



# Strategic Mealtime™ & Technology-Supported Mealtime™

ACCELERATING CRITICAL OUTCOMES  
FOR PROVIDERS, MCOs, ACOs, STATE  
DHS AND STATE ASSOCIATION GROUPS

We substantially improve the health and disease management of people supported; streamline mealtime for DSPs/house managers/caregivers/consumers; and reduce expenses related to food, labor, PRNs, acute care, and prescription medications. Consequently, we reduce risk and compliance exposure and pay-out.

**Mainstay is the name of our company.** We have a laser focus within the human services industry...it's all we do. Our subscribers include leading providers, MCOs, ACOs, state DHS, and state association groups. We are synergistic with managed care and value-based purchasing expectations.

**My25 is the name of our core brand,** defining Mainstay's resources—tailored, robust content delivered via email,

text and web-based/mobile-optimized—regarding people with IDD, TBI, SPMI, and behavioral challenges supported in waiver, ICF, independent living, and home/foster-based settings. We focus on food, because it's the key driver behind improved health and reduced, associated expenses. Further, today's popular risk assessment tools identify areas needing improvement, but remediation recommendations/actions as part of the package are typically ineffective regarding enhanced nutrition and, therefore, overall health and expenses.

We offer 4 content-based resources: My25 Choice, My25 Elevate, My25 Flex and My25 Bullseye. You choose depending on the vital populations served, your quality & financial goals, and the dynamics of your care management.



## My25 Choice

MAXIMIZED IN WAIVERS & ICFs  
LICENSORS/SURVEYORS GIVE HIGH MARKS

Streamlined mealtime geared to each household, including choice-based menus, grocery shopping lists, recipe prep steps, and therapeutic & nutrition by daypart detail—cycling new every 35 days. My25 Choice resources are created by our nutrition experts and full-time chef, a graduate of one of the top culinary schools in the country and long experienced at collaborating with DSPs and people supported. We subscribe to the Dietary Guidelines for Americans and a moderation versus deprivation approach.

Customized for the individual, no matter how complicated, such as for: food likes/dislikes, diabetes, GERD, lactose intolerance, allergies, dysphagia, gluten-free, and more. And...customized for the routines of the setting, such as bowling night out, weekend visits home, crock pot meals preferred, pizza night every Friday, consumers' birthdays, staffing schedules, and more.

My25's experienced Support team routinely interfaces with DSPs, house managers, and people served, so we continually: tweak menus for improvements related to person-centered choice, health, and grocery spend; adjust for census changes; answer questions; provide insights, education, and encouragement; and more.

Emailed weekly; also accessible online.





## My25 Elevate

The My25 Elevate Portal—web-based and mobile optimized—delivers topical information tied to the calendar and dynamic engagement and education centered on preventive health, disease management, nutrition, kitchen skills, enjoyment of life, independent living skills development, socialization, and more.

My25 Elevate's multi-media content, available on-demand in 81 languages and updated weekly, is a holistic cornerstone, galvanizing your entire constituency around proactive health habits. Additionally, case managers, day programs and residential services all access the Portal to scaffold their daily efforts. And if you want specific curricula, the My25 team compiles the information and posts it within 7 days for your ongoing use.

We white label the Portal, so our most proactive subscribers can solidify their brand and commitment to health leadership in bold technicolor to both internal and external stakeholders.



## My25 Flex

The industry's first tailored, health-centric and lifestyle communication, the My25 Flex Newsletter addresses demand wanting to push robust content direct to the individual supported—along with associated others in their connected, personal sphere (case managers, family members, DSPs, and more).

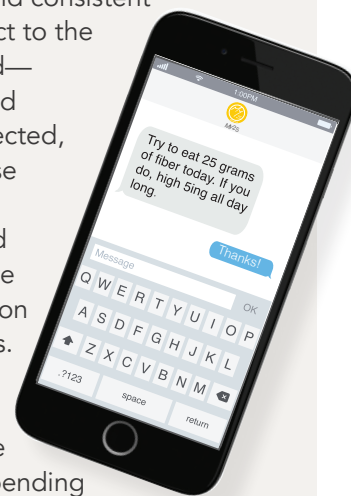
The My25 Flex Newsletter is engaging and education-based in a warm, colossal-sized hug kind of way...supplying game-changing guidance, information, and encouragement regarding health and happiness acceleration. Included are monthly contests and giveaways. Emailed 2x/month. We co-brand the My25 Flex Newsletter with select partners.



## My25 Bullseye

Targeted, tailored and consistent text messaging direct to the individual supported—along with associated others in their connected, personal sphere (case managers, family members, DSPs, and more). My25 Bullseye outreach is focused on health-priority needs.

Three texting options are available to choose from, depending on the tailored messaging and health and expense reduction goals subscribing organizations/entities are aiming for.



My25 is powered by Mainstay, Inc.

[WWW.MY25.COM](http://WWW.MY25.COM)

[HELLO@MY25.COM](mailto:HELLO@MY25.COM)

719.237.3216