



Lightning in a Bottle for Your LTSS Settings

Providers, MCOs, ACOs, & States

regarding

People with IDD, SPMI, TBI, and Behavioral Challenges

in

Waiver, ICF, Supported/Intermittent, Foster & Home-Based Settings

www.my25.com hello@my25.com 847.784.8812 My25 is powered by Mainstay, Inc.





In Brief...Our Four Products

(ADDITIONAL INFORMATION ABOUT US AND EACH PRODUCT IS ON THE FOLLOWING PAGES)

You have 4 products to choose from. We provide robust content and digital resources to create a failsafe, interconnected system in LTSS settings to: materially improve clinical and social health, person-centered choice, and independent living skills development for people supported; streamline mealtime and grocery shopping; bolster inexperienced staff; mitigate risk; and simultaneously reduce costs related to food, labor, PRNs, prescription medication and acute care needs. It's *all* we do...our outcomes are substantial.

FOR PEOPLE WITH IDD, SPMI, TBI & BEHAVIORAL CHALLENGES

My25 CHOICE

For waivers and ICFs.

Our core program...most impactful regarding health improvement and simultaneous cost-reductions and most synergistic with licensure and value-based requirements.

Scaled, person-centered choice Menus, Recipes, Grocery Shopping Lists, Therapeutic Report and Nutrition by Daypart Report, emailed to each setting weekly. Menus incorporating all meals, snacks and beverages refresh every 35 days. Addressing needs related to: underweight/overweight status, diabetes, hypertension, GERD, lactose intolerance, allergies, dysphagia, and more.

My25's Support team works closely, on an ongoing basis, with house managers, DSPs and residents to adjust menus to reflect choice, evolving health status, census, grocery budgets, and ease of preparation needs.

Also, a 24/7 menu change email hotline.
(No additional charge ever.)

Periodic overview reports are sent to leadership to highlight outcomes progress.

My25 SELECT

Our newest high engagement, digital resource for supported/intermittent, foster, home-based, and more-independent waiver settings...cemented in affordability, personalization, interactivity and flexibility.

My25 Select is completely user-driven. Based on the household profile of food preferences and dietary needs, healthy dinner suggestions are provided on a weekly basis. After the household makes its selections...scaled Menus, Recipes, and Grocery Shopping Lists are automatically generated for view or print purposes. Auto link to online grocers.

My25 Select includes the groundbreaking Healthy Eating Score™ (HES) metric for planning, motivational, oversight, and value-based purposes. The first-ever nutritional gauge within LTSS settings.

Web-based and mobile-optimized, My25 Select also includes an expansive recipe box and an educational/engagement Portal to spur knowledge gains and independent living skills development.

My25 ELEVATE

An optional add-on for My25 Choice subscribers, scaffolding with education and engagement surrounding nutrition, preventive health, and enjoyment of life. Web-based and mobile-optimized with multi-media content in 81 languages, includes our popular independent living skills development resources.

Access is available to all of the organization's stakeholders to galvanize improved health and eating the right foods in the right amounts.

White labeling available with your logo and colors, so you can tout your health leadership status in bold technicolor.

Choose
Your
Product(s)

My25 MAX

My25 Max is a hybrid of My25 Choice and My25 Select, appropriate for a variety of LTSS settings.

A knowledgeable, responsive, guiding hand married to flexibility and interactivity to integrate resources (scaled Menus, Prep Steps, Grocery Shopping Lists, et al) efficiently, comprehensively, and attractively.

My25 Max adds nimbleness to My25 Choice menus on those evenings where, for one reason or another, the setting occasionally veers off My25 Choice menus. But very important to note: My25 Max ensures that health and adherence to grocery spend continue as priorities, while the utmost in personalization and choice remain front and center.

ABOUT



- Watch our brief company overview video: <https://vimeo.com/376827648>.
- Synergistic with value-based care, My25 fosters substantially improved clinical and social health outcomes as a result of a failsafe system with tailored, content-based resources geared to nutrition, streamlined menu planning and mealtime/grocery shopping implementation, and sustainable habit and process change. Simultaneously, we reduce key expenses related to food, labor, PRNs, prescription medication, and acute care needs.
- Pre-My25, 70% of people supported are *unnecessarily* outside a normal BMI—the cause, for a majority of this vital population, is not related to age-old assumptions about pharmacological complications or the disability. We keep demonstrating that this poor health is related to

eating the wrong foods in the wrong amounts. We consistently show material improvement to BMIs, A1c levels, blood pressure readings, medication dosage/usage, social determinants of health, and more.

Pre-My25, associated costs on many interconnected levels are similarly *unnecessarily* high and unsustainable. For example, we continue proving that healthier food doesn't have to cost more or be more complicated to make (no, we don't sell food). Despite the subpar realities...nutrition, preventive health, mealtime, and grocery spend and activities are typically not addressed strategically nor in a systematized, interconnected way by most providers. Traditional "solutions" have largely been short-sighted and ineffective.

- My25 resources are utilized across 34 states in thousands of LTSS settings within all the national provider organizations and regional strongholds. We have a product for organizations wanting to hard drive value-based outcomes, person-centered choice, independent living skills development, risk mitigation, enhanced financials, operational efficiency, and licensure compliance. But we also partner with providers that simply want to dip their toes in the healthy mealtime engagement, well-being, and/or cost reduction waters.

★ **Eureka Insight!** In our longstanding experiences, it's not per item price at the store that dictates control over grocery spend, but rather well-constructed, person-centered, frequently-refreshed menus that are then adhered to when shopping; costly leakage (increased grocery spend) on multiple fronts is therefore reduced dramatically and health is more likely ensured. An API link between major online grocers and My25 shopping lists guarantees streamlining and adherence to the menu and therefore positive impact to grocery spend and health—including less time in the grocery store for busy and often inexperienced staff. And an interesting tidbit: In our analysis for one national human services provider, we uncovered that Walmart food prices are lower than large, national food distributors.

- We address a wide range of individual food preferences and dietary needs, such as for: diabetes, underweight/over weight status, lactose intolerance, GERD, allergies, ESRD, gluten-free, dysphagia, and more.

- The My25 team is made up of experienced, successful, and respected nutrition, preventive health, disease management, culinary, business (financial/marketing), human services, and technology professionals.

- Our foundational guidelines were built in partnership with the USDA and via collaboration with the Feinberg School of Medicine at Northwestern University. We subscribe to: supporting and rewarding staff and residents regarding buy-in and engagement; person-centered choice; educational and independent living skills development scaffolding to galvanize all stakeholders of an organization; keen attention to provider financials, so we are often a zero-cost (often revenue plus) solution; continual digital and subscriber experience enhancement; and from a nutrition standpoint: the Dietary Guidelines for Americans, rebalancing the plate, moderation versus deprivation, and that super nutrient: fiber.

- In a nutshell, we create interconnectivity to benefit multiple stakeholders.



My25 CHOICE (for waivers & ICFs)

We're happy to email you our PPT outlining both *My25 Choice* & *My25 Elevate*; a sample weekly *My25 Choice* mealtime toolkit packet; and a sample *My25 Choice* outcomes progress overview report.

- My25 Choice is our foundational product—a mealtime toolkit comprised of scaled Menus, Recipes, Grocery Shopping Lists, Therapeutic Report and Nutrition by Daypart Report. My25 Choice registers our most impactful clinical and social health outcomes, food and labor savings, and risk mitigation. My25 Choice is highly synergistic with value-based care and licenser expectations.
- Each setting completes an intake form that My25's Support team utilizes to start building customized menus in conjunction with our proprietary Pinpoint software. The intake form includes information about residents (dietary needs, food preferences), routines of the setting, and staffing dynamics.
- My25 Choice typically addresses breakfast, lunch, dinner, all snacks and beverages for each setting, 7 days a week... additionally incorporating "Resident Choice" and "Eat-Out" instances and routines as indicated by each household.

- Each My25 Choice setting is assigned their own My25 Support team member (comprised of former Directors of Residential, Training, Programs, Community Living, Quality) that engages in pre-launch training with staff (and continued training as new staff enter over time) and ongoing, proactive outreach to continue tweaking menus to reflect person-centered choice, census changes, evolving health status, grocery budgetary needs, and ease of preparation requirements. Our Support team's efforts are further bolstered by the My25 Choice 24/7 menu change hotline that house managers, DSPs and residents use religiously.

Key Point: My25 Choice customized menus are created by the My25 team and our Pinpoint software for each setting and continually adjusted based on collaboration and feedback with house managers and sometimes residents.

- Each week, the My25 Choice mealtime toolkit (Menus, et al) is emailed to each setting as PDF documents. Most My25 Choice subscribers use these emailed materials (often printing them off as hard copy) without accessing our Pinpoint software. However, there are some My25 Choice subscribers who want to access the Pinpoint software in order to pull weeks-ahead grocery lists for bulk shopping trips—which we allow, assigning a username and password. (Our software is also able to roll-up My25 Choice shopping lists across an agency to create one grocery list for multiple settings.)
- My25 Choice menus typically average \$3.99-\$4.50 per person per day at the grocery store for all meals, snacks and beverages. Menus are refreshed every 35 days to reflect holidays, the seasons, and consumers' birthdays. The combination of our Support team and our Pinpoint software allows us to create what we call "common denominator meals," so that most often one meal per daypart is prepared and largely meets the needs/wants of all residents (with customization around the margins incorporated and highlighted as needed, e.g. "DH & LC; use Alfredo sauce instead of tomato-based with the pasta." (because of GERD)).
- My25 Choice subscribers receive periodic progress overview reports outlining My25 Choice outcomes in each setting.
- A majority of providers report a reduction to nursing time and dietitian expense as a result of My25 Choice.

Ashland House Menu 1/15-1/21						
MON 1/15	TUE 1/16	WED 1/17	THU 1/18	FRI 1/19	SAT 1/20	SUN 1/21
Breakfast						
Waffles, from frozen Low cal syrup Skim milk Whole wheat toast Apple juice	Oatmeal Whole wheat bread Jelly, grape Apple juice	Egg Skim milk Whole wheat bread Margarine Apple juice	Raisin Bran Cereal Skim milk Whole wheat bread Margarine Orange juice	Yellow Corn Grits Skim milk Whole wheat bread Margarine Orange juice	Huevos Rancheros Skim milk Orange juice	Pancakes (from mix) Low cal syrup Turkey sausage Skim milk Orange juice
Lunch						
BLT Sandwich Cafeteria style Fig bar cookie Low or 0 cal drink	Roast Beef Sandwich Cranios, raw Applesauce Low or 0 cal drink	Peanut Butter & Sugar-Free Jam Sandwich Graham crackers Banana Bottled water	Ham Sandwich Peaches, canned Pudding cup Bottled water	Turkey Sandwich Cranios bar, soft and low-sugar Change Bottled water	Chef's Salad Lo-cal dressing Garlic bread Pear Low or 0 cal drink	Tuna Melt Green beans Veg of choice for VT Wheat crackers Banana Low or 0 cal drink
Snack						
Beverage, very low or zero calories 100 cal. snack pack	Hot Chocolate	Beverage, very low or zero calories 100 cal. snack pack	Hot Chocolate	Beverage, very low or zero calories 100 cal. snack pack	Hot Chocolate	Hot Chocolate
Dinner						
Cherry Meatball & Veg Sandwich Brown rice Baked beans Spinach Mashed carrots Low or 0 cal drink	Turkey Chis Sabote Brown rice Green beans Veg of choice for VT Fruit cocktail Low or 0 cal drink	Baked Pollock Parsnips Mixed veggie Mashed potatoes Prosciutto, canned Low or 0 cal drink	Rain Forest Egg-frites Corn bread Bacon & tomato salad Cantaloupe Low or 0 cal drink	Pizza, Cheese Sautéed fresh zucchini Capers, fresh dill, no-meds Low or 0 cal drink	Sweet & Sour Pork Spinach Whole wheat pasta Honey deer medallion Low or 0 cal drink	Bavarian Chis With Apples Red skin mashed potatoes Watermelon Low or 0 cal drink

My25 ELEVATE (optional add-on to scaffold My25 Choice subscribers)



Check it out: <https://www.my25.com/portal>
(when prompted, enter "my25" as the password)

My25 Elevate scaffolds My25 Choice with engagement and education. Access is available to a subscribing organization's entire constituency, including people supported, staff, family members, case managers, and more.

- Web-based and mobile-optimized, My25 Elevate includes multi-media resources in 81 languages centered on nutrition, preventive health, training (such as ISPs), independent living skills development, enjoyment of life, and more. Essentially, the hundreds of resources we've created and compiled over a decade. Additionally, request a topic you need covered and the My25 team will turn it around in 7 days and upload to My25 Elevate.

- Within My25 Elevate, read what hundreds of DSPs, house managers and provider leadership say about their My25 Choice experiences and outcomes; [click](#). (Link is safe!) (when prompted, enter "my25" as the password)
- White labeling with your logo and colors, so you can tout your preventive health leadership status in bold technicolor.

Bump-Up-Veggie-Flavor Chart

Add a dash, pinch, smidge, so 1/2 your plate at mealtime is scrumptious.

peas	broccoli	spinach
SPICE Italian seasoning Basil Onion, minced or powder Thyme Cumin Chili powder	SPICE Italian seasoning Garlic, minced or powder Onion, minced or powder Mrs. Dash Curry powder Tarragon	SPICE Italian seasoning Garlic, minced or powder Onion, minced or powder Turmeric Curry powder Nutmeg
FRUIT Mandarin oranges	FRUIT Pineapple chunks	FRUIT Mandarin oranges
JUICE Pineapple juice Lemon juice	JUICE Pineapple juice Orange juice Lemon juice	JUICE Apple juice
DRESSING Soy sauce Ranch dressing Honey	DRESSING Soy sauce Ranch dressing French dressing Oil & vinegar dressing	DRESSING Soy sauce Ranch dressing Oil & vinegar dressing

green beans	mixed veggies	carrots
SPICE Italian seasoning Basil Onion, minced or powder Oregano Basil Parsley	SPICE Italian seasoning Garlic, minced or powder Onion, minced or powder Oregano Cumin	SPICE Cinnamon Nutmeg Ginger Garlic, minced or powder Onion, minced or powder Cumin Brown Sugar
FRUIT Mandarin oranges	FRUIT Mandarin oranges	FRUIT Lemon zest
JUICE Pineapple juice Mandarin oranges Tomatoes, diced	JUICE Pineapple juice Mandarin oranges	JUICE Apple juice Orange juice Lemon juice
DRESSING Soy sauce Teriyaki sauce Chicken broth Ranch dressing Oil & vinegar dressing	DRESSING Soy sauce Teriyaki sauce	DRESSING Honey Margarine Low-calorie maple syrup

Some of these ingredients can add extra calories, so use just a dash or a pinch—which will punch up the flavor. We suggest using low sodium and low calorie versions of the above ingredients whenever possible.

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____ 2. Crack eggs into liquid measuring cup.

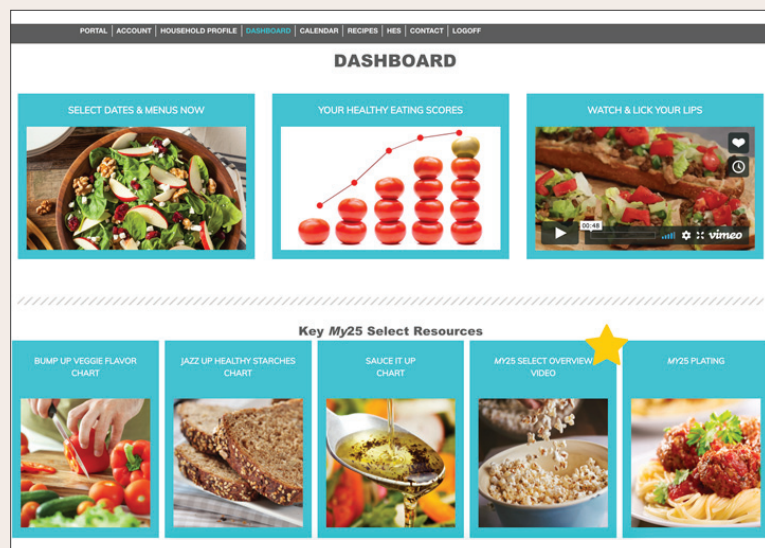


____ 3. **Problem?** Take out any egg shell pieces.

My25's famous Bump-Up-Veggie-Flavor Chart and a snapshot of our popular PhotoStep Recipes™ of which we have hundreds that task analyze recipes from the very basic to the more complex, pairing a photo with a text prompt...just two of our multitude of educational, engaging and independent living skills development resources available within the My25 Elevate Portal.

My25 SELECT

(for supported/intermittent living, foster and home-based, and more-independent waiver settings)



Watch My25 Select in Action:
<https://vimeo.com/380244044>

- Our newest digital (web-based and mobile-optimized) resource, My25 Select's high engagement, multi-media platform is geared to affordability, interactivity, flexibility, and...as always...personalization. We're leveraging our My25 Choice experiences and successes, including what we know surrounding the criticality of value-based care and wellness improvement; the increasing importance of strategic and supportive technology regarding LTSS settings and independent living skills development; a heightened grocery spend and streamlined mealtime-experience focus; and human services organizations evolving into healthcare services entities.

meal, with supporting, general guidance regarding breakfast, lunch, snack, and beverage choices. Users are in the driver's seat every step of the way (unlike My25 Choice, there is no routine interface with My25's Support team), bolstered by an overview video and intuitive, highly visual prompts throughout. Multiple users can access the same household profile with permissions.

- My25 Select centers largely on the dinner

- Creating an account and building a household profile (which can be easily changed at any time) starts the process and links the user to My25 Select's mealtime toolkit. Included are auto generation of weekly, scaled Menu suggestions (based on preferences and needs as indicated in their household profile), Grocery Shopping Lists, and Recipe Prep Steps. Once menu selections are made *by the household*, this information (the mealtime toolkit of Menus, et al) can be viewed online or printed off in hard copy. Links to online grocers are included in My25 Select.

- ★ Also included in My25 Select is the groundbreaking Healthy Eating Score™ (HES)—the first-ever nutritional gauge in an LTSS setting. This performance metric is useful for planning, motivational, reward and value-based purposes. Because nutrition is the key driver behind clinical and social health, our tracked and trended HES per household is also a useful, quick access measure for discussion between consumers, nurses, and PCPs regarding wellness improvement. We're further able to provide reports to providers regarding HES across their multiple settings, and for each setting. This overview information has value along many fronts for astute organizations and with various stakeholders.

- My25 Select scaffolds its mealtime toolkit resources with an education and engagement Portal with multi-media resources in 81 languages to spur knowledge gains, independent living skills development, and involvement. Occasional contests and raffles with prizes are conducted to reward engagement.
- No additional charge: subscribers can opt-in to receive routine text messages regarding one or two topics.
 1. general nutrition tips & encouragement; and/or
 2. suggestions & encouragement for people with diabetes

What's Your
Healthy Eating
Score?



My25 MAX (for all types of LTSS settings)

- My25 Max is a hybrid of My25 Choice and My25 Select ...the best of both. A knowledgeable, responsive, guiding hand married to flexibility and interactivity to integrate resources (scaled Menus, Prep Steps, Grocery Shopping Lists, et al) efficiently, comprehensively, and attractively.

- My25 Max adds nimbleness to My25 Choice menus on those evenings where, for one reason or another, the setting occasionally veers off My25 Choice menus. But very important to note: My25 Max ensures that health and

adherence to grocery spend continue as priorities, while the utmost in personalization and choice remain front and center.

- Below is a My25 Select menu integrated into the My25 Choice menu on the 24th day of the month (in white on the calendar) and displayed on the My25 Select platform. This dinner selection on the 24th is automatically incorporated into the grocery shopping list for the setting along with recipe prep steps.
- Like all My25 products, My25 Max design and display take into account state licenser requirements.

[PORTAL](#) | [DASHBOARD](#) | [CALENDAR](#) | [RECIPES](#) | [CONTACT](#)

SELECT DATES!

FIRST ... click on an eligible date to fill in your Resident Choice day.

START DATE: 08/23/2020
END DATE: 08/29/2020
Go

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23 -Slow Cook Dinner- Slow Cook Gravy Pork, Potatoes & Carrots Fruit of choice for dessert Sugar free very low or zero calorie, powdered drink -SNACK- Snack beverage - very low or zero calories* Animal Crackers Whole or Soften	24 Combread Pork Chop Skillet Zesty Orzo Mixed Vegetables (boil, microwave, saute) Resident Choice Fruit Skim Milk (1/2 Cup) -SNACK- Snack beverage - very low or zero calories* Resident Choice Snack	25 Taco Tuesday (be sure to use whole wheat tortillas)	26 Chicken Fajitas White Rice (5 oz)* Broccoli (Lg. serving)* Skim Milk (1/2 Cup) Honeydew Melon -SNACK- Snack beverage - very low or zero calories* Sugar Cookies (from cookie dough roll)	27 Pork Loin (grill or bake) Polenta, soft or cakes Pineapple Peas (5 oz) Cantaloupe Skim Milk (1/2 Cup) -SNACK- Snack beverage - very low or zero calories* Sweet Potato Wedges	28 Hamburger & Bun Potato Salad Homemade (3/4 cup) Mixed Vegetables with Soy Sauce Watermelon (seedless) Skim Milk (1/2 Cup) -SNACK- Snack beverage - very low or zero calories* Gelatin dessert similar to Jello	29 Tender Teriyaki Chicken Thighs (Bake or Grill) WW Penne Pasta (lg serving)* Spinach, Frozen-Lg serving* Skim Milk (1/2 Cup) Fruit of choice for dessert -SNACK- Snack beverage - very low or zero calories* Snack Of Choice

