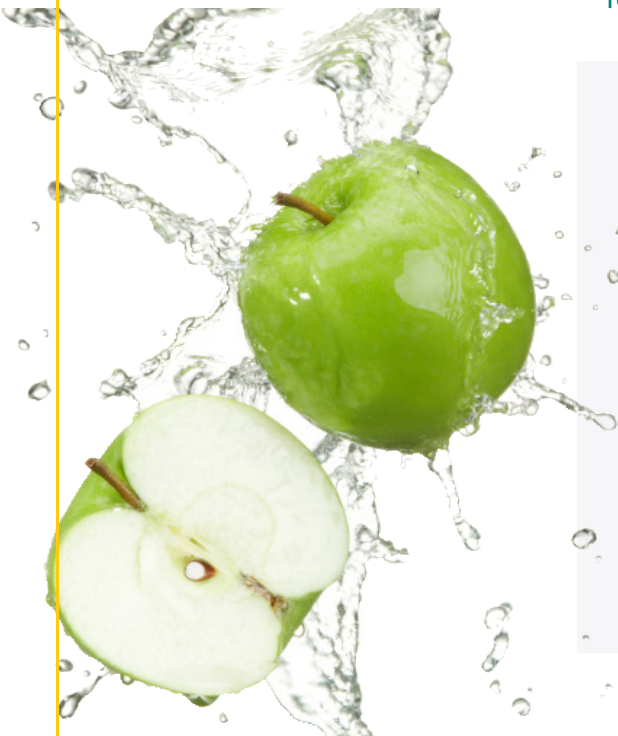




Simultaneously Educating & Engaging People Supported **AND** Staff To Substantially Improve Health & Materially Reduce Expenses

When staff embraces better nutrition and is engaged, residents are more likely to eat better and be healthy. Now...My25 makes it possible to affordably accomplish this one-two punch of value-based impact. The frosting on this high-fiber cake? A number of expenses reduce—including operational, food, and medical care costs.



Every day, we interface with people supported, house managers, and DSPs in LTSS settings for the nation's leading human services provider agencies. Organizations subscribe to one or more of My25's customized products to benefit individuals in waiver, ICF, supported living and home-based settings. Our family of personalized, digital resources has helped tens of thousands of people with specialized needs improve clinical health, social health (SDoH), and independent living skills development. My25 substantial outcomes far outpace traditional, mainstream, and risk assessment approaches to preventive health and diet/mealtime management. By design, subscribing agencies simultaneously realize quality, operational, financial and marketing gains.

We cracked the food as medicine code for people with specialized needs via a strategic, holistic approach embedded with tailored tools. We solely focus on this sector and person-centered nutrition, menu planning, grocery shopping, recipe prep, independent living skills development, and enjoyment of life. It's *all* we do.

My25's respected team has deep understanding regarding the unique dynamics surrounding 1. staff members and 2. people with behavioral and mental health challenges, autism, IDD, and TBI; clients in recovery/rehabilitation; and the elderly. As a result of our longstanding successes, proprietary software, and persistent innovation, we're now able to simultaneously engage, educate, and reward these two distinct—but closely allied—groups via My25's newest product offerings. Earmarked by robust, continually-refreshed content, the My25 Personal Mobile App & Messaging platform and the web-based My25 Select platform create common ground, fostering buy-in momentum and stick-to-it commitment. A bandwagon of shared responsibility regarding preventive health and enhanced nutrition takes hold between staff and people supported.

On the following pages, we highlight the My25 Personal Mobile App & Messaging platform and the web-based My25 Select platform. Subscribe to one or both. On the last page, we tell you more about us and how we uniquely cracked the food as medicine code for people with specialized needs and allied stakeholders.

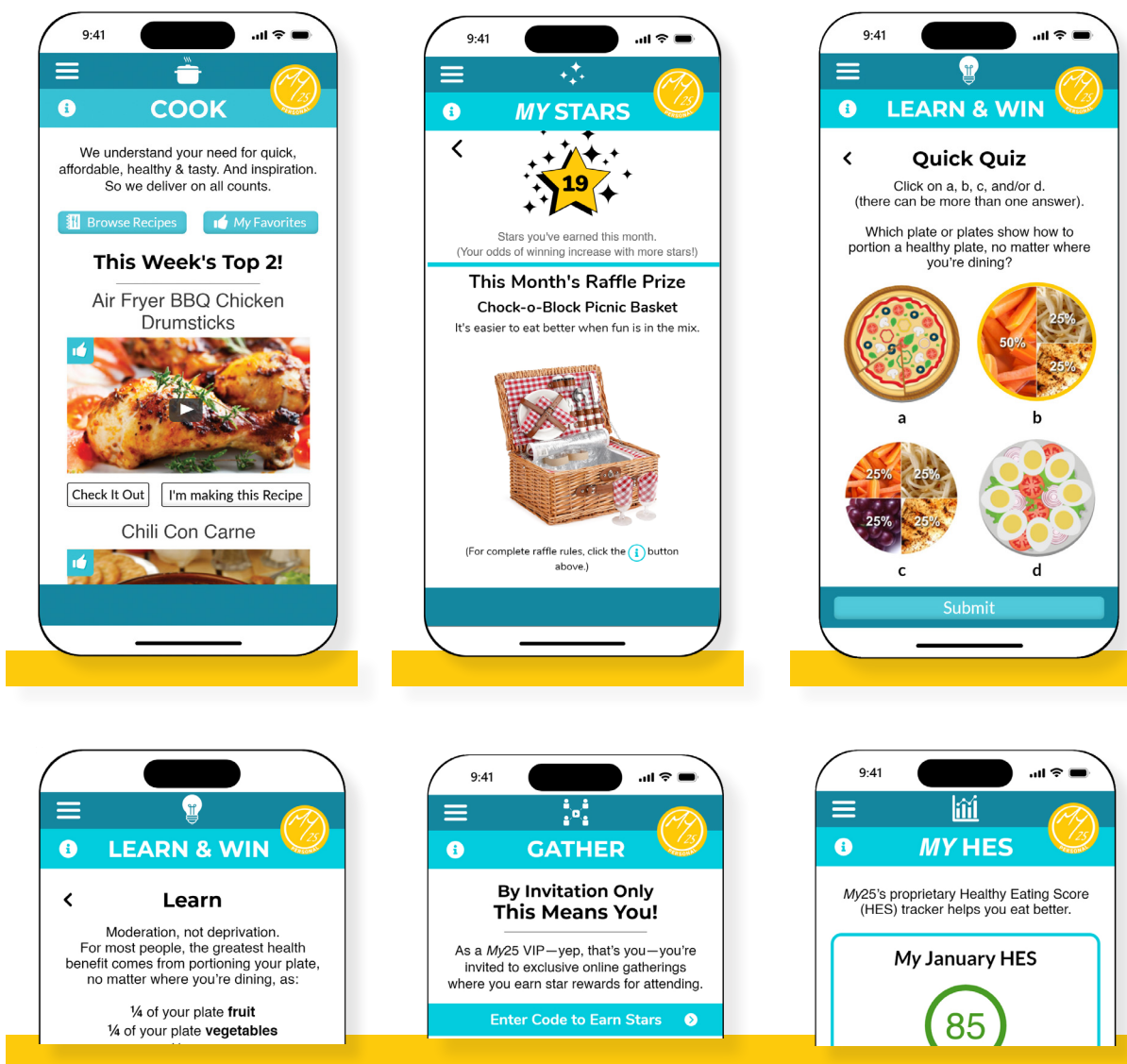


Users have access to personalized resources regarding recipes; their Healthy Eating Scores (HES) for care coordination, motivation, mealtime planning and reward purposes; education (cooking & kitchen skills, nutrition, preventive health, disease management, enjoyment of life); invitations to attend live,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

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 more.

Accessible via app download. Compatible with (phone and tablet) Google Android, Apple iOS, and Jitterbug Smart3.

Watch: vimeo.com/797854459



We help people with specialized needs and associated staff understand moderation versus deprivation and how to eat better when preparing food at home, having meals delivered, or eating out—including in fast food restaurants. Always keeping preferences, health, budget and time savings as priorities.



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 via one click if the household shops at Walmart...keeping purchases in healthy and budget-sensitive lanes. vimeo.com/846664096

My25 Select users are visually and numerically guided—and motivated—regarding their meal choices by My25's proprietary Healthy Eating Score (HES) tracker that trends for care coordination purposes. Further accessible...My25 Select's Leftovers Rescue Planner and our popular recipe box with mouth-watering photo images and videos set to music.


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



Value-Based Innovation At Its Very, Very Best

Human services innovators subscribe to one or more My25 products for the people they care about.

From the start—and based on what leading healthcare experts confirm about nutrition being the primary driver behind preventive health—we committed to a strategic approach regarding food as medicine (FaM) for people with specialized needs in LTSS settings. We knew that FaM—done right—should simultaneously deliver quality, operational, financial and marketing impact and opportunities to the organization responsible for residents in waiver, ICF, supported living and home-based settings. As far as doing it “right,” we quickly learned that “food” is more than just what’s on the plate. And based on current, subpar health statistics, “right” is definitely much more than a menu with healthy recipes—the longstanding go-to “solution” within LTSS settings. Associated, critical fundamentals and resources—such as grocery shopping lists, care coordination, and rewards—have to be seamlessly linked...well considering choice, knowledge basis, experience levels, budget, time constraints, and licensor expectations. So My25 does FaM right. On all counts.

As the years and our successes marched on, we kept hearing how staff members were piecing together various My25 resources for use by their own families . . . doing so eagerly and with positive results. The drumbeat got louder with constituents clamoring for access across all stakeholders. So a number of factors—including the correlation between staff who embrace nutrition and are engaged and residents who eat better and are healthy—pointed in one direction... resources that resonate and are simultaneously beneficial to both staff and people supported. So the My25 family of products grew yet again with the empowering My25 Personal Mobile App & Messaging platform and the web-based My25 Select platform. When you subscribe to both, the people you care about can choose their most optimal platform.

A Bit More About My25



We Cracked the “Food as Medicine” Code

My25’s proprietary technology allows us to propel personalization, education, and interactivity among diverse individuals. And unlike so many preventive health and risk assessment approaches focusing on the most unwell/most at risk 5%, My25 positively impacts a majority of people with specialized needs... making us a definitive population health management solution.

Mainstay is the name of our company and My25 is our core brand defining a broad family of products. Our 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, the USDA’s Healthy Eating Index, 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.

