



HOW MY25 IS DIFFERENT & WHY OUR OUTCOMES ARE SO SUBSTANTIAL

My25 Select—web-based and mobile-optimized—is a personalized, interactive, flexible and holistic solution helping individuals and whole households eat the right foods in the right amounts. By “different,” we mean unlike Weight Watchers, other online menu/recipe resources, risk assessment follow-on recommendations, most dietitian-recommended plans, and other clinical health and SDoH “solutions.”

- We recognized early on—when we first partnered with the USDA and collaborated with professionals from the Feinberg School of Medicine at Northwestern University—what is now substantiated by leading healthcare professionals everywhere: Nutrition is the key driver behind clinical health and the primary social determinant of health.
- We’re a B2B model strategically benefitting both our organizational subscribers and *their* stakeholders/constituents. A downstream solution with upstream benefit. Over the past six years, we’ve solidified partnerships with hundreds of organizations and substantially benefitted thousands of individuals and households throughout the U.S.
- Our team is made up of preventive health, disease management, nutrition, culinary, technology, and business professionals. (Our chef is a graduate of one of the top culinary schools in the U.S.) Spearheaded by two MBAs with impressive successes within both healthcare and human services, we are outcomes driven.
- All of our efforts and investment have gone into helping individuals and—uniquely—whole households eat the right foods in the right amounts. Subscribers report substantial, sustainable clinical health and SDoH improvement (after only 6 to 18 months) post and ongoing My25 ...including reduced acute care events and prescription medication dosage/usage. When you feel well and are well, you’re more likely to excel at the day to day; enthusiastically engage with family, friends and the community; and pursue physical activity.

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- Our approach to eating the right foods in the right amounts follows easy-to-get-on-and-stay-on-the-bandwagon guidelines: moderation versus deprivation, the Dietary Guidelines for Americans, rebalancing the plate, and eating 25 grams of that super nutrient, fiber. We don't just tell individuals and households to eat more vegetables, we help them understand how to make vegetables taste scrumptious enough that they want to eat the likes of broccoli.



- We keep demonstrating that healthy, tasty, food doesn't have to cost more or be more complicated to make. Yes, households save money and time with My25. Sustainable habit change is galvanized when the whole household eats together...nutritiously, affordably, and enjoyably.



- My25 Select includes the first-ever metric gauging a household's Healthy Eating Scores (HES). On-demand performance measurement. We designed this impactful innovation for planning, motivational and value-based purposes.

- My25 addresses unique food preferences and dietary needs, no matter how complicated, such as for: overweight and underweight status, diabetes, hypertension, GERD, lactose intolerance, allergies, gluten-free, and more.

- We thoughtfully nurture the link between clinical health and social determinants of health in a variety of ways and on an ongoing basis.

- Engagement and educational resources—multi-media content in 81 languages—scaffold My25 Select's standard deliverables. Contests and monthly raffles with cool prizes encourage involvement, knowledge gains, and sustainable change.



- We help our organizational subscribers add value and elevate brand and engagement while delivering reduced key expenses.

- We love what we do, maximizing for both our organizational subscribers and *their* stakeholders/constituents. We are an invested partner that is highly responsive, creative, strategic, and caring; you are very important to us.



MY25 SELECT IN ACTION

Watch My25 Select in Action: vimeo.com/380244044



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