



MY25 FLEX NEWSLETTER & MY25 BULLSEYE TEXT MESSAGING

FOR MCOS, ACOS, STATE DHS, AND HUMAN SERVICES PROVIDERS

Regarding people with IDD, TBI, SPMI, and behavioral challenges
in LTSS, supported living, and home/foster-based settings.

ACCELERATING HEALTH & HAPPINESS OUTCOMES WITHIN THE HUMAN SERVICES SPHERE



Nothing moves the preventive health needle and associated costs in the right direction quite like tailored, targeted messaging that's engaging and educational in one fell swoop. Especially when the dynamic content and outreach—My25 Flex & My25 Bullseye—are expertly crafted by a team of experienced, respected professionals with a longstanding track record of health improvement for people with disabilities and reduced expenses—acute care, prescription medication, PRN, labor, and food—that benefit multiple stakeholders and funders.

People engaging with My25 Flex and My25 Bullseye include: individuals with IDD, TBI, SPMI, and behavioral challenges; family members; caregivers; case managers; CEOs; managers of programs; residential, vocational, & day programs professionals; Qs; DSPs; house managers; nurses; dietitians; primary care physicians; social workers; licensors; accreditors; DHS and CMS officials; human services industry vendors; and more.

Subscribe to one or both...



MY25 FLEX NEWSLETTER

The newsletter and cornerstone you've been asking for...engaging, health-forward, and education-based, directed to the individual. In a warm, colossal-sized hug kind of way—supplying game-changing guidance, information, and encouragement. Ask us for a link to view a sample My25 Flex edition. Yes, there's a lot about food, because food is the key driver behind preventive health—and fitting into cool-looking jeans—for most anyone.

For entities interested in facilitating critical outcomes, we provide the following for a one-time launch fee and a reasonable annual maintenance fee.

- My25 Flex Newsletter delivered new on the 1st of each of January through December—and on repeat at various other times throughout each month—to the email addresses you provide. Included are monthly giveaways and contest participation that we organize at no additional charge to you.

- Partner headlining...aka your brand in bold technicolor. If you like, we will include your logo at the top of each newsletter along with the My25 Flex logo. The tagline will read: **In partnership for your health & happiness.**
- Usage Report provided every six months outlining email open rates specific to your group (or each of your multiple groups).
- Information about this resource for your marketing efforts to targeted individuals and stakeholders. We highlight specifics about My25 Flex and Mainstay's track record pertaining to health and quality-of-life improvement for people with disabilities. Included is a link to a sample My25 Flex newsletter.
- Support response to individual subscriber inbound communication within 48 hours during normal business hours, Monday-Friday, 9:00 am to 5:00 pm Central Time.

MORE...



MY25 BULLSEYE TEXT MESSAGING



Tailored, targeted, and consistent text messaging—directed to the individual—that typically has a 100% open rate.

There are three My25 Bullseye subscription options, all of which are outlined below. You can choose one or any combination of all three across the group of individuals you are targeting for health improvement and reduced expense. Every 6 months, for all three options, we will provide you an Activities Overview Report.

My25 Bullseye outreach is tuned into the dynamics and realities of the human services sphere. Based on laser focus and expertise, our knowledge is uniquely deep regarding people with disabilities, including: routines, habits, health status, budgets, daily challenges, and short- and long-term opportunities. Similarly, we have keen understanding regarding associated stakeholders—such as family members, caregivers, case managers, DSPs, and allied human services and health care professionals—and how to maximize their efforts on a daily basis.

My25 Bullseye fees are all PMPM.



SMART CLICK TEXTS

We build a profile of each individual receiving the My25 Flex Newsletter based on their click history; we use this information for targeted My25 Bullseye text messaging that educates and encourages at least 6 times per month—including are enticements to participate in contests and giveaways. For example, if an individual is clicking on My25 Flex diabetes information with regularity, My25 Bullseye targeted messaging will capitalize upon this intelligence and deliver pinpointed content such as healthy, low-carb snack suggestions.



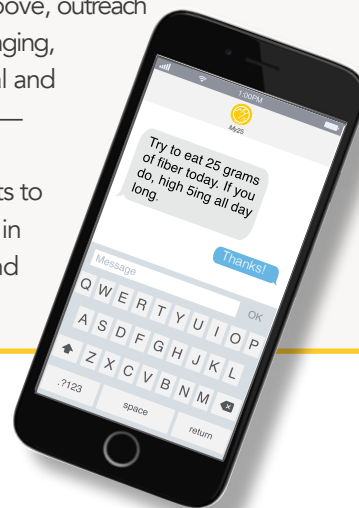
SMART CLICK + DRIVE TEXTS

If you would like messaging to additionally focus on topics related to health data you possess for a targeted individual, we can steer content in that direction, as well. So with this option you enhance the profile we are already building for each individual interfacing with the My25 Flex Newsletter. For example, if your data indicates that a person is clinically obese and you are targeting improvement in this area, you can direct us to incorporate motivational and educational text outreach related to weight loss for person X—which we undertake to create and deliver...such as tips for how to eat in a healthier way in a fast food restaurant.



DRIVE TEXTS

Similar to option #2, but not layered on top of the profile we are building based on My25 Flex Newsletter clicks for each individual. Instead, My25 Bullseye text messaging is crafted solely based on your directives regarding individual needs and targeted areas of improvement. As outlined above, outreach will be engaging, educational and motivating—including enticements to participate in contests and giveaways.



My25 is powered by Mainstay, Inc.

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