



# for Value-Based Innovators and the People They Care About

## HEALTHCARE PROVIDERS    HUMAN SERVICES/COMMUNITY



**Nutrition is the primary indicator, predictor, accelerator and sustainer of clinical and social health—and therefore a key driver behind reduction of healthcare, and associated, costs.**

We cut our wellness and preventive health teeth among one of the most health-compromised, nutrition-challenged, cost-conscious, and time-stretched populations. Building our foundational guidelines in partnership with the USDA and via collaboration with professionals from the Feinberg School of Medicine, we centered on a personalized, technology-based solution with food as the linchpin behind clinical and social (SDoH) health for marginalized populations.

What we learned, however, is that it isn't just what people eat that creates beneficial, *sustainable* habit change. This led to My25's proprietary, 4-step approach and deliverables. Our outcomes, meaningful to multiple stakeholders, are substantial.

The My25 Select web-based/mobile-optimized platform is the most scalable and affordable among Mainstay's My25 family of digital products. Value-based and outcomes-driven innovators subscribe for use by the people they care about. To galvanize and entrench engagement, we focus on the whole household...one individual up to however many—which may include family, housemates, caregivers, and/or staff members. Access to My25 Select for users is via direct url link, a hyperlinked button on your platform, or API integration...it's your choice.

### My25's 4-Step, Personalized Approach & Deliverables

**PERSONALIZED    INTERACTIVE    HOLISTIC    HIGH ENGAGEMENT**



- 1 healthy, budget-sensitive, continually-refreshed menu suggestions reflective of individual and household preferences & dietary needs
- 2 with **one click**, auto population of the household's online grocery cart with associated ingredients—in the correct amounts—for curbside pick-up or delivery to ensure purchases stay in healthy and budget-sensitive lanes
- 3 associated, automatically-scaled ingredients and recipe prep steps—with mouth-watering photos and entertaining, cooking-action videos, set to music...and additional help regarding leftovers geared to household size and profile
- 4 nutrition measurement actively engaging visually (red to yellow to green) during menu planning and then available on-demand as a trended metric for motivational and care coordination purposes, with follow-on access to educational resources in multi-media format and 81 languages



## More About Differentiation, Leverageable Outcomes, & Us



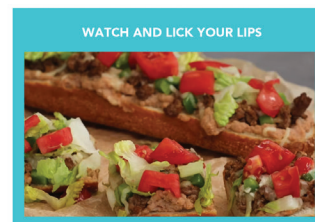
First and foremost, and embodied in our 4-step approach, we have deep, keen understanding—and a long, successful track record throughout the U.S. in thousands upon thousands of households—regarding marginalized populations and what moves the preventive health needle in a positive direction...and keeps it there.

My25 Select's proprietary Healthy Eating Score (HES) tracker and trended metric displays visually and in numeric format...beneficial for menu planning guidance, motivational, gamification, and care coordination purposes. Subscribing organizations have access to aggregate HES data reports across their users. Scaffolded by education & engagement in multi-media format and 81 languages, My25 Select makes it possible for the people you care about to easily understand how to improve their HES and overall health.

My25 Select also makes available the first-ever household menu hub—My Menus. Households build their mealtime calendar within the My25 Select platform to note which days represent My25 meals prepared at home, eating out, delivered meal kits, and more. Flexibility and a central resource mapping out thoughtful planning regarding the household's mealtime activities are key to realistic, sustainable habit change.

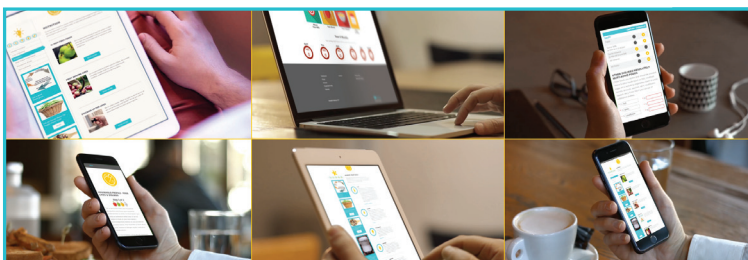
My25 Select additionally includes an opt-in, personalized text messaging feature. Users specify areas of personal interest regarding such topics as: diabetes, weight loss, weight gain, recipes, grocery shopping, enjoyment of life, and more.

### *My25 Team & My25 Guidelines*



Mainstay's My25 team is comprised of preventive health, nutrition, disease management, culinary, technology, business, and human services professionals. Our founders sold their first start-up—centered on simultaneous expense reduction and quality of care improvement for hospitals and medical centers—as a nationwide entity to a Fortune 500 healthcare leader.

From a nutritional guideline standpoint, we subscribe to the Dietary Guidelines for Americans, rebalancing the plate, moderation versus deprivation, and that super nutrient: fiber.



Watch & get acquainted with **My25 Select**.

Watch our brief **company overview**.