

OptimizeRx

› Better Connections – Better Outcomes ◀

Nasdaq:OPRX



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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 recent acquisition of 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.

Who We Are

- OptimizeRx is a **Digital Health** company
- Nation's largest **point-of-prescribe promotional platform** for the pharmaceutical industry
- **Digital, point-of-care communication** designed to improve prescription affordability and patient adherence:
 - Financial and Clinical Messaging (coupons, copays & vouchers / clinical information)
 - Patient Engagement (CareSpeak)
 - Brand Awareness



Senior Management



Will Febbo
CEO

18+ years of experience leading health services & financial businesses



Doug Baker
CFO

25+ years of senior financial experience.



Miriam Paramore
President

30+ years of healthcare & health IT experience.



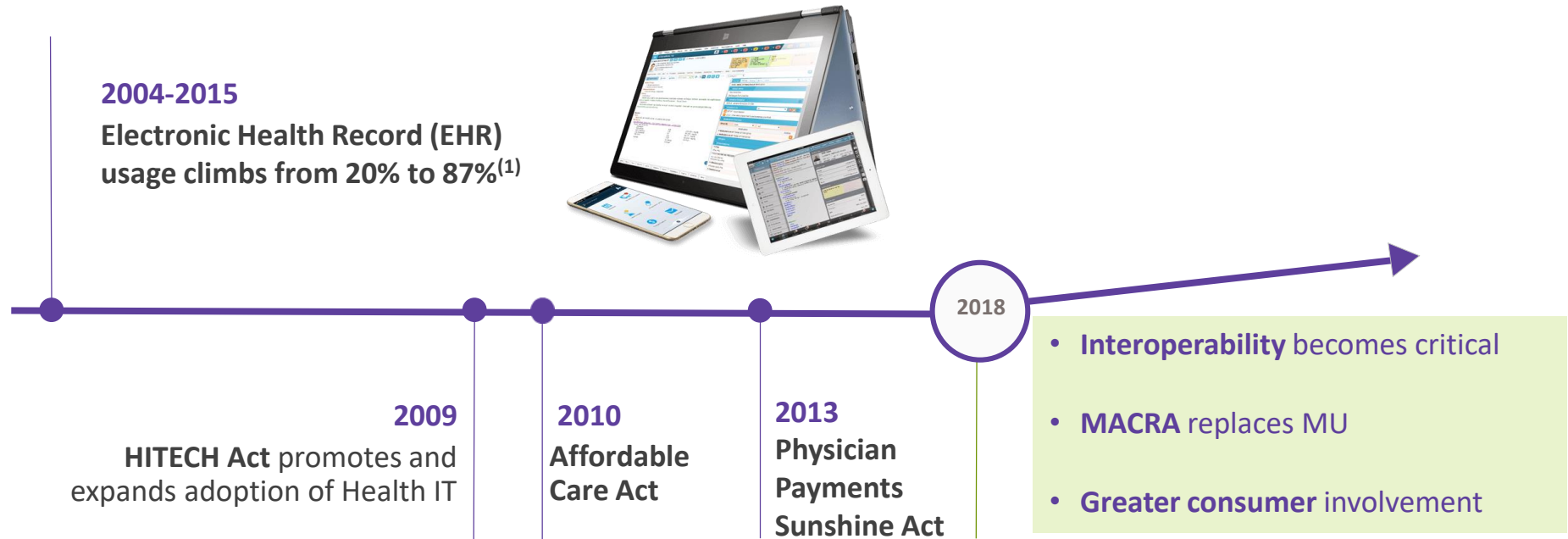
Terry Hamilton
SVP Sales

19+ years working in the pharmaceutical & biotech arenas.



2018: Inflection Point for HealthTech

Regulations, legislation, consumer activity, and changes in healthcare provider behavior driving opportunity for Digital Health Messaging



1.) Office of the National Coordinator for Health Information Technology. 'Office-based Physician Electronic Health Record Adoption,' Health IT Quick-Stat #50. dashboard.healthit.gov/quickstats/pages/physician-ehr-adoption-trends.php. December 2016.

Pharma Sales Rep Access to Physicians Severely Limited, Meanwhile Patient Costs Are Rising



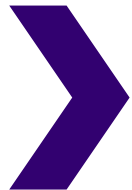
~60%

of doctors' offices now ban or severely limit access of pharma reps and ability to deliver samples and savings coupons



200%+

rise in deductibles since 2008, while co-pay insurance costs have nearly doubled⁽¹⁾



Patients now increasingly look to their doctors to provide information on financial assistance, but they no longer have it.
Need a better way to deliver this assistance.

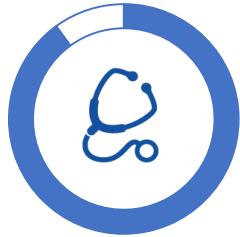
Multiple Reasons Why Our Platform is the New Point-of-Care Solution for Communication



5.6
Hrs/Day

Average daily EHR
use by HCP¹

More than double all
other digital
resources combined



90%

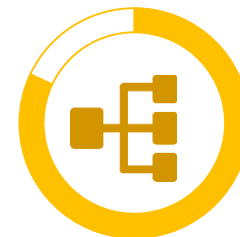
U.S. physicians
now using
EHR on a
Daily Basis²

77% are
ePrescribing³



77%

Of studies reported
improved outcomes
from SMS
reminders⁴



82%

HCPs want
Clinical & Patient
Management tools
in their workflow⁵



520%

Average ROI for
pharma-sponsored
financial support
programs in
eRx/EHR workflow⁶

1.) <https://www.ncbi.nlm.nih.gov/pubmed/28893811>, <http://annals.org/aim/article-abstract/2546704/allocation-physician-time-ambulatory-practice-time-motion-study-4-specialties>.

2.) <http://www.eweek.com/it-management/u.s.-adoption-of-electronic-health-records-nears-100-percent>.

3.) https://surescripts.com/docs/default-source/national-progress-reports/2151_npr_2017_finalB.pdf

4.) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4211035/>.

5.) <https://ghgroup.com/sites/default/files/2016-05/new-marketing-approach-healthcare-professionals.pdf>

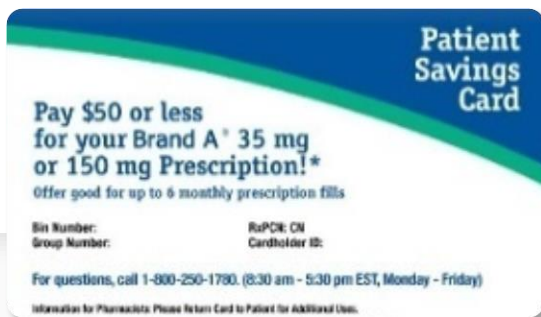
6.) Source: OptimizeRx White Paper - Studies conducted by third-party analytics: Cognizant and Ogilvy Analytics 2015, 2016 on behalf of Top 5 global pharma companies

We Deliver Digital Health Marketing Across 3 Key Areas

Patient Financial Support



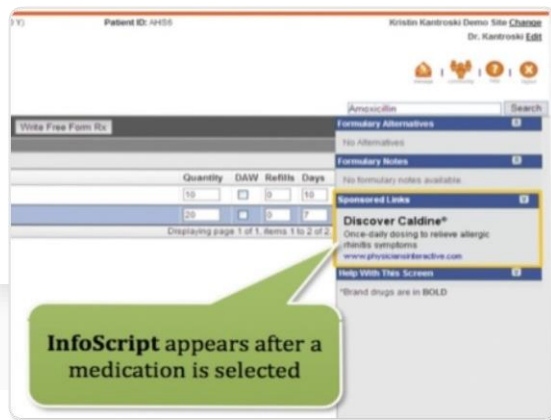
- Savings programs: eCoupons and vouchers
- Delivered electronically, then forward electronically to pharmacist or printed



Clinical & Educational Messaging



- Clinical messages
- Competitive information
- New formulation announcements



Patient Engagement



- Engage patients via automated text reminders
- Patient/pharmacist interaction via text enhances collaboration and patient care.



Pharma's Most Valued Offering to Doctors: Drug Savings Vouchers & Co-pay Coupons



71%

of physicians agreed that co-pay programs improve access to treatment⁽¹⁾

80%

of physicians polled were more likely to prescribe a drug with a co-pay card⁽²⁾

1.) <https://www.mmm-online.com/home/channel/features/loyalty-programs-attitudes-to-co-pay-cards/> 2.) <https://corp.trialcard.com/trialcard-announces-partnership-optimizex-%E2%80%8B/>

How it Works: Financial Messaging/Savings Workflow

STEP 1: SEARCH

Patient: Smith, John
Gender, DOB: M, 1/13/1950
Active Allergies: None
Pharmacy: Pharmacy Inc, 123 Main st.

Choose Medication: Brand A Search Patient History

Coverage: Sample Firm

Back Select Sig Add to Script Pad Add & Review

Patient is Eligible for Financial Savings.

Brand A 35 MG - TAKE 1 TABLET ONCE WEEKLY

Brand A 150 MG - TAKE 1 TABLET ONCE WEEKLY

- Healthcare provider searches for a brand drug within the EHR
- Alerted to potential savings for patient

STEP 2: SELECTION

Patient: Smith, John
Gender, DOB: M, 1/13/1950
Active Allergies: None
Pharmacy: Pharmacy Inc, 123 Main st.

Choose Medication: Search Patient History All History Medicine

Coverage: Sample Firm

Select Med Choose Patient Change Pharmacy Process Script Pad

Rx Date Medication & Sig Destination

06/18/2014 Brand A 35 MG - TAKE 1 TABLET ONCE WEEKLY. QUANTITY 30 MG - REFILL 1- DAYS SUPPLY 30 Send to Pharmacy

PRINT COUPON: Pay \$50 or less for your Brand A Prescription View Patient Offer Prescribing Information

- After selection, OptimizeRx instantly returns eligible patient financial support to review
- Offers print and/or instant electronic send-to-pharmacy option

STEP 3: SEND & PRINT

Patient: Smith, John
Gender, DOB: M, 1/13/1950
Active Allergies: None
Pharmacy: Pharmacy Inc, 123 Main st.

Patient Support: Print Close

Generic Alternatives: Important Information:

Patient Savings Card

Pay \$50 or less for your Brand A* 35 mg or 150 mg Prescription!*

Offer good for up to 6 monthly prescription fills

Bin Number: RxPCN: CN
Group Number: Cardholder ID:

For questions, call 1-800-250-1780, (8:30 am - 5:30 pm EST, Monday - Friday)

Information for Pharmacists: Please Return Card to Patient for Additional Uses.
For any questions regarding online processing, please call the Help Desk at 1-800-422-5604.

To the Pharmacist for a Patient with an Authorized Third Party Payer: Submit the claim to the Primary Third Party Payer, first, then submit the balance due to Therapy Plus as a Secondary Payer as a co-pay only billing, using Other Coverage Code. The patient's maximum amount to pay will be \$50.00 or their co-pay whichever is less. You will receive the remaining balance in your next reimbursement from Therapy Plus, plus a handling fee.

To the Pharmacist for a Patient Paying Cash: Please submit this claim to Therapy Plus. A valid Other Coverage Code is required. The patient's maximum amount to pay will be \$50.00. You will receive the remaining balance in your next reimbursement from Therapy Plus, plus a handling fee.

Apply Patient Coupon

- Savings offer sent along to pharmacist with ePrescription
- Full financial savings offer can be printed and given to patient



How it Works: Clinical and Educational Messaging

Coverage: CVS/Caremark CMX00417

Back Select Sig ▶ Patient Options

Drug Name	Strength	Unit	Dosage Form	Route
Colcrys	0.6	MG	Tablet	Oral

No Alternatives

Formulary Notes

No formulary notes available.

Sponsored Links

PRESCRIBING FOR GOUTY ARTHRITIS?
TRY A JOINT APPROACH TO MANAGEMENT
[LEARN MORE](#)

Competitive Messaging:
Designed to Raise Awareness
of Alternative Therapy

Coverage: Touchstone Health Medicare Freedom

Back Select Sig ▶ Patient Options

Drug Name	Strength	Unit	Dosage Form	Route
Byetta 5 MCG Pen	5	MCG/0.02ML	Solution Pen-injector	Subcutaneous

Drug Name Status

Bydureon

Byetta 10 MCG Pen

Formulary Notes

No formulary notes available.

Sponsored Links

Visit the HCP Site for [REDACTED]
(insulin glargine)(DNA origin injection)
Get Samples Now
[Lantus.com/HCP](#)

Complementary Messages
Displayed with Related
Medications

Back Select Sig ▶

Drug Name	Strength	Unit	Dosage Form	Route
Astepro	0.15	%	Solution	Nasal

Azelastine HCl

Sponsored Links

Eligible pts pay no more than \$25
with automatic eCoupon for
Astepro 0.15% (azelastine HCl)
[Nasal Spray. See details.](#)

Self-Message:
New Formulation
Announcements

Acquired CareSpeak Communications Interactive Health Messaging Platform

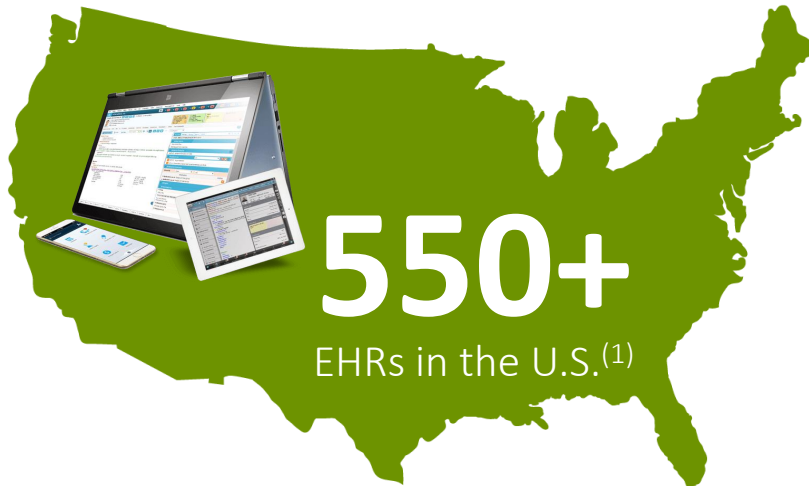
- **Mobile health messaging platform:** direct, real-time interactive health messaging
- **Designed to:**
 - Help patients manage their health:
 - Cost-saving co-pay programs
 - Medication reminders
 - Refill notices
 - Side effects information
 - Address critical industry need for direct communication between pharma and patients
 - Deliver greater medication adherence, patient engagement and healthier outcomes

1.) <https://www.carespeak.com/corp/news/249-simple-technology-extends-patient-s-time-on-therapy-with-specialty-medications-for-up-to-3-5-months>, <https://www.avella.com/news?hsCtaTracking=6c114b5e-df15-44dd-8873-0e0653c8017b%7C81284b1a-8fd0-41df-84a5-da946d61a717>

2.) <https://www.carespeak.com/corp/news/225-carespeak-helps-molina-get-more-personal-with-members-using-two-way-health-messaging>



Rapid & Expansive Growth of EHRs Creates Fragmented & Complex Health Tech Ecosystem



As a Result, EHR
Market is
Fragmented and
Competitive



Allscripts

Amazing Charts

DxWeb

DrFirst

Care360

NewCrop

Epic

1.) <http://cliniciantoday.com/why-are-there-so-many-ehr-systems-analyzing-a-bloated-market/>

OptimizeRx is the Leading Aggregator in the Fragmented EHR market



Pharma Brands

OptimizeRx
Better Connections. Better Outcomes.

Allscripts

Amazing Charts

DxWeb

DrFirst

Encompassing now
>50%
of ambulatory market¹

NewCrop

Care360



**Simplified & Unparalleled
HCP Reach**

1.) Calculated by dividing OptimizeRx Total EHR network provider from internal data (567k) by total ambulatory market of ~990K – sources: <https://www.kff.org/other/state-indicator/total-activephysicians/?currentTimeframe=0&sortModel=%7B%22colld%22:%22Location%22,%22sort%22:%22asc%22%7D> , <https://www.fsmb.org/siteassets/advocacy/publications/2016census.pdf>.

We Offer Strong Value Proposition to Pharma Clients & Industry Partners

- **Huge Market Opportunity for All:** 1.7 billion eRx transactions annually and growing. Hundreds of EHRs used constantly by health care providers (HCPs)¹
- **Proven Proprietary Technology:** Delivered via nation's largest promotional eRx network
- **Major Benefits for all Stakeholders:** High-value support to healthcare workflow, reducing costs, improving patient outcomes
- **Multiple Studies Confirm High ROI:** OptimizeRx grows total prescriptions with unique communication strategies
- **Fact:** Leading pharma manufacturers report 300% - 1,200%+ in ROI. Supports that our eCoupons solution is one of the most effective digital strategies available today²

World-Leading Customers & Partners

Customers

Astra Zeneca

Bayer

Eli Lilly

Merck

Novartis

Pfizer

Sanofi

Partners

Allscripts

Amazing Charts

Care360

DrFirst

iSalus Healthcare

Medicom Health

Patient Connect

WPP

Strategic Partnership with Medicom Health = Access to Hospitals Nationwide

- **600+ leading hospitals** use Medicom Health's best-in-class digital tools to engage millions of consumers
- We can now deliver offers of medication savings to qualified patients in health care systems that use **Epic and Cerner EHRs**
- Connectivity to these two major EHRs scales our platform to potentially **reach millions of new patients**
- Expands pharma marketing budgets, drives revenue growth

Medicom Health



Strategic Partnership with Health IR Pioneer, IllumiCare, Supports Expansion into Hospital Market

- January 2019: Joined forces with IllumiCare, a pioneer in point-of-care healthcare IT that saves hospitals millions annually.
- IllumiCare's Smart Ribbon platform to feature the new **RxSavings App** from OptimizeRx.
- **RxSavings** presents cost-savings that providers and clinical care teams can distribute to patients at the point-of-care.
- App set to launch Q2-19 for 120 IllumiCare-served hospitals in the U.S.



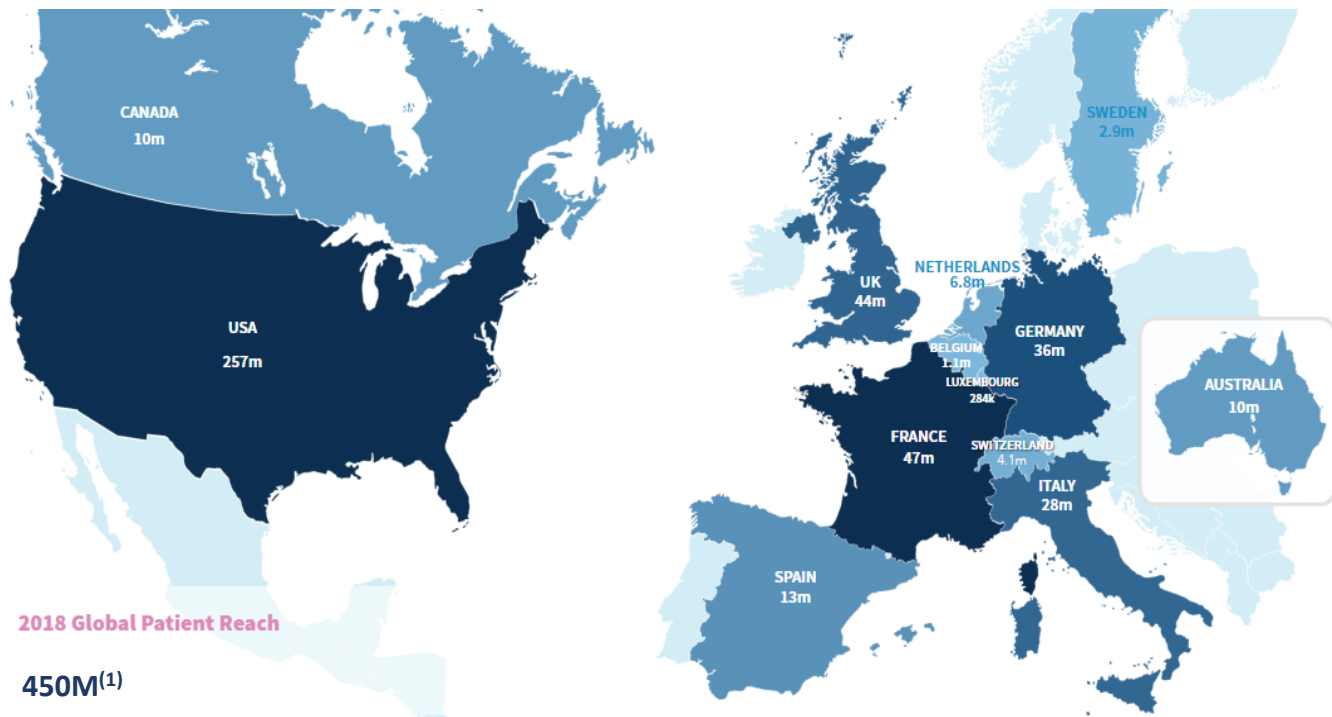
Patient Connect: Going Global with Strategic Partnership

London-based Patient Connect Delivers **Real-time Messaging at Point-of-Care Across Europe**

Patient Connect

- ~**450 million patients⁽¹⁾** reached through global pharmacy network partners
- **50%+** of all dispensed retail scripts in key markets covered
- We expect pilot revenue in 2018, revenue ramp in 2019

Global Reach of Patient Connect's Pharmacy Network



1.) <https://www.patientconnect.co.uk/what-we-do/#patient-reach>.

Key Stats & Indicators (Nasdaq: OPRX)

Stock Price (2/28/2019)	\$14.36
52 Week Low-High	\$8.92-\$18.39
Avg. Daily Vol. (50-day)	82,675
Shares Outstanding (11/30/18)	12.0M
Public Float, est.	~86%
Management/Board Holdings ¹	~7%
Insider Holdings ²	~18%
Institutional Holdings	~40%
Market Cap	\$173M
Price/Net Revenue (ttm)	8.2x
Fiscal Year End	Dec. 31
Employees (@ 12/31/2018)	37

Data source: Nasdaq.com.

1) Management/Board Holdings includes OptimizeRx management options.

2) Insider holdings also includes OptimizeRx management options.

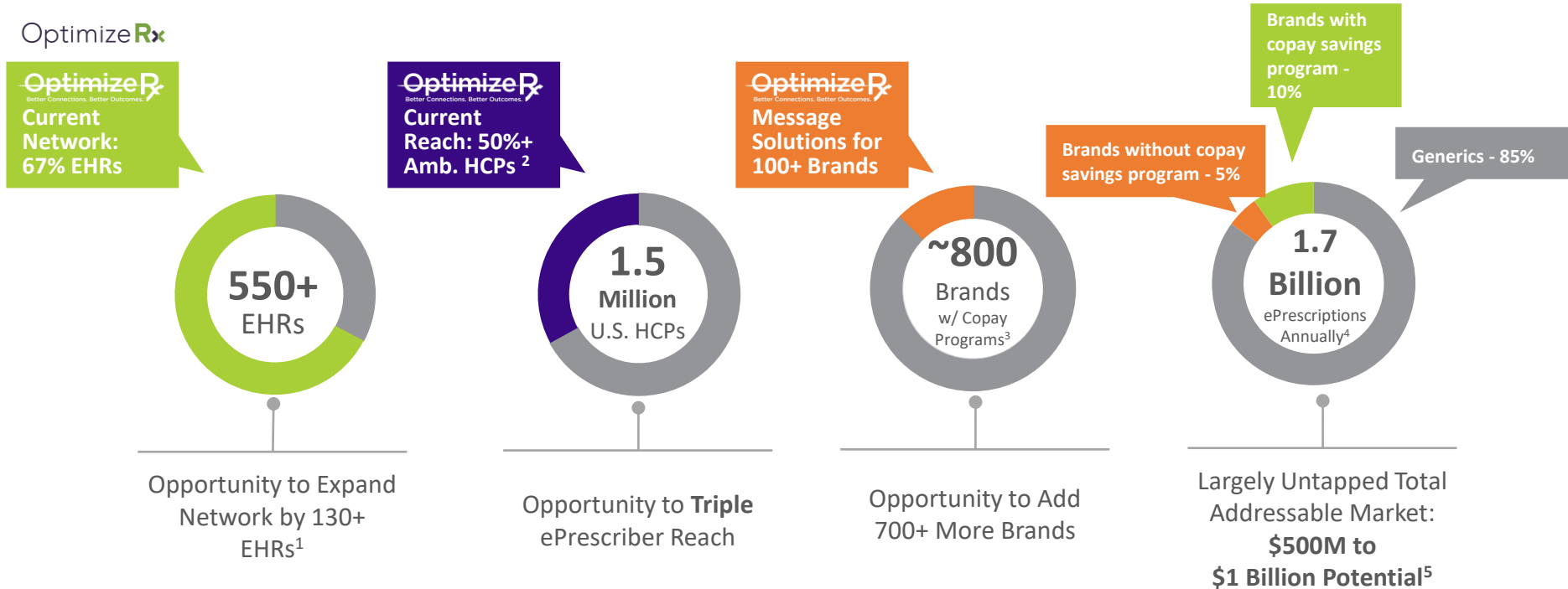
3) See "Reconciliation of non-GAAP to GAAP Financial Measures" table included towards the end of this presentation.

(ttm) = trailing 12 months at December 31, 2018

Net Revenue (ttm)	\$21.2M
Net Income (ttm)	\$0.2M
Non-GAAP Net Income (ttm) ³	\$0.8M
Accounts Receivable (@12/31/2018)	\$6.5M
Cash (@12/31/2018)	\$8.9M
Total Assets (@12/31/2018)	\$25.1M
Total Debt (@12/31/2018)	\$0.0M
Total Liabilities (@12/31/2018)	\$6.6M



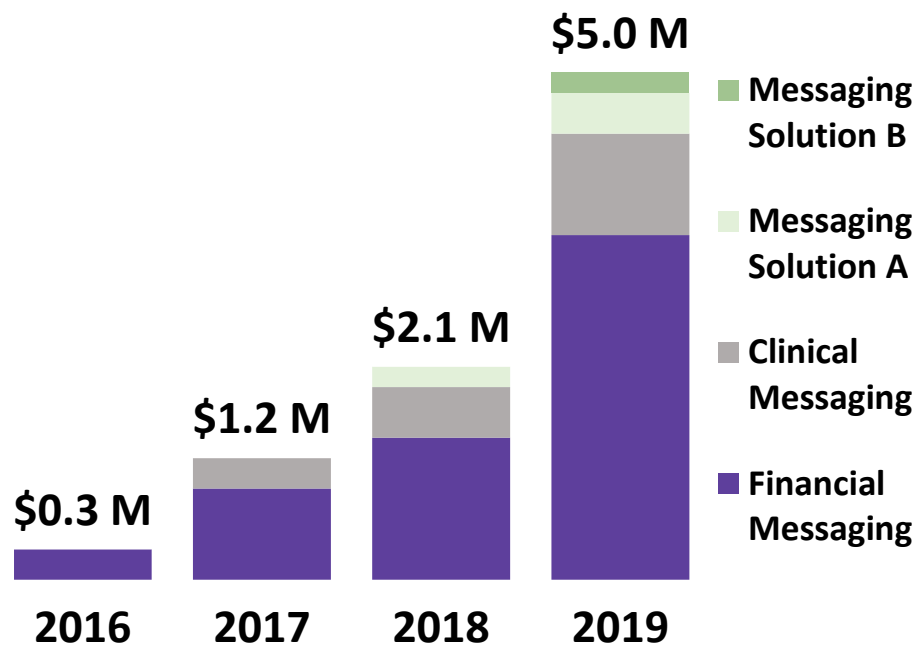
Opportunity to Expand EHR & ePrescriber Reach and Add Brands; Large Total Addressable Market



1.) <http://cliniciantoday.com/why-are-there-so-many-ehr-systems-analyzing-a-bloated-market/>. 2.) Calculated by dividing OptimizeRx Total EHR network provider from internal data (567k) by total ambulatory market of ~990K – sources: <https://www.kff.org/other/state-indicator/totalactivephysicians/?currentTimeframe=0&sortModel=%7B%22colId%22:%22Location%22,%22sort%22:%22asc%22%7D> , <https://www.fsmb.org/siteassets/advocacy/publications/2016census.pdf>. 3.) <https://www.rxassist.org/pap-info/brand-drug-list-print> 4.) https://surescripts.com/docs/default-source/national-progress-reports/2151_npr_2017_finalB.pdf. 5.) Assumptions are for market estimates only and do not imply any projections or expected performance.

Highly Scalable Revenue Model - Example⁽¹⁾

OptimizeRx Revenue Growth from Client A



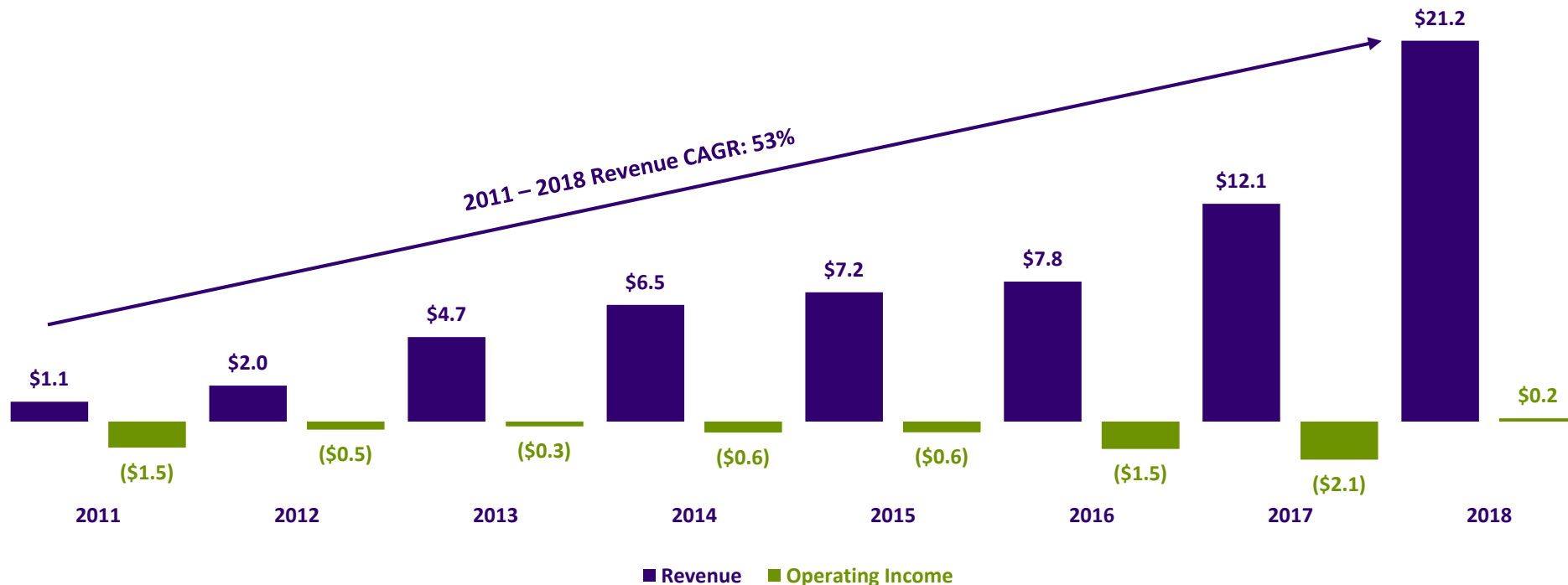
Digital Health Messaging Solutions	Client A	10 Clients	100 Clients
Financial Messaging	\$3.4M	\$34M	\$340M
Clinical Messaging	\$1M	\$10M	\$100M
Messaging Solution A	\$400K	\$4M	\$40M
Messaging Solution B	\$200K	\$2M	\$20M
Total Revenue - 2019	\$5M	\$50M	\$500M

1.) Assumes additional growth in HCP reach and ERX integration.

Strong Momentum in Financial Performance

\$Millions

Annual Revenue Growth and GAAP Operating Income



Consolidated Statement of Operations

	For the year ended December 31, 2018 (Unaudited)	For the year ended December 31, 2017	For the quarter ended December 31, 2018 (Unaudited)	For the quarter ended, December 31, 2017 (Unaudited)
Revenue	\$ 21,206,363	\$ 12,127,422	\$ 6,579,268	\$ 4,006,919
Revenue share expense	8,999,666	6,174,614	2,485,855	1,483,671
Gross margin	<u>12,206,697</u>	<u>5,952,808</u>	<u>4,093,413</u>	<u>2,523,248</u>
Operating expenses				
Stock-based compensation	2,520,852	902,389	798,866	405,357
Depreciation and amortization	316,502	324,551	153,085	111,653
Other general and administrative expenses	9,189,211	6,855,834	3,266,909	2,245,544
Total operating expenses	<u>12,026,565</u>	<u>8,082,774</u>	<u>4,218,860</u>	<u>2,762,554</u>
Income (loss) from operations	<u>180,132</u>	<u>(2,129,966)</u>	<u>(125,447)</u>	<u>(239,306)</u>
Other income				
Interest income	46,212	25,937	15,533	2,246
Total other income	<u>46,212</u>	<u>25,937</u>	<u>15,533</u>	<u>2,246</u>
Income (loss) before provision for income taxes	<u>226,344</u>	<u>(2,104,029)</u>	<u>(109,914)</u>	<u>(237,060)</u>
Provision for income taxes	-	-	-	-
Net income (loss)	<u>\$ 226,344</u>	<u>\$ (2,104,029)</u>	<u>\$ (109,914)</u>	<u>\$ (237,060)</u>
Weighted average number of shares outstanding - basic	<u>10,832,209</u>	<u>9,819,753</u>	<u>12,013,771</u>	<u>9,761,675</u>
Weighted average number of shares outstanding - diluted	<u>11,862,991</u>	<u>9,819,753</u>	<u>12,013,771</u>	<u>9,761,675</u>
Net income (loss) per share - basic	<u>\$ 0.02</u>	<u>\$ (0.21)</u>	<u>\$ (0.01)</u>	<u>\$ (0.02)</u>
Net income (loss) per share - diluted	<u>\$ 0.02</u>	<u>\$ (0.21)</u>	<u>\$ (0.01)</u>	<u>\$ (0.02)</u>

Reconciliation of non-GAAP to GAAP Financial Measures

Definition and Use of Non-GAAP Financial Measures

This presentation includes a presentation of non-GAAP net income (loss) and non-GAAP earnings 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 and stock-based compensation expense. 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. We have provided non-GAAP financial measures to aid investors in better understanding our 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.

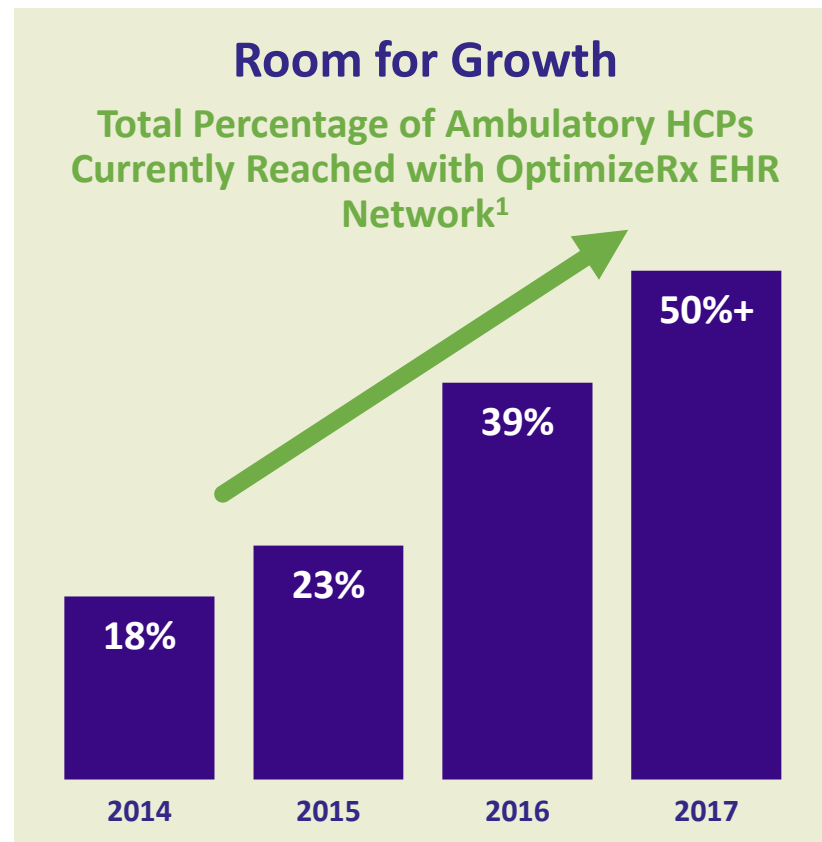
The company's non-GAAP net income (loss) and non-GAAP EPS measures may not provide information that is directly comparable to that provided by other companies in the company's industry, as other companies in the industry may calculate such non-GAAP financial results differently. The company's non-GAAP 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 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," below provides a reconciliation of non-GAAP net income (loss) and non-GAAP EPS for the three and 12-month periods ended December 31, 2017 and 2018.

	For the Three Months Ended December 31,		For the Year Ended December 31,	
	2018	2017	2018	2017
Net income (loss)	\$ (109,914)	\$ (237,060)	\$ 226,344	\$ (2,104,029)
Depreciation and amortization	153,085	111,653	316,502	324,551
Stock-based compensation	798,866	405,357	2,520,852	902,389
Non-GAAP net income (loss)	<u>\$ 842,037</u>	<u>\$ 279,950</u>	<u>\$ 3,063,698</u>	<u>\$ (877,089)</u>
Non-GAAP net income (loss) per share				
Basic	<u>\$ 0.07</u>	<u>\$ 0.03</u>	<u>\$ 0.28</u>	<u>\$ (0.09)</u>
Diluted	<u>\$ 0.06</u>	<u>\$ 0.03</u>	<u>\$ 0.26</u>	<u>\$ (0.09)</u>
Weighted average shares outstanding:				
Basic	<u>12,013,771</u>	<u>9,761,675</u>	<u>10,832,209</u>	<u>9,819,753</u>
Diluted	<u>13,217,534</u>	<u>10,213,851</u>	<u>11,862,991</u>	<u>9,819,753</u>

Key Takeaways

- **Market Opportunity:** 1.7 billion eRx transactions annually, with point-of-care marketing spend increasing
- **Proven proprietary technology delivered over industry's largest promotional eRx platform:** infinitely scalable for an expanding market without need for extensive future investment
- **Low fixed corporate overhead model:** highly leverageable/scalable financial opportunity
- **World-leading** pharma customers and EHR partners with healthy pipeline currently for 2019 in both areas
- **High-growth & profitable:** net revenue up **75%** to record \$21.2 million in 2018, \$0.02 EPS



1.) Per Company estimates.

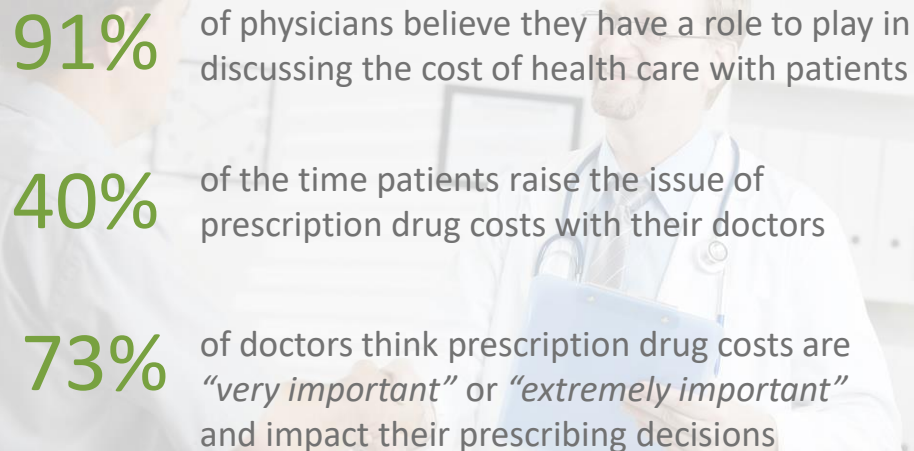


APPENDIX

OptimizeMDs, a “Voice of the Physician”

- OptimizeMDs is a multi-specialty **physician panel** established by OptimizeRx.
- Designed to improve the effectiveness of digital communication between pharma/life sciences and physicians at the point-of-care.
- >1,200 healthcare providers already joined.
- Panel members represent a broad range of practice sizes and settings -- allows OptimizeMDs to provide statistically supported insights into key questions that pharma, healthcare IT and others are looking to address.

OptimizeMDs Drug Cost Survey Initial Findings

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- 91%** of physicians believe they have a role to play in discussing the cost of health care with patients
 - 40%** of the time patients raise the issue of prescription drug costs with their doctors
 - 73%** of doctors think prescription drug costs are “very important” or “extremely important” and impact their prescribing decisions

“By interacting directly with physicians on our OptimizeMD panel, we learn a lot about how we, as an industry, can better address drug affordability and adherence.”

- Miriam Paramore, President of OptimizeRx

Rx eCoupon Market Opportunity Financial Model

Market Penetration

OptimizeRx eCoupon

OptimizeRx's Market
Penetration Scenario:

5%



Each market share point acquired is worth
~\$10M¹

5% Market Share Potential Scenario

(in millions)

Revenue	\$50M
Gross margin	\$27.5M
SG&A	\$15.0M
Net Income (pre-tax)	\$12.5M

As revenue grows, our highly-leveraged, low fixed
costs generate profit

1.) Based on pricing per transaction assumptions, setup fees and monthly reporting fees.