

# A Digital Health Platform

Corporate Presentation



June 2020

# Important Cautions Regarding Forward Looking Statements

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The words ‘believe,’ ‘expect,’ ‘may,’ ‘strategy,’ ‘future,’ ‘likely,’ ‘goal,’ ‘plan,’ ‘estimate,’ ‘possible’ and ‘seeking’ and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. All statements other than statements of historical facts included in this presentation regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements. Examples of forward-looking statements include, among others, statements we make regarding our acquisition of RMDY Health and CareSpeak Communications, the plans and objectives of management for future operations, including plans relating to the development of new products or services, and our future financial performance. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, competition within the industries in which we operate, the timing, cost and success or failure of new product and service introductions and developments, our ability to attract and retain qualified personnel, maintaining our intellectual property rights and litigation involving intellectual property rights, legislative, regulatory and economic developments, and the other risks and uncertainties described in the Risk Factors and in Management’s Discussion and Analysis of Financial Condition and Results of Operations sections of our most recently filed Annual Report on Form 10-K and any subsequently filed Quarterly Report(s) on Form 10-Q. Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

This presentation may include certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures, which is available in the Appendix.

**OptimizeRx Is  
A Digital Health  
Company**

**Nation's largest  
Point-Of-Care  
Communication  
Platform for  
Life Sciences  
Companies**

**Multiple Physician  
and Patient  
Communication  
Solutions**

**Expanded TAM  
With New Solutions**

**Connecting Care  
Between Physicians  
And Patients**

# WHO WE ARE

## Company Snapshot



1. Market cap as of June 2, 2020.

# OPRX Benefits



**Customers:**  
Reach patients  
and providers digitally



**Physicians:**  
Therapeutic knowledge,  
Industry connectivity enabling affordability



**Patients:**  
Affordability, adherence, virtual care

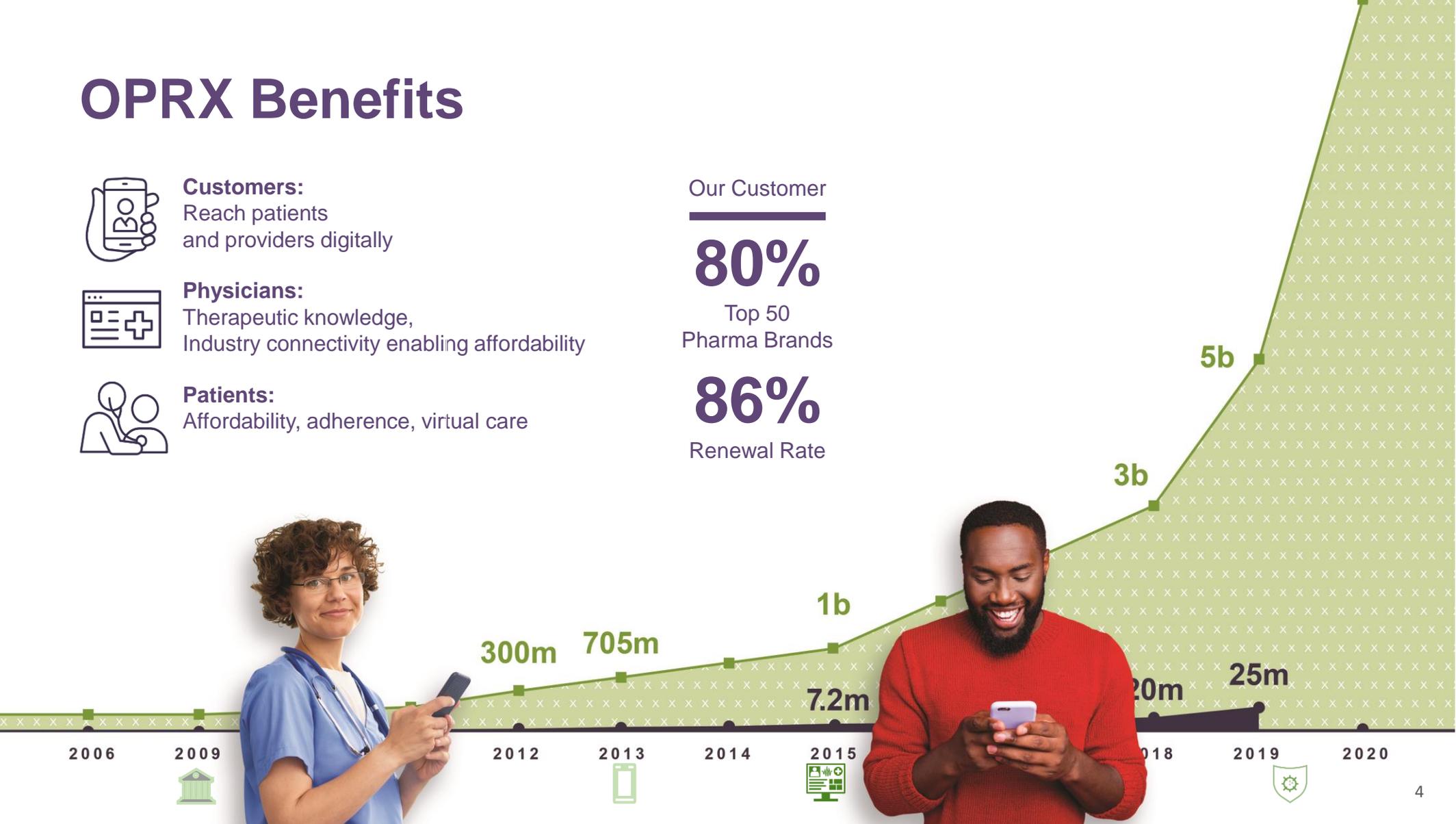
Our Customer

**80%**

Top 50  
Pharma Brands

**86%**

Renewal Rate



# Improving Healthcare For The Good Of All Stakeholders



OptimizeRx  
Affordability,  
Adherence and  
Care



Reaching Providers and Patients  
Keeps Getting More Difficult

Digital Communication Pathways  
Continue To Grow

**500+**  
EHRs =  
fragmentation

**55%**  
Limit rep  
access<sup>5</sup>

**100%**  
Increase in  
FDA approvals<sup>4</sup>

**90%**  
U.S. physicians  
using EHR daily<sup>1</sup>

**5.9 hrs**  
Avg. daily  
EHR use<sup>2</sup>

**94%**  
U.S. consumer  
mobile phone use<sup>3</sup>

1. U.S. Adoption of Electronic Health Records Nears 100 Percent, <https://www.eweek.com/it-management/u.s.-adoption-of-electronic-health-records-nears-100-percent>

2. Tethered to the EHR: Primary Care Physician Workload Assessment Using EHR Event Log Data and Time-Motion Observations and Allocation of Physician Time in Ambulatory Practice: A Time and Motion Study in 4 Specialties, <https://www.ncbi.nlm.nih.gov/pubmed/28893811>

3. <https://www.pewresearch.org/global/2019/02/05/smartphone-ownership-is-growing-rapidly-around-the-world-but-not-always-equally/>

4. <https://cen.acs.org/pharmaceuticals/drug-development/new-drugs-2018/97/i3>

5. ZS's 2017 AccessMonitorTM and AffinityMonitorTM Findings

# OptimizeRx: A Digital Health Platform

Pharma

MedTech

Payers & Providers

370+  
EHRs

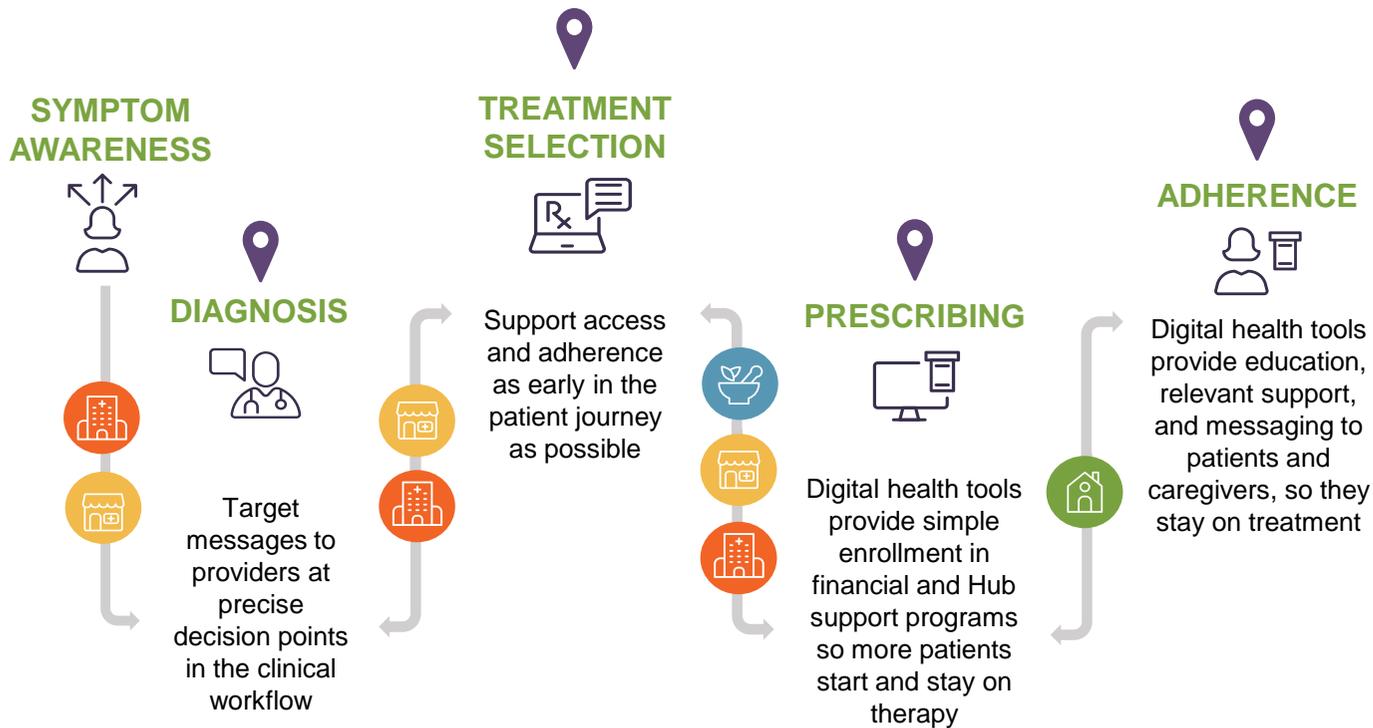
300m+  
Mobile  
Devices



60%  
Prescribing  
Physicians

66%  
Insured  
Patients

# From Physician Awareness To Patient Adherence

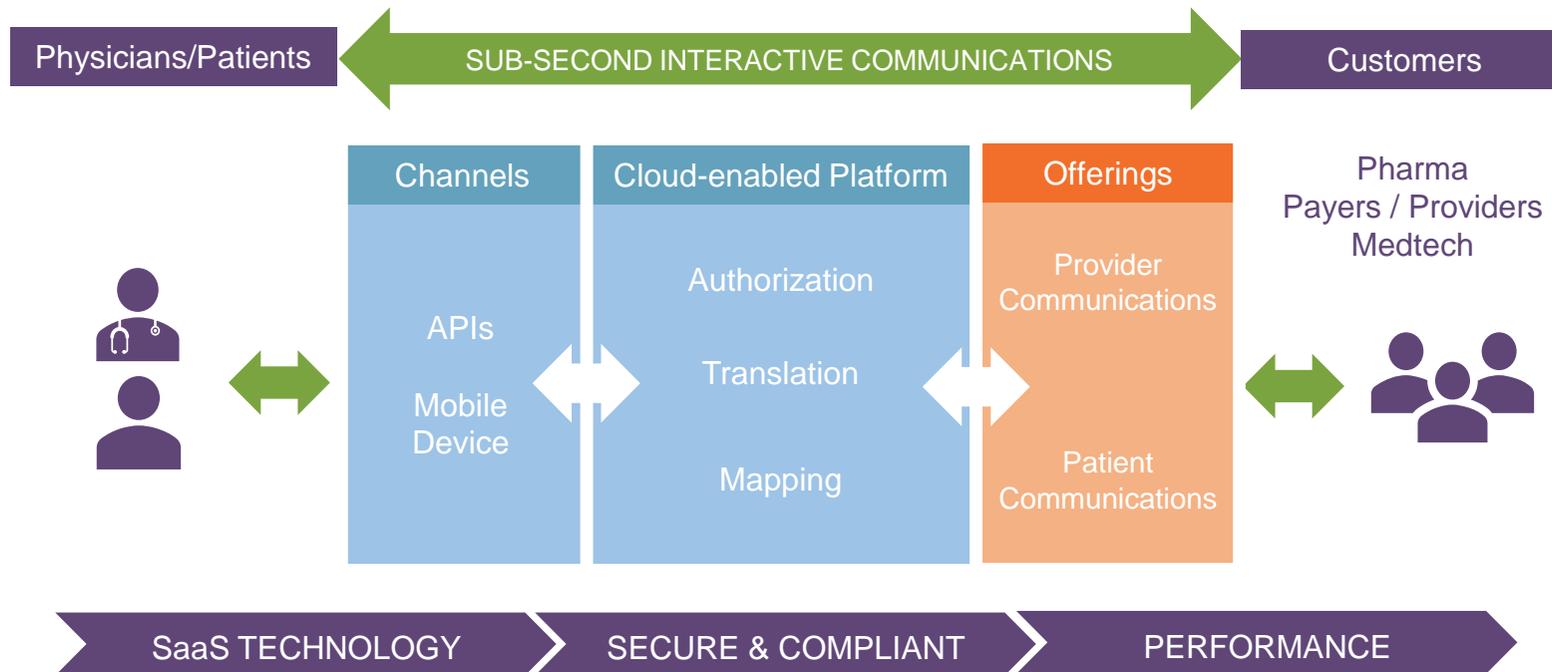


**20**  
relevant visits  
a day vs 6.4 / month

Up to  
**60%**  
monthly script increases  
when using the platform

**520% ROI**  
average on Pharma-  
sponsored financial support  
programs

# Powerful Technology



# Growth Leaders | Growth Drivers



**EXPERIENCE**  
**20+**  
Leading Health Services  
And Financial Businesses





**Will Febbo**  
CEO



**EXPERIENCE**  
**25+**  
Senior Financial  
Roles



**Doug Baker**  
CFO



**EXPERIENCE**  
**20+**  
Operations, Sales,  
And Growing  
Partner Networks





**Stephen Silvestro**  
Chief Commercial Officer



**EXPERIENCE**  
**30+**  
Healthcare and  
Health IT





**Miriam Paramore**  
President





# Large Market Opportunity And Clear Growth Strategy

## Pharma Marketing to Providers<sup>1</sup>

\$4 billion is Digital



## Care Management Solutions

17.4% CAGR from \$14.1B in 2019 to \$37.9B by 2027<sup>2</sup>



TOTAL TAM

**\$34.4B+**

Expand  
Enterprise-level  
Offerings

Increase  
Customer  
Share of Wallet

Reach More  
Physicians

Expand into Hospitals  
& Health Systems

Add Additional  
Digital Solutions for  
Point of Care

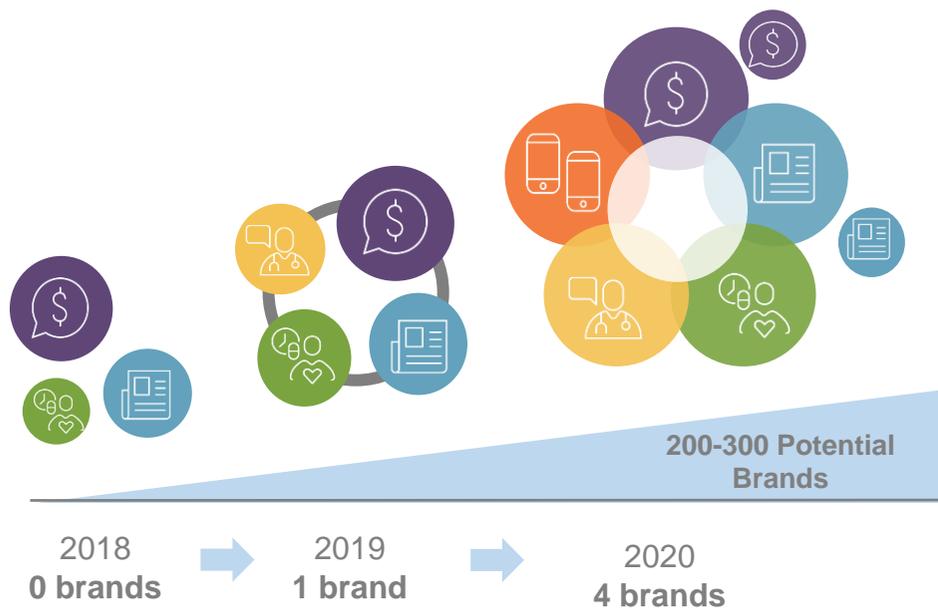
Strategic  
Acquisitions

1) Globally as of 2016, most recent research data available as [published for first time by JAMA in Jan. 2019](#)

2) [Marketsandmarkets.com](https://www.marketsandmarkets.com)

# Scalable Revenue Model

## Enterprise/Recurring Revenue



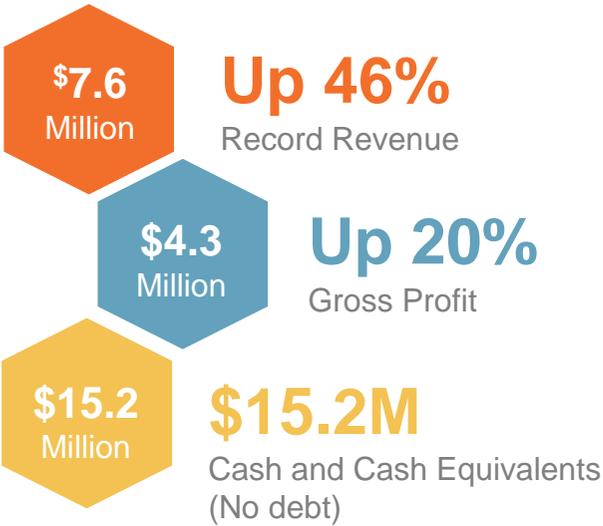
## Brand Annual Contract Value Evolution\*

|   | 2018   | 2019   | 2020  | 2021   |
|---|--------|--------|-------|--------|
| Client A<br>single brand (tactical)                 | \$400k | \$800k | \$1m  | \$1.5m |
| Client B<br>single brand (transition to enterprise) | \$400k | \$1.4m | \$3.6 | \$4.3m |
| Client C<br>multi-brand (transition to enterprise)  | \$0    | \$0    | \$3.6 | \$9.5m |

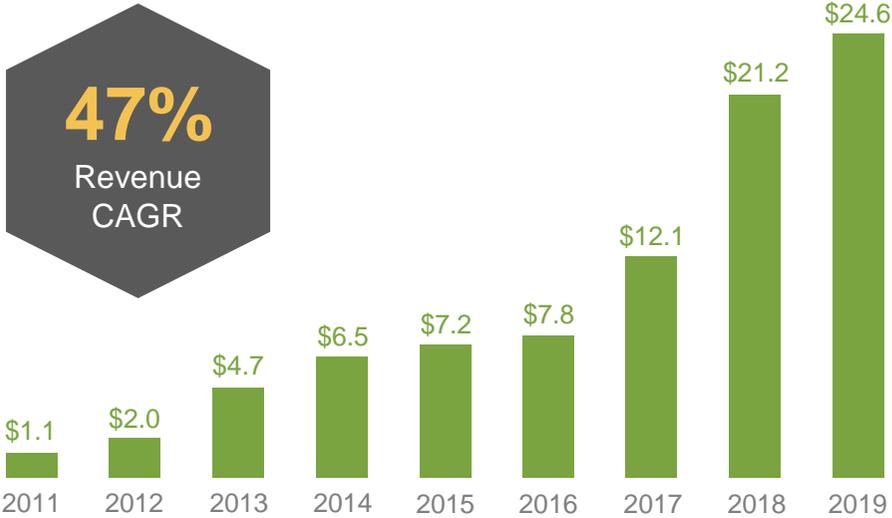
\*aspirational numbers

# Strong Financial Momentum

## Q1 2020 vs Q1 2019



## Annual Revenue



# Key Takeaways

## HIGHLY SCALABLE PLATFORM

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

## PROVEN HEALTHCARE TECHNOLOGY

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

## LARGE & EXPANDING MARKET OPPORTUNITY

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

## SUSTAINABLE COMPETITIVE ADVANTAGE

- Direct integrations
- Deep pharma relationships
- Meaningful to all stakeholders

# Appendix

- Key Stats
- Reconciliation of non-GAAP to GAAP Financial Measures (Unaudited)
- Case Studies
- News Coverage



# Key Stats (NASDAQ: OPRX)

|                               |                 |
|-------------------------------|-----------------|
| <b>Stock Price (6/2/20)</b>   | <b>\$12.35</b>  |
| 52 Week Low-High              | \$6.50- \$17.24 |
| Avg. Vol. (3-mo.)             | 115,240         |
| Shares Outstanding            | 14.6M           |
| Public Free Float (est.)      | 97.3%           |
| <b>Institutional Holdings</b> | <b>57.4%</b>    |
| Insider Holdings              | 2.7%            |
| <b>Market Cap</b>             | <b>\$180.9M</b> |
| Enterprise Value              | \$165.7M        |

|                               |                |
|-------------------------------|----------------|
| <b>Net Revenue <i>ttm</i></b> | <b>\$27.0M</b> |
| Combined Average ACV          | \$3.2M         |
| Gross Profit <i>ttm</i>       | \$14.6M        |
| Net Loss <i>ttm</i>           | \$4.2M         |
| Non-GAAP Net Loss <i>mrq</i>  | \$0.8M         |
| <b>Cash @ 3/31/20</b>         | <b>\$15.2M</b> |
| Total Assets                  | \$56.2M        |
| Total Debt                    | \$0.0M         |
| Total Liabilities             | \$12.6M        |
| <b>Full-time Employees</b>    | <b>70</b>      |

ttm = trailing twelve months ended March 31, 2020.  
 mrq = most recent quarter as of March 31, 2020.  
 ACV = average contract value; proposals for enterprise-level engagements.  
 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 on this page, provides a reconciliation of non-GAAP net income (loss) and non-GAAP EPS for the three months periods ended March 31, 2020 and 2019.

|  | For the Three Months<br>Ended March 31, |                   |
|--|---|-------------------|
|  | 2020                                    | 2019              |
| Net income (loss)  | \$ (2,203,931)                          | \$ 6,529          |
| Depreciation and amortization                              | 519,669                                 | 190,501           |
| Stock-based compensation                                   | 854,512                                 | 636,346           |
| Loss related to the fair value of contingent consideration | -                                       | 148,000           |
| Non-GAAP net income (loss)                                 | <u>\$ (829,750)</u>                     | <u>\$ 981,376</u> |
| Non-GAAP net income (loss) per share                       |   |                   |
| Basic  | <u>\$ (0.06)</u>                        | <u>\$ 0.08</u>    |
| Diluted  | <u>\$ (0.06)</u>                        | <u>\$ 0.08</u>    |
| Weighted average shares outstanding:                       |   |                   |
| Basic  | <u>14,609,499</u>                       | <u>12,077,829</u> |
| Diluted  | <u>14,609,499</u>                       | <u>13,077,917</u> |

# Real Results: Oncology

## THE CHALLENGE

A specialty treatment received recent approval for a new indication.

Providers needed a way to learn about the updated treatment profile and more information about the new use case.



## OPRX SOLUTION

- Create a profile of providers most likely to need / prescribe the new treatment for their patients to ensure that the most relevant physicians would receive the most updated information.
- Provide a channel to deliver clinically-relevant educational information directly within the provider's EHR

## PROVIDERS:

- Gained a better understanding of the treatment
- 3x**
- Seeing the new clinical information within their EHR were 3x more likely to prescribe the treatment, indicating it was a better way to receive updated information.

# Real Results: Diabetes

## THE CHALLENGE

A new T2 Diabetes therapy entering the market faced tough challenges to patient uptake:

- Undesirable method of administration
- Challenging side-effect profile



## OPRX SOLUTION

Therapy on-boarding and adherence support via:

- Co-pay card activation mechanism
- Mobile distribution of educational information, emotional support content, nutrition tips, and more via mobile device
- Capture and deliver self-reported patient experience information for physicians

## PATIENT:

- Concern about managing injections dropped by 66%

# 91%

- Concern about side effects dropped by half
- (self-reported) adherence to therapy of 91%

# In the News



OptimizeRx launches **TelaRep**, on-demand virtual consults with medical science liaisons to help prescribers with specialty drugs.

— Circle Square

OptimizeRx is using its **digital network**, technology platform, and partnerships to provide **CDC alerts** as a public health service.

— TechRepublic

...it's beneficial to have timely outbreak updates inputted **directly into EHR systems**. And digital health firm OptimizeRx is doing just that...

— Business Insider

The Americas' **Fastest Growing Companies 2020**. #282

— Financial Times

OptimizeRx has launched a free interactive text message alert program available to the general public that delivers **COVID-19** information issued by the Centers for Disease Control and Prevention.

— BenefitsPro

**Patients** and **practitioners** alike are realizing how important it is to be able to **communicate digitally**, and they're seeing that this kind of communication is possible.

— Virsys12.com