



for Population Health Management Companies Interested in Key Innovation & Differentiation



INTERACTIVE, PERSONALIZED & HOLISTIC RESOURCES DRIVING CLINICAL AND SOCIAL HEALTH IMPROVEMENT OUTCOMES & STRATEGIC BENEFIT FOR ORGANIZATIONS & THEIR STAKEHOLDERS

We're leveraging our successes over the past 6 years throughout the U.S. for your strategic and profitable purposes—as well as leveraging these inherent dynamics: nutrition is the primary driver behind improved health; an interactive and holistic approach, personalizing for the individual and the household, moves the needle like nobody's business; mealtime is a daily, must-do occurrence; and food has high engagement and pull value.

Plus, consumerism and accessibility define differentiation and innovation in the healthcare space today.

A Synergistic, Maximizing Fit with Population Health Management Companies



Population health management companies position their brand around wellness as a long-term partner; engaging members and their subscribing organizations in preventive health education and routines is a top priority, albeit a challenging, costly call to action. Personalized, accessible, interactive food and mealtime resources create all-important differentiation and a consistent pull to your platform and all forms of your content/communications on a tremendously frequent basis.



The healthier members are, the more beneficial to the population health management company reputation and bottom line.



Population health management companies are a logical, trusted advisor regarding what healthcare experts certify is the primary driver behind preventive health...eating the right foods in the right amounts. There's a gaping "why not?" hole when population health management companies don't get behind this reality to lead the way.



Nutrition-related experiences and outcomes that are meaningful to the member—therefore solidifying long-term loyalty and utilization of your services by individuals and their associated organizations—must entail more than what many population health management companies are doing now with non-personalized nutrition supports that lack sustainability and results-oriented impact. "Eat better," "Consult a nutritionist," Paleo, counting points, Keto and more are historically ineffective from a long-term standpoint.

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Brief About

My25 Select is a downstream solution with upstream benefit. Or, as one of our subscribers sums up: "A win for the individual/household user we make My25 Select content available to via our subscription and then a resulting big win for our organization."



Mainstay is the name of our company and My25 Select is the name of our web-based/mobile-optimized resource for population health management companies. Our focus is on the primary driver behind improved health for most anyone: Eating the right foods in the right amounts. We propel outcomes and profitability forward better than every other "solution" because we tackle nutrition holistically and interactively. Based on profile information, a number of household-specific, healthy menu suggestions are provided each week. Each household selects their favorite menus, which also generates associated grocery shopping lists and recipe prep steps. Along the way, users experience a streamlined and more satisfying daily mealtime routine while reducing what they spend at the grocery store. Very purposefully, we make sure that all of this creates numerous opportunities and upside for the subscribing organization.

Our knowledgeable team and proprietary software solidify Mainstay's B2B partnerships that are forged as a subscription to My25 Select. We integrate securely and simply with our customers' technologies.



Facts that Spurred Us into Action for Population Health Management

- As the primary driver behind preventive health for most anyone, food represents an extremely robust platform—a dynamic conduit—upon which to facilitate outcomes, highlight communications, and encourage member participation. My25 Select interactive, personalized mealtime content invites daily interface...which means that other key information on your portal/platform is also viewed daily.
- It's certainly possible to Google what to eat when tackling weight gain, diabetes, high blood pressure, GERD, lactose intolerance, allergies, or renal disease, but that quickly dead ends without personalization for individual and household food preferences and needs. There is no other personalized, household-centric solution on the market—let alone one achieving a number of critical outcomes.
- The U.S. population is struggling with costly, out-sized poor health; two thirds are overweight or obese and about one half have a preventable disease—80% of heart disease, 80% of type 2 diabetes, and 40% of cancers. (The nation's most marginalized populations are unnecessarily challenged with two to three times the mainstream rates of costly obesity and diabetes.)
- The World Health Organization (WHO) and its [landmark study](#) recently confirmed that EatUp!'s primary guideline regarding eating better is the key to maximizing health for most anyone. WHO concludes that My25 Select not only incorporates the super solution to materially reduce obesity, diabetes, heart disease and cancer, but our approach is leading to longer life.
- Mainstay's founders have an impressive background in the healthcare industry, having sold their first start-up to a Fortune 500 healthcare leader; the division was ultimately spun off as a \$5 billion per year revenue entity.

More for Population Health Management Companies

- Access to My25 Select's full platform for all your members.
- You plant—in bold technicolor, overnight—a differentiable advantage and nutrition/preventive health leadership stake in the ground.
- Just so you know...our foundational guidelines were established in partnership with the USDA and through collaboration with professionals from the Feinberg School of Medicine at Northwestern University. We subscribe to the Dietary Guidelines for Americans, rebalancing the plate, moderation vs. deprivation, and that super nutrient: fiber.



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My25 Select is powered by Mainstay, Inc.