



For Home Healthcare Leaders

Because We Cracked the Food as Medicine Code

Delivering Holistic Value-Add...Propelling Whole Person & Care Coordination Initiative Via Personalized, Digital Nutrition for People with Specialized Needs



Progressive Home Healthcare Providers Subscribe to My25 For Use by Their Patients

My25's foundation is built on what leading healthcare experts insist: Eating the right foods in the right amounts is the primary driver behind both clinical health and social health (SDoH). Bringing holistic value-add to your efforts, My25's digital platforms help you maximize for the whole person. We do this via tailored tools, personalization, engagement, and education regarding beneficial nutrition.

In addition to bolstering health outcomes, subscribing organizations achieve additional goals and opportunities... value-based objectives, reimbursement/revenue upside, and elevation of wellness leadership brand vis a vis the competition.

Implementation and access are turnkey. My25 Personal and My25 Select, highlighted on the following pages, are the two My25 products most synergistic with home healthcare, including telehealth, innovation. These digital platforms are accessible by your constituencies—free of charge, as a result of your subscription—in a variety of ways.

Based on our holistic approach to food, proprietary technology, and deep understanding regarding people with specialized needs—the elderly; clients in recovery/rehabilitation; and individuals with behavioral and mental health challenges, IDD, and TBI—My25 outcomes excel for these vital populations... substantially above other diet management and nutritional intervention "solutions." Along the way, we uniquely galvanize and activate allied stakeholders—family, caregivers, and staff—which spurs buy-in momentum and sustainable change.

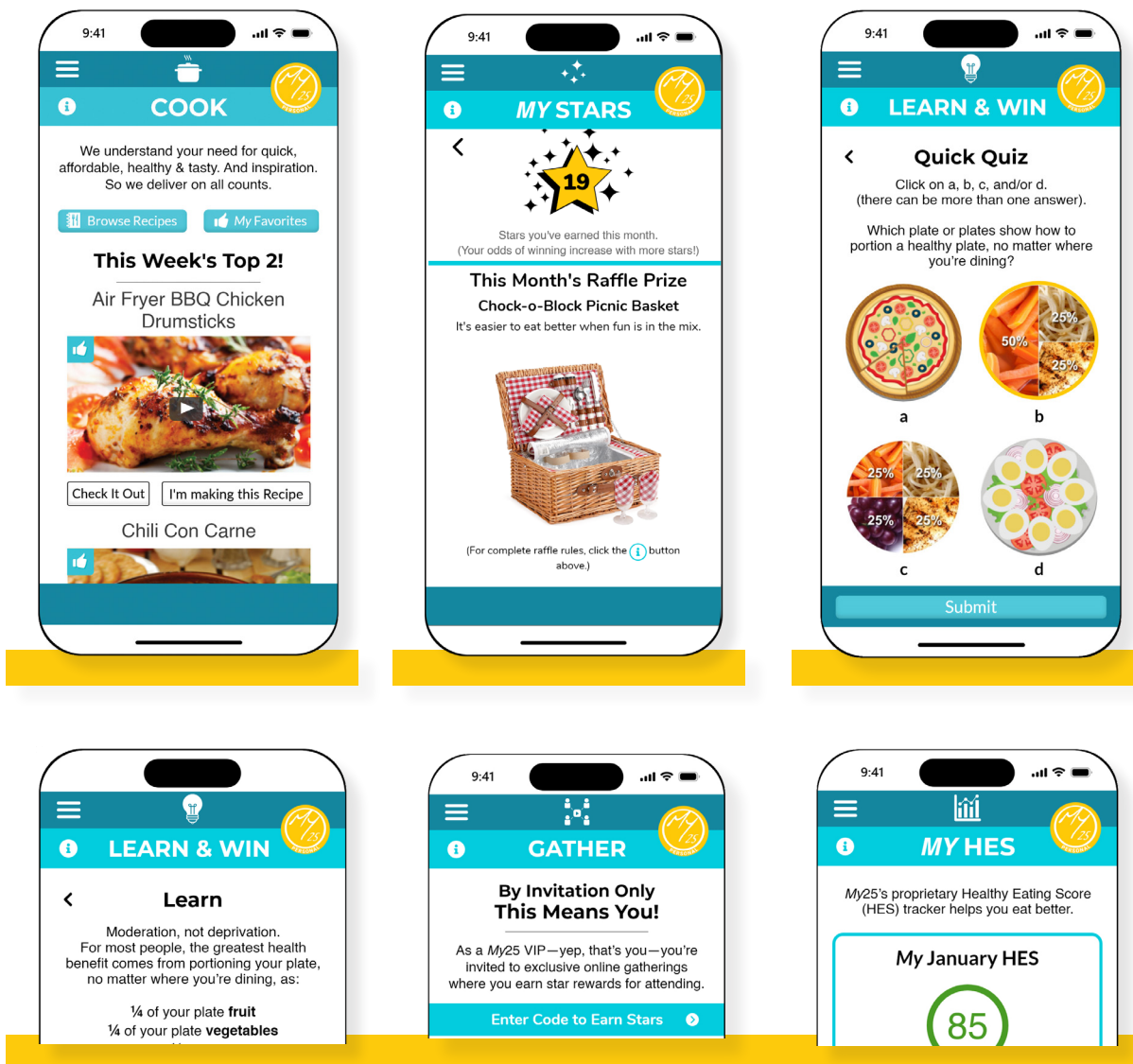


Users have access to personalized resources regarding recipes; their Healthy Eating Scores (HES) for care coordination, motivation, mealtime planning and reward purposes; education (cooking & kitchen skills, nutrition, preventive health, disease management, enjoyment of life); invitations to attend live,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



Feel-Good, Inspired Eyeballs On Your Brand

Food—especially when personalized—is a conduit to increased engagement on a more frequent basis. In addition to improved overall health for patients, My25 spurs more eyeballs on your brand in an inspirational way.



How Home Healthcare Leaders Subscribe to My25

First, we provide an overview through a screenshare, so you understand more and have your questions answered. Then, you choose My25 Personal and/or My25 Select and how you'd like to make the platform(s) available to your patients (url link, hyperlinked access button from your digital platform, or API integration with your online portal). Your organization pays a flexible, bundled fee that covers subscription for your stakeholders. Individuals then have discretion over opting in to the My25 platform you've selected. We engage with My25 users from this point on, making summary oversight usage reports available to you, our subscriber, as you choose.

About My25



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.

My25 tackles food holistically—meaning...beyond just what people eat. We do this seamlessly—and in a highly engaging way—by linking together critical fundamentals to bolster the whole person and sustainable change. Everyday tools, education, engagement, rewards, and care coordination.

