

Optimize Rx

Technology Solutions For Life Sciences at the Point-of-Care

Corporate Presentation



Our Mission

At OptimizeRx — we are building a more informed and empowered healthcare community by developing new technology solutions that help people start and stay on life-impacting therapies.



Growth Leaders | Growth Drivers



EXPERIENCE
20+

Leading Health Services and
Financial Businesses



Will Febbo
Chief Executive Officer



EXPERIENCE
20+

Senior Financial
Roles



Ed Stelmakh
Chief Financial Officer /
Chief Operations Officer



EXPERIENCE
20+

Operations, Sales,
and Growing
Partner Networks



Steve Silvestro
Chief Commercial Officer



EXPERIENCE
30+

Healthcare and
Health IT



Miriam Paramore
President

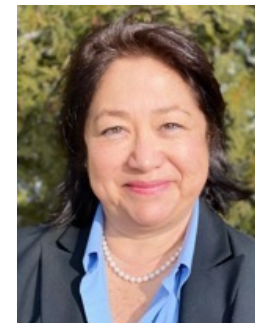


EXPERIENCE
30+

Healthcare IT,
Master Data Mgmt



Todd Inman
Chief Technology Officer



EXPERIENCE
20+

Legal
Corporate and Business
Compliance



Marion Odenice-Ford
General Counsel & Chief Compliance Officer

At-a-Glance

A leading provider of point-of-care technology solutions helping patients start and stay on therapy

Corporate Profile

- Re-Founded in 2016, **OptimizeRx** enables engagement between life sciences organizations, physicians and patients
- OptimizeRx **powers drug maker brand awareness with physicians as well as patient treatment initiation, affordability and adherence efforts**
- Our **technology platform** coupled with the nation's largest patient point-of-care **network** connects the majority of U.S. physicians and millions of patients
- The Company has grown to **90+** employees across the United States, Israel and Croatia

Stock Information

Stock Price (as of 12/15/21)	\$53.84
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Shares Outstanding (as of 11/9/21)	~18.1M
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Market Cap (as of 11/9/21)	~\$1.0B
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Cash, Cash Equivalents (as of 9/30/21)	~\$85M
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Total Debt	\$0.00
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NASDAQ Exchange listed under ticker
(NASDAQ:OPRX)

The OPRX Opportunity – \$9B TAM

Operating the largest point-of-care (POC) communications network in the nation



Customer demand shift to enterprise digital POC solutions across multiple commercial budget areas



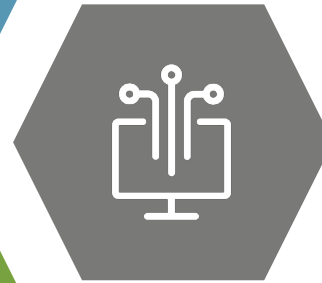
Scalable operating model to achieve \$100's MM in revenue with attractive bottom line



Deeply embedded customer base transitioning to a strategic partner and enterprise contracts



Deep expertise facilitating POC communications technology in a highly complex and well-regulated area of healthcare



Technology Stack + the Nation's Largest POC Communications Network

We innovate point-of-care technology in order to...

OPRX's POC Platform



The Nation's Largest POC Communications Network

Solutions

- HCP Awareness
 - Digital messaging and communication
- Therapy Initiation "Start"
 - Digital enrollment and medical documentation to Hub and pharmacy
- Patient Adherence "Stay"
 - Personalized mobile treatment support

Network

- 700K+ Health care professionals (HCP)
- +260 HCP-frequented websites and behavior intelligence on +4,300 websites
- Majority of Prescribing physicians



...Facilitate therapy brand awareness, patient access, and adherence

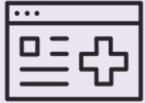


Benefit of Enabling Awareness, Access & Adherence at the Point-of-Care



Life Sciences Customers

Reach patients and physicians digitally



Physicians

Clinical awareness, treatment initiation, care management support, patient affordability



Patients

Affordability, adherence, virtual treatment support

How the technology works

- API Connectivity to leading EHRs, fully integrated into physician clinical workflows
- AI-Driven Digital Platform
- Real World Evidence Decision Support Engine
- Independently verified, measurable ROI and impact on commercial performance of customers

20

relevant touchpoints
a day vs 6.4 / month

Up to

60%

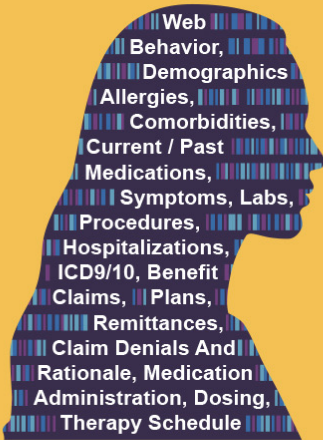
monthly script increases
when using the platform

1300% ROI

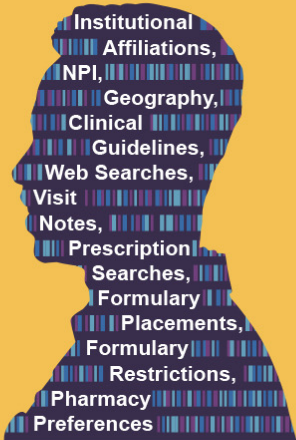
average on pharma-sponsored
enterprise programs in 2021

For the First Time, Real-World Data is Used to Deliver Real-Time Care Support Information at the Point-Of-Care

PATIENT JOURNEY

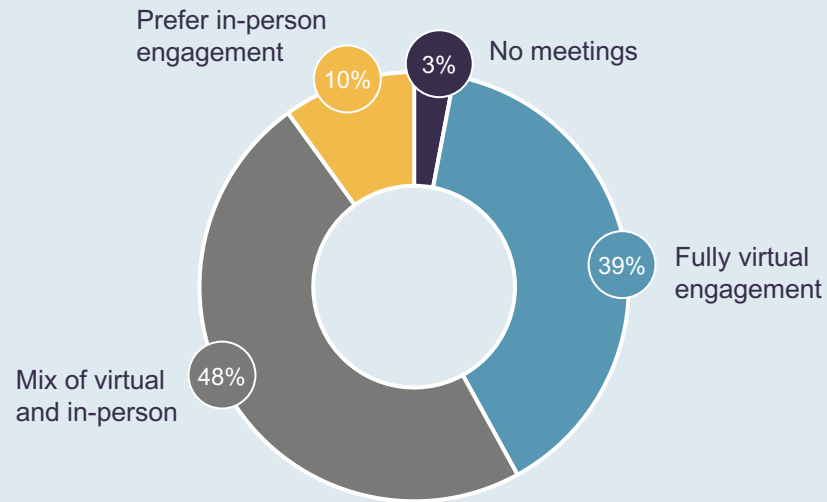


CARE TEAM ACTIVITY



Solving Life Sciences Challenges Digitally

Physicians want engagement models to change – shift to digital



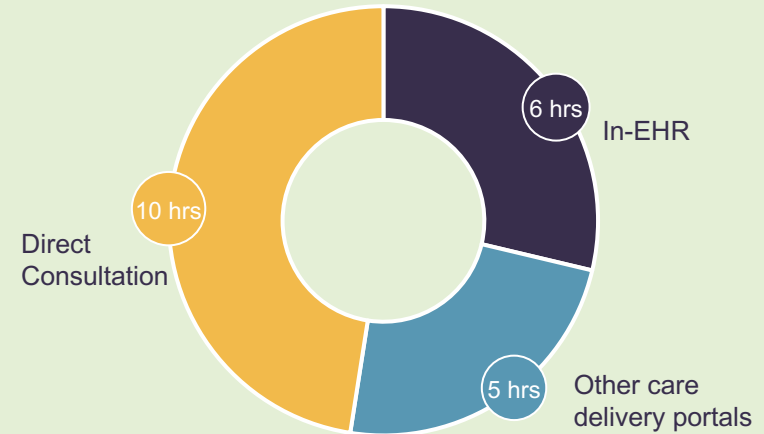
Source: [COVID-19: Healthcare Provider Survey | Accenture](#)

Barriers to Engagement

- Only 10% of physicians want to go back to pre-COVID models of engagement
- \$528.4 BN - US health system cost resulting from non-optimized medication regimens: including nonadherence to medication

Physicians spend 11 hours / day in front of a screen

Time Study Summary



Source: [American Council on Science and Health](#)

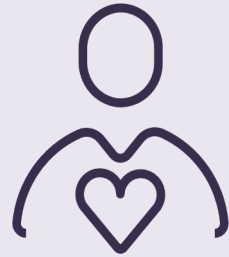
Digital Opportunities to Engage

- 90% of physicians use EHRs daily an average of 6 hours a day
- [2019 NCBI study](#) noted that mobile health (mhealth) apps improved treatment adherence in patients by a percentage increase of between 7% and 40%.

Trends in Healthcare Industry Spending Drive our Strategy

Healthcare consumer spending trends

Increase from
43-49%
of total spend on specialty
medications since 2017

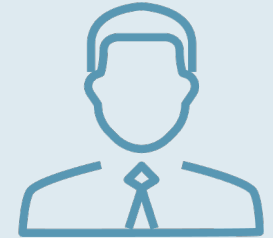


Source: IQVIA, National Sales Perspectives, August 2021

Pharma spending trends

Large pharma spends
34%
monthly script increases
when using the platform

>50%
projected increase in spend on
digital over next three years



Sources: <https://www.pharmacychecker.com/askpc/pharma-marketing-research-development/#!>
<https://www.indegene.com/pdf/pharma-marketer-survey.pdf>

OptimizeRx Growth Strategy



Expand
network reach

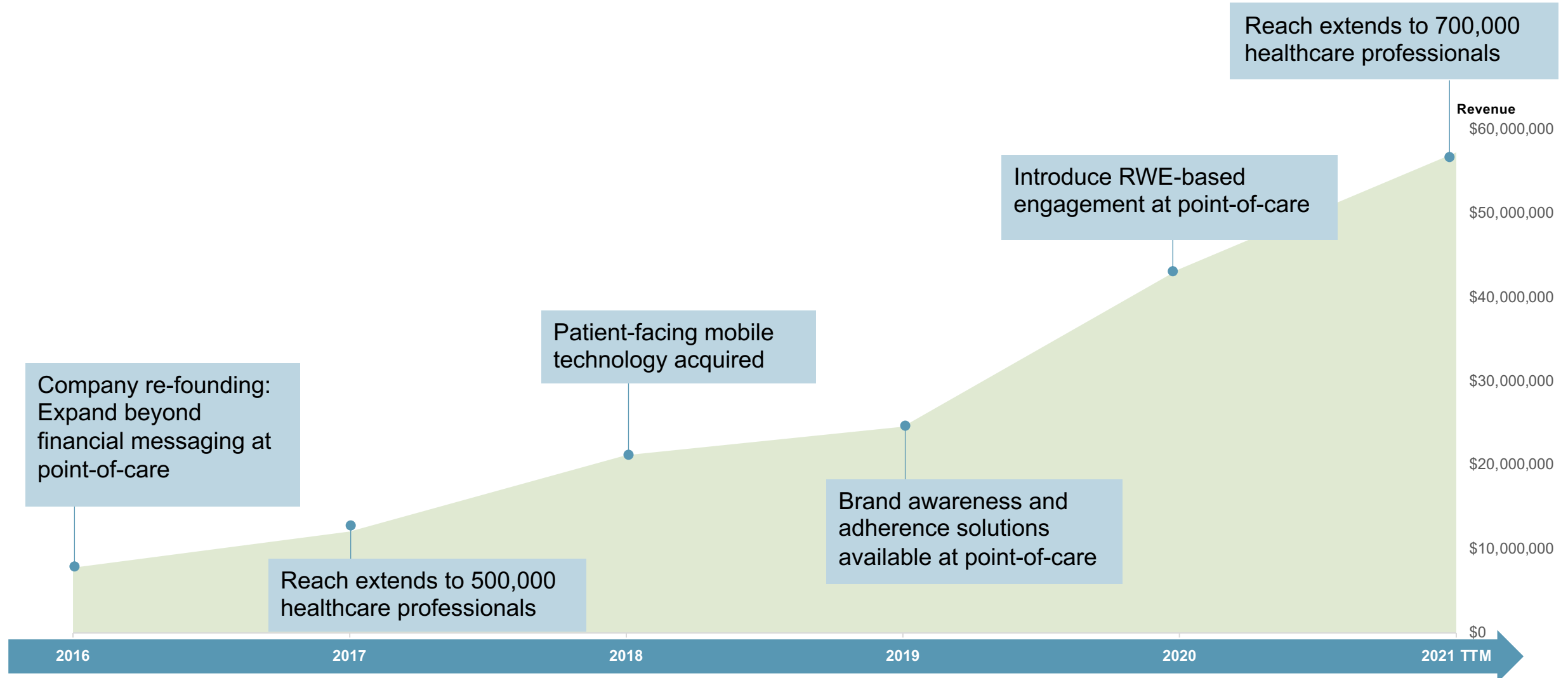
Increase digital solutions for
point-of-care

Increase customer
share of wallet



Revenue Growth Through Brand Awareness, Initiation and Adherence (2016-2021)

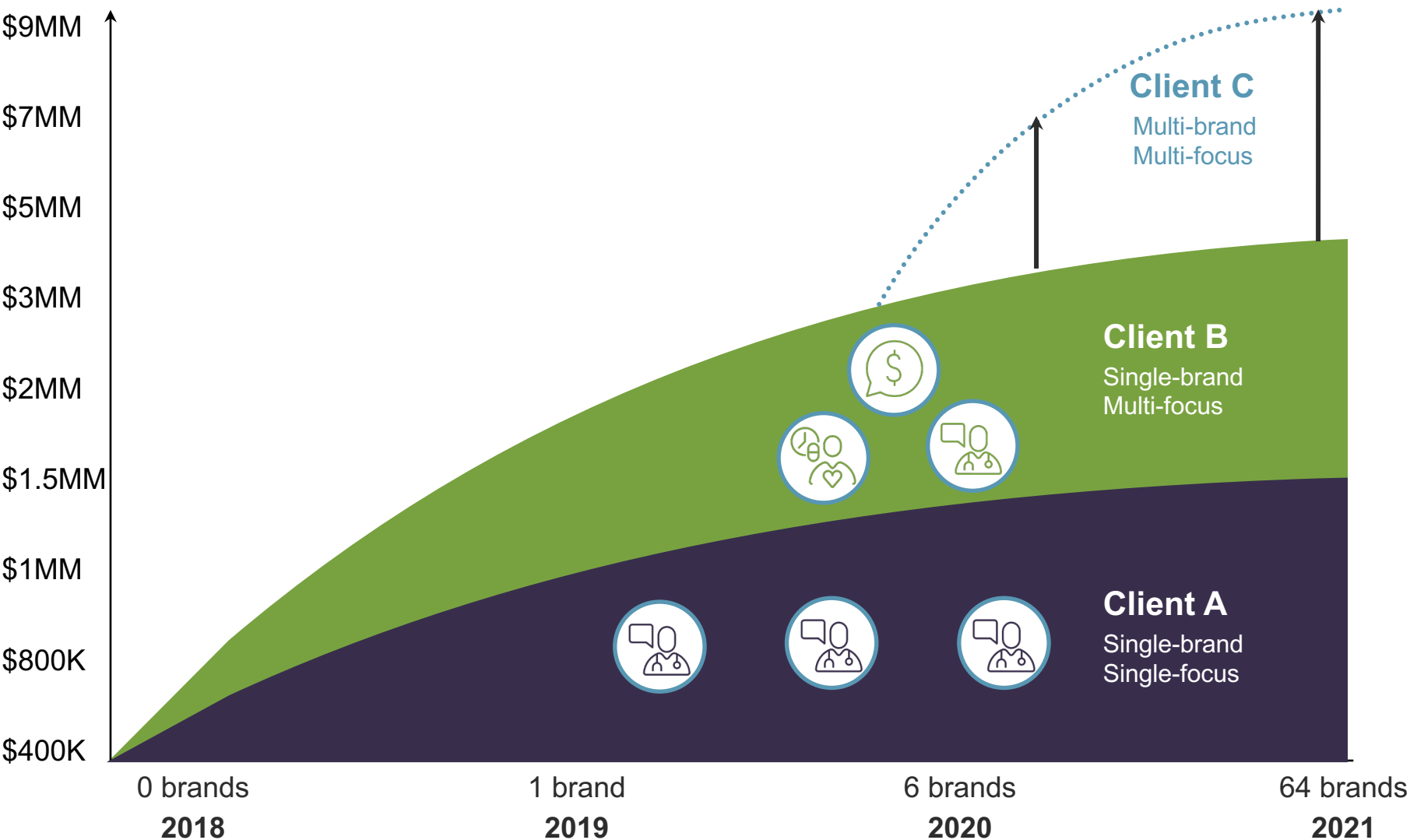
Brands Embrace New Product Launches and Platform Enhancements



Strategic Partnership Model

Helping brands engage with physicians and patients at critical touchpoints along the patient journey –
Transforming to 75% ‘enterprise’ scalable revenue

- Expand beyond awareness & affordability
- Embed in access & adherence
- **\$1.3MM ACV** in 2021 – expanding focus areas aims for **\$3MM ACV**
- Focus on top 200 brands
- Proven to increase customer ROI (13:1)



Deeply Embedded Customer Base

Supporting 80% of all top Pharma Manufacturers | 85% Customer Retention

abbvie

AMGEN

AstraZeneca

Pfizer

BD

gsk

Lilly

Medtronic

MERCK

NOVARTIS

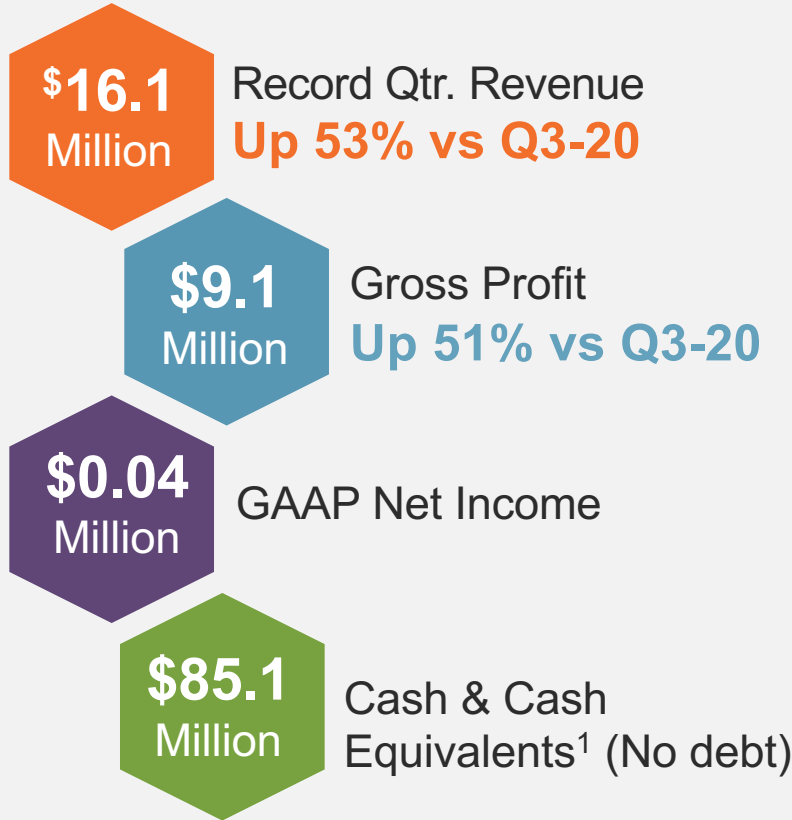
novo nordisk®

SANOFI

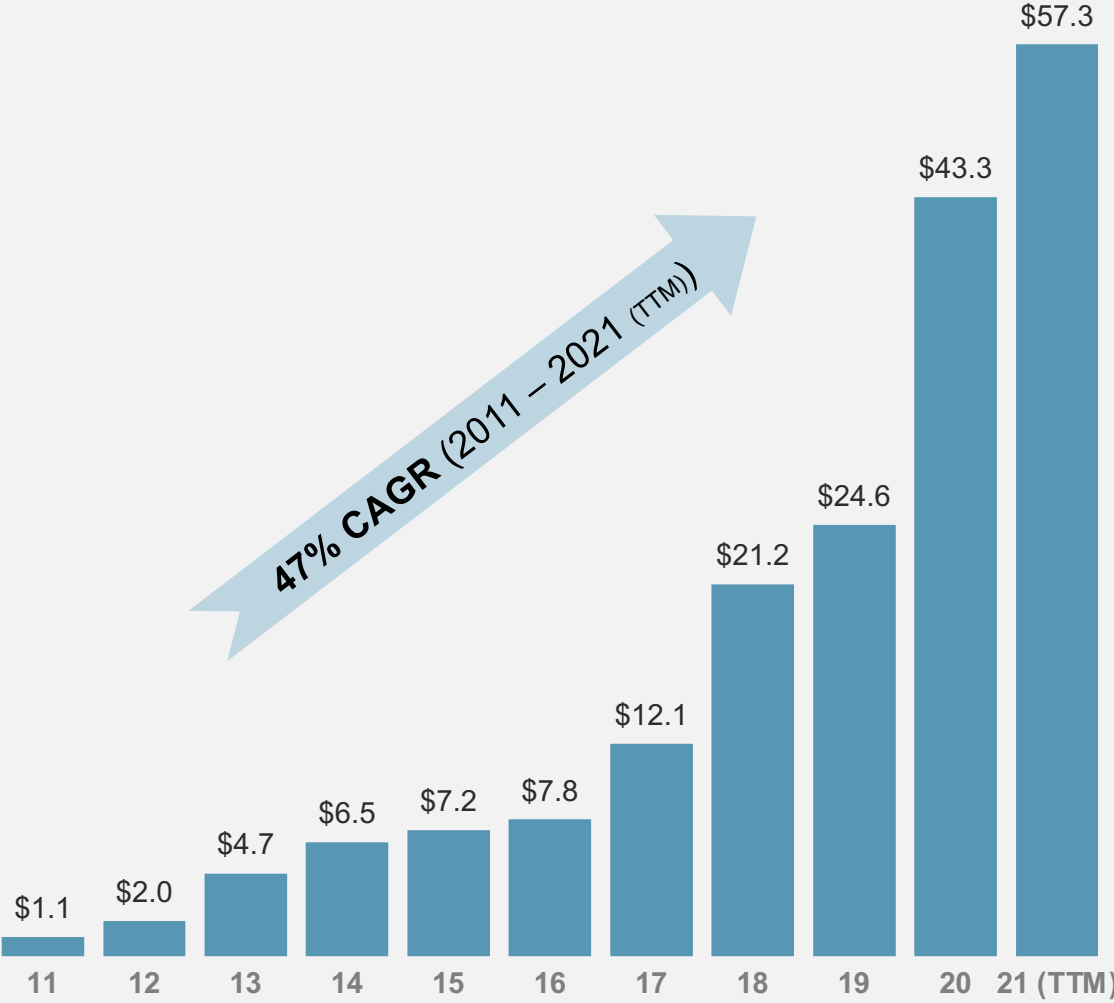
Driving long term, sustained marketing return on investment

Strong Financial Momentum

Q3 2021 Results



Annual Revenue Growth (\$millions)



Q4-20 record revenue of \$16.4M, up 123% vs. Q4-19, with positive net income

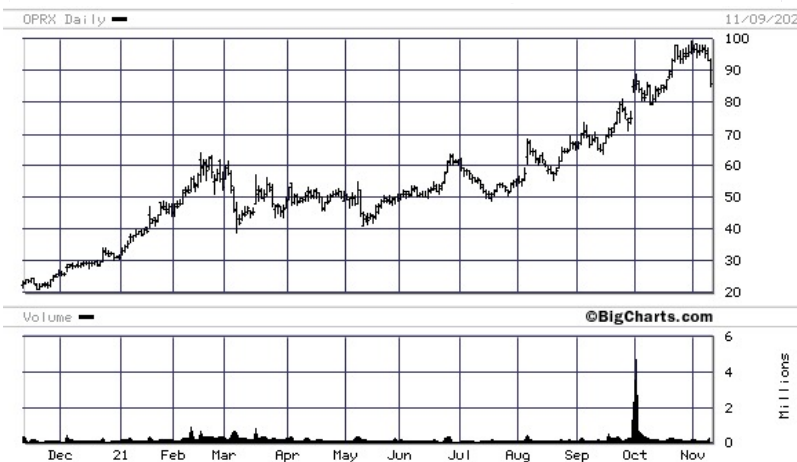
Came into 2021 with \$180M Sales Pipeline

Of the \$180M in pipeline, we have 46 enterprise engagements valued at \$50M+

Share Data and Key Financial Highlights

(NASDAQ:OPRX)

Stock Price (11/09/21)	\$85.84
52 Week Low-High	\$20.90 – \$99.18
Avg. Vol. (3-mo.)	450,484
Shares Outstanding	18.1M
Public Free Float (est.)	96.0%
Institutional Holdings	65.8%
Insider Holdings	3.4%
Market Cap	\$1.7B
Enterprise Value	\$1.6B



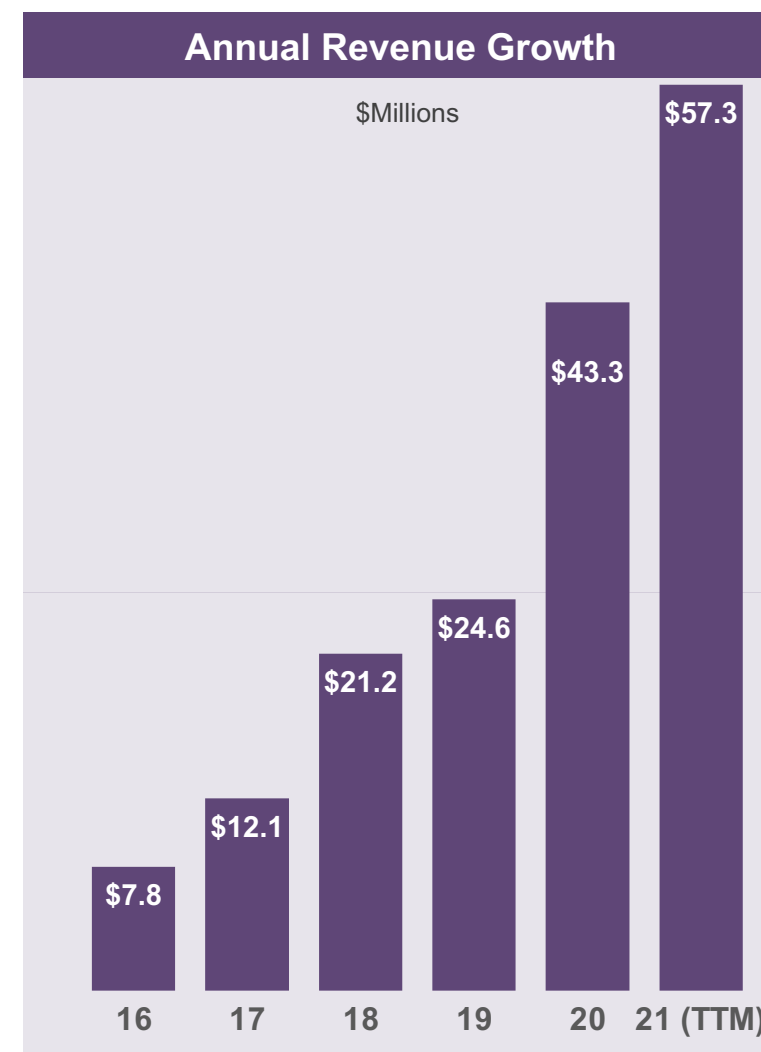
Net Revenue <i>ttm</i> @ 11/09/21	\$57.3M
Gross Profit <i>ttm</i>	\$31.9M
GAAP Net Income <i>ttm</i>	\$1.1M
Non-GAAP Net Income <i>ttm</i>	\$6.6M
Cash and Cash Equivalents¹	\$85.1M
Total Assets @ 9/30/21	\$134.6M
Total Debt @ 9/30/21	\$0.0M
Total Liabilities @ 9/30/21	\$7.8M
Full-time Employees	90+

1. Cash balance includes \$10.5 million as reported on the company's 10-K as of December 31, 2020 and net proceeds of \$71 million from public offering of common stock in February 2021.

ttm = trailing twelve months ended September 30, 2021.
mrq = most recent quarter as of September 30, 2021.

Sources: Company, BigCharts.com and Yahoo!Finance.

For definition of non-GAAP Net Loss and reconciliation to GAAP, see end of this presentation.



Reconciliation of non-GAAP to GAAP Financial Measures

(Unaudited)

Definition and Use of Non-GAAP Financial Measures

This presentation includes a presentation of non-GAAP net income (loss) and non-GAAP earnings (loss) per share or non-GAAP EPS, both of which are non-GAAP financial measures.

The company defines non-GAAP net income (loss) as GAAP net income (loss) with an adjustment to add back depreciation, amortization, stock-based compensation, acquisition expenses, income or loss related to the fair value of contingent consideration, and deferred income taxes. Non-GAAP EPS is defined as non-GAAP net income (loss) divided by the number of weighted average shares outstanding on a basic and diluted basis. The company has provided non-GAAP financial measures to aid investors in better understanding its performance. Management believes that these non-GAAP financial measures provide additional insight into the operations and cashflow of the company.

Because of varying available valuation methodologies, subjective assumptions and the variety of equity instruments that can impact a company's non-cash operating expenses, management believes that providing non-GAAP financial measures that excludes non-cash expenses allows for meaningful comparisons between the company's core business operating results and those of other companies, as well as provides an important tool for financial and operational decision making and for evaluating the company's own core business operating results over different periods of time.

The company's non-GAAP net income (loss) and non-GAAP EPS measures may not provide information that is directly comparable to that provided by other companies in the company's industry, as other companies in the industry may calculate such non-GAAP financial results differently. The company's non-GAAP net income (loss) and non-GAAP EPS are not measurements of financial performance under GAAP and should not be considered as an alternative to operating income or as an indication of operating performance or any other measure of performance derived in accordance with GAAP. The company does not consider these non-GAAP measures to be substitutes for or superior to the information provided by its GAAP financial results.

The table, "Reconciliation of non-GAAP to GAAP Financial Measures," included below, provides a reconciliation of non-GAAP net income (loss) and non-GAAP EPS for the three and nine months ended September 30, 2021 and 2020.

	For the Three Months Ended September 30,		For the Nine Months Ended September 30,	
	2021	2020	2021	2020
Net Income (loss)	39,894	(282,894)	(245,383)	(3,564,293)
Depreciation and amortization	526,035	523,420	1,580,173	1,563,883
Stock-based compensation	1,008,007	756,437	2,612,198	2,391,620
Income or loss related to the fair value of contingent consideration	-	110,390	-	140,390
Non-GAAP net income	<u>1,573,936</u>	<u>1,107,353</u>	<u>3,946,988</u>	<u>531,600</u>
Non-GAAP net income (loss) per share				
Basic	<u>\$ 0.09</u>	<u>\$ 0.07</u>	<u>\$ 0.23</u>	<u>\$ 0.04</u>
Diluted	<u>\$ 0.09</u>	<u>\$ 0.07</u>	<u>\$ 0.22</u>	<u>\$ 0.03</u>
Weighted average shares outstanding:				
Basic	<u>17,639,346</u>	<u>14,990,771</u>	<u>17,028,762</u>	<u>14,726,534</u>
Diluted	<u>18,198,412</u>	<u>16,086,041</u>	<u>17,555,593</u>	<u>15,658,050</u>

Key Takeaways



Highly Scalable Platform

- Current Commercial team has \$100M run rate ability
- High existing network capacity

- Clients are multi-billion-dollar companies
- Secure, compliant, scalable (AWS, HITRUST, HIPPA)

Proven Healthcare Technology



Large & Expanding Market Opportunity

- Electronic prescribing adoption
- Digital enablement
- Consumer demand – billions and growing

- Direct integrations
- Deep pharma relationships
- Products become deeply embedded
- Meaningful to all stakeholders

Sustainable Competitive Advantage



OptimizeRx

Thank you!

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Andrew D'Silva, Senior Vice President of Corporate Finance



Andrew D'Silva has over a decade of equity research and capital markets experience, and most recently served as a senior healthcare research analyst at B. Riley Securities. Earlier in his career, he was a managing director and part of Merriman Capital's equity research team.

Andrew brings his deep experience in capital markets, and in-depth understanding of the healthcare technology sector to OptimizeRx where he is responsible for helping the Company with its strategic growth, and working alongside the commercial and financial teams in the design of capital allocation strategies to further drive growth.