



# LIGHTNING IN A BOTTLE FOR LEADING EMPLOYERS

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 content focused on: Eating the right foods in the right amounts. Leading Employers subscribe for their employees and additional stakeholders to accelerate positive health outcomes and reduce associated costs. In the process, Employers solidify their value-add and differentiation...also amplifying engagement and brand. We're often referred to as a downstream solution with upstream benefit. Our experienced team and robust platforms have been solidifying My25's strategic partnerships 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. Yes, for the first time ever—*household* health to galvanize sustainable habit change (A household being one person up to however many.)

Along the way, My25 Select directly benefits households 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, oversight, and reward-related purposes. A dynamic, on-demand performance metric synergistic with value-based expectations. Plus, monthly My25 raffles award cool prizes to spur education and engagement.

## WHY WE'RE INNOVATING

- Leading Employers are a wellness linchpin.
- Nutrition is the key driver behind clinical health and the primary social determinant of health—both of which impact employee job performance/attendance and quality of life.

When you eat well and are therefore clinically healthy, you're more likely to excel at the day to day; engage in fruitful endeavors with friends, family, co-workers and the community; and pursue physical activity.

Approximately two thirds of the U.S. population have a BMI outside the normal range and struggle with associated costly, chronic conditions such as diabetes and hypertension...largely, and *unnecessarily*, as a result of eating the wrong foods in the wrong amounts. Acute care and medication expense are *unnecessarily* high and escalating rapidly. Based on these subpar statistics, it's clear that status quo options regarding nutrition habit change—whether traditional approach 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 household focus centered on everyone enjoying and affordably eating the same, nutritious meal...which is all at odds with needs in America's households and their pocketbooks.

[More...](#)



## A DOWNSTREAM SOLUTION WITH EVEN MORE UPSIDE BENEFIT

Food and My25 Select additionally represent a dynamic conduit upon which subscribing organizations strategically amplify engagement, highlight communications, and promote brand. Personalized content related to mealtime invites daily interface... which means that our subscribers' messaging is also viewed daily when My25 Select becomes an integral part of an Employer's platform and offerings. 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. My25 is our core brand. Below we share a bit more about our background and why we're different from Weight Watchers, other online menu/recipe platforms, fad diets, and typical vendors.

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 the U.S. Our impressive health and expense reduction outcomes are a result of the strategic personalization, interactivity, flexibility, and holistic approach embedded in our innovation...including the first-ever, on-demand Healthy Eating Score metric and, by design, our ability to help whole households eat the same meal together—nutritiously, affordably and enjoyably. We further understand and thoughtfully nurture the link between clinical health and social determinants of health. From a technical standpoint, we seamlessly integrate with your platforms.

Mainstay's team is made up of preventive health, nutrition, disease management, business, technology, and culinary professionals (including our longstanding chef, a graduate of one of the top culinary schools). But no, we don't sell food. Our foundational guidelines were built in early 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 adherence to moderation versus deprivation, rebalancing the plate, the Dietary Guidelines for Americans, and that super nutrient: fiber. Our name, My25, further reflects our eat-better approach...taking ownership, smart plate portioning, eating 25g of fiber daily, and banding with 25 others (or a bunch) to share responsibility and accountability for eating the right foods in the right amounts.

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 the bottom line and marketing—a key reason we're such a valuable B2B partner. 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 My25 Select in Action at: [vimeo.com/380244044](https://vimeo.com/380244044). And please feel free to share our brief intro video with your associates: [vimeo.com/384245385](https://vimeo.com/384245385). 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 hope you're already starting to understand why My25 Select is truly lightning in a bottle for Leading Employers.



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