



Maximizing for Healthcare Innovators Because We Cracked the Food as Medicine Code

Personalized, Digital Nutrition for People with Specialized Needs & Associated Stakeholders



Progressive healthcare innovators subscribe to My25 for use by the people they care about.

My25 subscribers are intent on optimizing one, two or all of: clinical health and social health (SDoH) improvement; preventive health/enjoyment-of-life education, engagement, independent living skills development, and rewards; care coordination; cost reductions; revenue enhancement; and value-add differentiation. Across the board, My25 delivers throughout 36 states and tens of thousands of individuals and households.

Mainstay is the name of our company and My25 is our core brand defining a family of digital products maximizing for people with behavioral and mental health challenges, IDD, autism, and TBI; the elderly; and clients in recovery/rehabilitation—and, concurrently, associated family members and staff/caregivers. Unlike traditional, risk assessment, and mainstream approaches to diet management—that have largely been unsuccessful as far as measurable nutrition/health improvement for a majority of these vital individuals—My25 tailors resources, recognizes the whole person, and strategically addresses “food” far beyond what’s on the plate or in a “healthy” recipe/menu.

Understanding the need to be different from the status quo based on today’s expensive, subpar health realities for people with specialized needs, we seamlessly link together critical fundamentals. A few examples include: using associated, custom menus to auto-populate the home’s grocery shopping cart to keep purchases in healthy and budget-sensitive lanes; a healthy eating score (HES) tracker/motivator, guiding menu selection visually and numerically; and galvanizing the individual’s support network to foster buy-in and shared responsibility.

This holistic approach, along with our proprietary software and experienced team, are the linchpins behind My25 cracking the food as medicine code on a broad basis.

On the following pages, we highlight two My25 products most maximizing for progressive healthcare innovators—the web-based My25 Select platform and the My25 Personal Mobile App & Messaging platform. When you subscribe to one or both, the people you care about pay nothing, accessing these resources via app download, url link, hyperlinked button, or API integration. Subscribing organizations have access to usage and leverageable, summary healthy eating score (HES) trends for your constituency. On the last page, we showcase our health outcomes and more about My25’s impressive backbone.

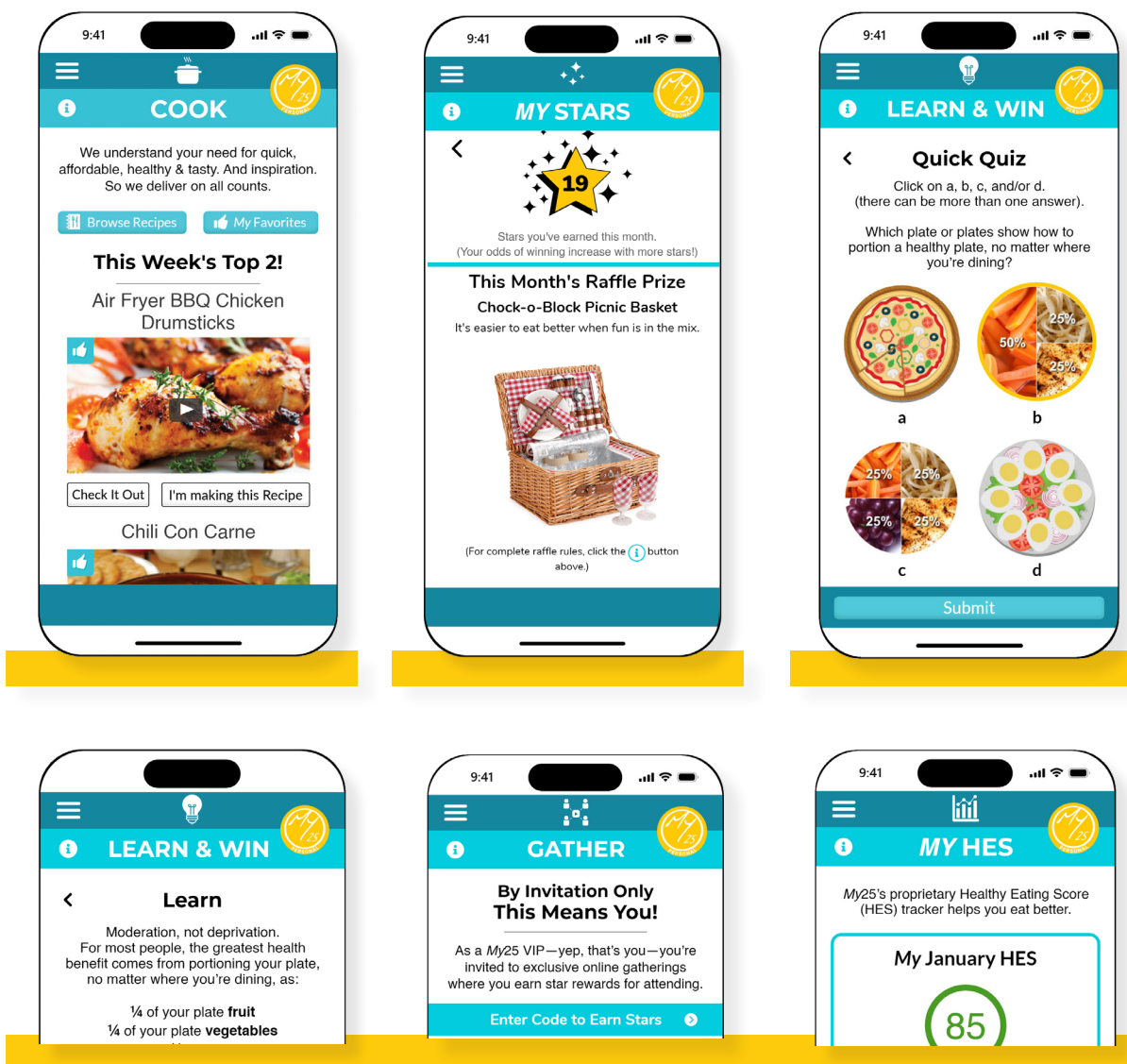


Users have access to personalized resources regarding recipes; their Healthy Eating Scores (HES) for care coordination, motivation, mealtime planning and reward purposes; education (cooking & kitchen skills, nutrition, preventive health, disease management, enjoyment of life); invitations to attend live, 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 their allied network of support, 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. [Watch: vimeo.com/846664096](https://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](https://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

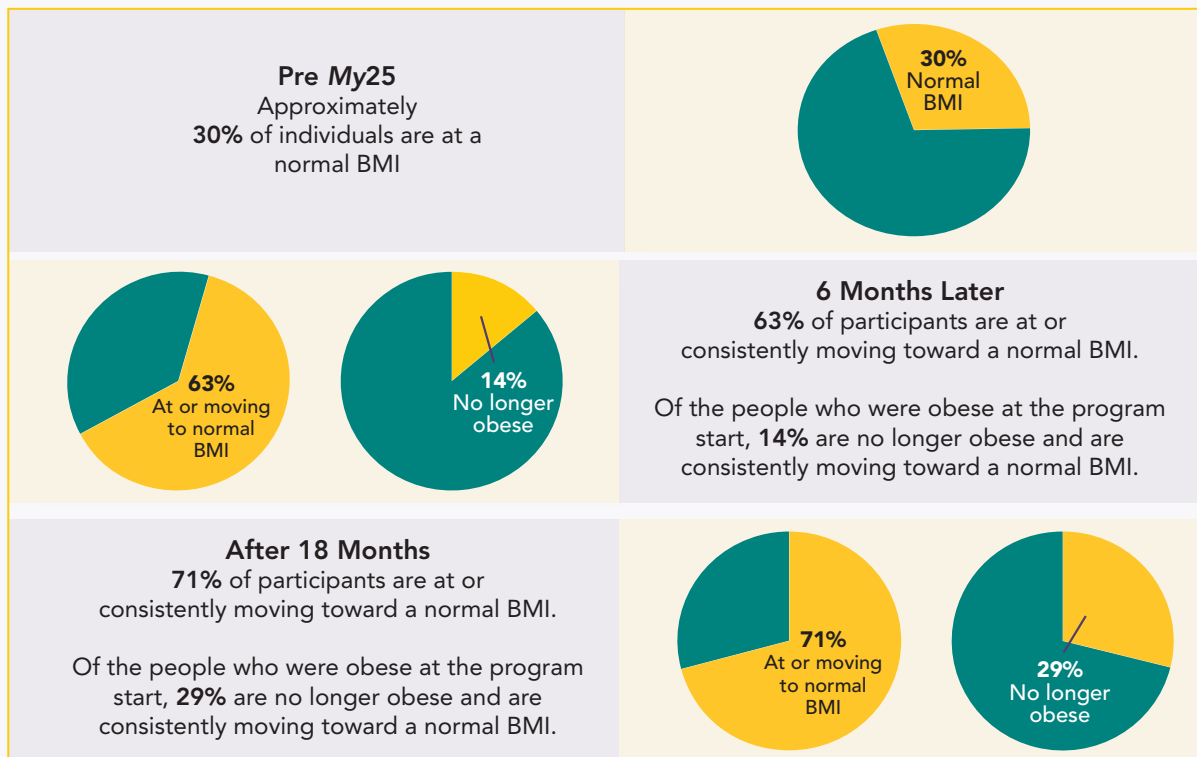
MY25 PLATING

Outcomes



Backbone

A number of studies conclude that by implementing an effective food as medicine (FaM) program, a 15 to 20% reduction in healthcare costs (inpatient hospital admissions, ER visits, prescription medication, associated labor) registers. My25's experiences throughout many years demonstrate similar cost reductions. Further, My25's FaM impacts a majority of the target population—not just the 5% most unwell, as is all too often the singular, limiting goal...making My25 a definitive population health solution.



It's true...we cracked the food as medicine code. See our holistic, 6-step approach [here](#).

My25 spans the U.S.—tens of thousands of individuals and associated households have access as a result of organizations subscribing for the people they care about. Addressing diverse food preferences and dietary needs, My25's proprietary technology allows us to propel personalization, education, and interactivity among diverse individuals.

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, 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.

Because we prove it every single day, all throughout the U.S., we subscribe to what healthcare experts certify: Eating the right foods in the right amounts is the key driver behind preventive health and curtailing expensive chronic conditions such as diabetes and heart disease. We keep dispelling the age-old myths that the disability and pharmacological complications are the culprits behind the poor health of people with specialized needs.

Value-based innovation at its very, very best.

