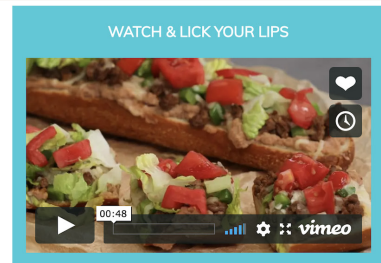


# Maximizing for Healthcare Innovators & the People They Care About

We're heads above ... in a sea of wellness, diet, and healthy eating plans & programs.



We knew what the over-populated landscape looked like when we developed and introduced My25 Select, adding this robust digital platform to our longstanding family of My25 resources. We did so strategically, leveraging our successes and experiences...thoughtfully filling gaping holes and key areas of need in the market to maximize for telehealth, human services, healthcare providers/plans, employers, population health, even online grocers—and each of their stakeholders. The overarching goal was two-pronged, which My25 Select outcomes achieve 100% of the time.

1.

Leave the status quo and other supposed “solutions” in the dust, because as today’s subpar health statistics verify, same-old, same-old—episodic diets, homegrown eat-better initiatives, and traditional methods of preventive health and nutrition improvement...including risk assessment and a hyper focus on points, carbs, plant-based, or protein—is not particularly successful, sustainably.

2.

Benefit My25’s subscribing organizations from a brand & loyalty build, quality enhancement, and expense reduction standpoint by engaging associated stakeholders (both Medicare and Medicaid-based), so clinical and social health substantially improve. Value-based care.

## WHAT IS MY25 SELECT?

A high engagement, web-based/mobile-optimized platform personalizing and streamlining healthy, budget-sensitive menu planning, grocery shopping and recipe preparation scaled for individuals and whole households. Included is first-ever, on-demand performance measurement and educational scaffolding in multi-media format and 81 languages. Both for-profit and nonprofit organizations subscribe for use by their stakeholders (employees, patients, customers, members, and more).

Watch our brief overview video here: <https://vimeo.com/403347616>

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

## WHY FOCUS ON NUTRITION?

Everyone has to eat. Nutrition is the number one predictor, indicator, accelerator and sustainer of clinical & social health. Once wellness improves as a result of eating better, physical activity and work/school/home life elevate markedly.



## MY25 SELECT'S OVERWHELMING DIFFERENTIATION

- We have an impressive, long-running track record across 35 states regarding substantially improved health among one of the most health-compromised, nutrition-challenged, and cost-conscious populations in the U.S. My25 subscribing organizations span billion-dollar entities and mom & pops right around the corner.
- We personalize for the individual AND, uniquely, for the whole household...addressing food preferences and dietary needs (overweight/underweight status, diabetes, lactose intolerance, GERD, and more). My25 additionally saves money at the grocery store and time in the kitchen.
- ★ We innovated to create the ground-breaking, proprietary Healthy Eating Score (HES) metric. On-demand performance measurement automatically tracked and trended for each household. Easily accessible, HES is among the most insightful data points individuals can talk about with their healthcare professional to map out the most effective preventive health strategy. What's your healthy eating score?

### B2B

Our subscribers are organizations; their stakeholders access My25 Select at [my25select.com](http://my25select.com) or we seamlessly integrate into internal portals/platforms via API and SSO. A downstream solution with upstream benefit.



## WE'RE REALLY GOOD & LOVE WHAT WE DO

Mainstay is the name of our company and My25 is our core brand. Our foundational guidelines were built in partnership with the USDA and via collaboration with professionals from the Feinberg School of Medicine. Spearheaded by two Northwestern University Kellogg MBAs—with an impressive track record, including the sale of their first start-up to a Fortune 500 healthcare leader—My25's team is made up of nutrition, preventive health, disease management, culinary, business, human services, population health, and technology professionals. We subscribe to the Dietary Guidelines for Americans, moderation versus deprivation, rebalancing the plate, and that super nutrient: fiber.