



# LIGHTNING IN A BOTTLE FOR HUMAN SERVICES LTSS/MLTSS SETTINGS

Personalized • Interactive • Flexible • Holistic

## WHAT IS MY25 SELECT

Our newest innovation, My25 Select, facilitates clinical health and social determinants of health improvement via web-based/mobile-optimized resources focused on: Eating the right foods in the right amounts for people with IDD, SPMI, TBI and behavioral challenges in independent, supported, intermittent, host/foster, home-based and more-independent waiver settings. Leading providers, states, and funders subscribe for their constituents to accelerate health outcomes, reduce associated costs, and cement adherence to value-based expectations and budget realities. We're often referred to as a downstream solution with upstream benefit. Our experienced team and robust platforms have solidified our strategic partnerships within human services throughout the U.S. for years.

My25 Select uniquely tackles nutrition holistically and interactively, personalizing and scaling for individual and household dietary needs and preferences...no matter how complicated, such as for: diabetes, hypertension, under and over weight-related conditions, GERD, lactose intolerance, gluten-free needs, allergies, and more. (A household being one person up to however many.) Along the way, My25 benefits numerous stakeholders by streamlining mealtime routines and the grocery shopping experience while reducing the grocery bill. We keep demonstrating that healthy, tasty food doesn't have to cost more or be more complicated to make.

And as frosting on this high-fiber cake...we designed and standardized the first-ever, automated tally and tracking of a household's Healthy Eating Scores (HES) for planning, motivational, quality management, and value-based purposes. A performance metric, available on demand. We even offer cool prizes on a monthly basis to spur education and engagement.

## WHY WE'RE INNOVATING

- Nutrition is the key driver behind clinical health for people with disabilities in LTSS/MLTSS settings.
- Nutrition is the primary social determinant of health for this vital population.
- Traditional intervention, while earnest, hasn't produced successful nutrition/health outcomes for decades.
- Acute care and medication costs associated with unnecessary poor nutrition/poor health are untenable into the future.

When you eat well and are therefore clinically healthy, you're more likely to hold down a meaningful job; engage in fruitful endeavors with friends, family and the community; and pursue physical activity.

Approximately 70% of people supported in LTSS settings *unnecessarily* have a BMI outside the normal range and struggle with associated costly, chronic conditions such as diabetes and hypertension...largely as a result of eating the wrong foods in the wrong amounts. Health care experts now certify that subpar clinical health can no longer be ascribed to the disability or pharmacological complications in a majority of cases. As a result of poor nutrition, acute care and medication expense are *unnecessarily* high and escalating rapidly. Based on these dismal statistics, it's clear that status quo "solutions" regarding nutrition habit change—whether traditional approach; risk assessment follow-on recommendations; or a focus on points, carbs, protein, or plant based—aren't sustainable and haven't been effective on a broad enough basis.

And finally, available "solutions" regarding eating better typically cost more, include foods complicated to make and shop for, aren't personalized nor interactive, and lack a critical household focus...which is all at odds with sustainability and day-to-day reality and needs in LTSS settings.

[More...](#)



## A DOWNSTREAM SOLUTION WITH EVEN MORE UPSIDE BENEFIT

My25 Select additionally represents a dynamic conduit upon which subscribing organizations/entities strategically highlight and market, in bold technicolor, a differentiable commitment to clinical health and social determinants of health improvement leadership. Yes, contrary to age-old patterns, value-add and image are increasingly pivotal in the human services space.

Further, personalized content related to mealtime invites daily interface...which means that our subscribers (providers, states, and funders) have an opportunity to piggyback communications regarding *their* messaging for daily interface and impact. My25 Select becomes an integral part of your platform, offerings, and even outreach tactics. Current constituents remain plugged in, while the interest of new stakeholders is captured and proactively leveraged.



### ABOUT US

Mainstay is the name of our company and My25 is our core brand. We're sharing a bit about our background and why we're different from Weight Watchers, other online menu/recipe platforms, fad diets, and most vendors in this industry.

My25 Select joins our family of web-based/mobile-optimized resources that have been substantially and sustainably improving nutrition for individuals and, uniquely, whole households throughout thousands of LTSS settings across the U.S. Our impressive health and expense reduction outcomes are a result of the strategic personalization, interactivity, flexibility, and holistic approach tailored for the human services sector and embedded in our innovation... including the first-ever, on-demand Healthy Eating Score metric. We understand and thoughtfully nurture the link between clinical health and social determinants of health and are synergistic with provider, state, licenser, and value-based expectations. We understand and embrace the dynamics of this industry. From a technical and design standpoint, our efforts have always been driven by this goal: seamless integration with your offerings and platforms.

Mainstay's team is made up of preventive health, nutrition, disease management, culinary, business, and technology professionals. Our foundational guidelines were built in partnership with the United States Department of Agriculture (USDA) and via collaboration with professionals from the Feinberg School of Medicine at Northwestern University.

We have a realistic approach to nutrition habit change that includes budget sensitivity, good taste, ease of preparation, and subscription to moderation versus deprivation, rebalancing the plate, the Dietary Guidelines for Americans and that super nutrient: fiber. Our name, My25, reflects our approach to nutrition...taking ownership, plate portioning, eating 25g of fiber daily, and banding with 25 others (or a bunch) to share responsibility and accountability for the right foods in the right amounts. And no, we don't sell food.

Spearheaded by two MBAs with an impressive track record of successes within the healthcare and human services industries, we're also astute when it comes to maximizing financials and marketing—a key reason we're such a valuable partner to organizations within the human services arena. The My25 team daily commits to being a change agent aligned with our customers' priorities. We are unabashedly outcomes driven and love what we do.

### MY25 SELECT IN ACTION

You can watch a brief overview of Mainstay and My25 at: [vimeo.com/376827648](https://vimeo.com/376827648) and you can watch My25 Select in Action here: [vimeo.com/380244044](https://vimeo.com/380244044). Reach out to [hello@my25.com](mailto:hello@my25.com) and we'll arrange a convenient time to connect via screenshare and phone call for further overview and Q&A. We'll also give you access, so you can experience firsthand why My25 Select is truly lightning in a bottle for Human Services LTSS/MLTSS settings.



My25 is powered by Mainstay, Inc. [www.my25.com](https://www.my25.com) [hello@my25.com](mailto:hello@my25.com)