recipes; What's GERD?; What's Diabetes?; How to Temp Meats for Safety & Doneness; Gluten-Free Snack Tips; Kentucky Derby Trail Mix Recipe; Reading a Nutrition Facts Label; and much more.



Recipes with videos, set to music (automatically scaled & geared to preferences).



Education in manageable doses with Quick Quizzes to test knowledge gains.



Multiple ways to earn star rewards for prizes users personally choose and we send.



My25's personalized, proprietary Healthy Eating Score (HES) tracker/trender for planning, motivation, care coordination, & bragging rights.



A caring and active community immersed in similar, daily joys and challenges...sharing through photos, stories, and inspiration.



My25's foundational guidelines and technology backbone were established in partnership with the USDA—the United States Department of Agriculture—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, disease management, nutrition, culinary, education, technology, business, and human services professionals.

Fiber nerds...each one of us.

Addressing diverse food preferences, dietary needs, and health challenges, My25's proprietary, expertly-designed technology allows us to do more and reach more people on an affordable, customized basis.

Employing a strategic mix of hands-on, tailored resources; dynamic support; and experienced insights, our deep understanding and respect regarding people with specialized needs—and their associated stakeholders—shine through to facilitate sustainable, value-based outcomes. Yes, not same old-same old or just employing a catchy phrase...we actually bring much-needed teeth to "food as medicine."

About My25, watch: [vimeo.com/673619713](https://vimeo.com/673619713)

