



› Better Connections – Better Outcomes ‹

## OptimizeRx Continues Coronavirus Conversation Series with Leaders of NextGen and Illumina

March 25, 2020

*Session to Focus on Frontline Healthcare Provider Communication During the COVID-19 Pandemic*

ROCHESTER, Mich., March 25, 2020 (GLOBE NEWSWIRE) -- OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies and payers, will continue its webinar series on navigating the coronavirus (COVID-19) this week with leaders from [NextGen](#) and [Illumina](#).

The ongoing conversations are part of OptimizeRx's initiative to facilitate industry collaboration to help stop the spread of the virus. More than 400 members of the healthcare community have participated in the webinars which began last week.

William Febbo, CEO of OptimizeRx, will lead the panel. He will be joined by Rusty Frantz, president and CEO of NextGen, and Phil Febbo, chief medical officer and SVP of Illumina. The panel will be moderated by Rebecca Love, VP of customer strategy and engagement for OptimizeRx.

### **Topic: Learning Together: Frontline HCP Communication During COVID-19**

This webinar is designed to be a resource for HCPs and healthcare executives as we all learn together to navigate the COVID-19 pandemic. Approaching the topic from a variety of angles (providers, digital health messaging, and EHR communications), the panel will provide a valuable opportunity for participants to learn and engage with industry leaders in this discussion about designing solutions to combat the coronavirus.

**Date:** Thursday, March 26

**Time:** 1:00 p.m. ET

The webinar is free and open to anyone in the industry and will provide an opportunity to communicate directly with the panelists. OptimizeRx continues to host a series of crucial conversations connecting various healthcare stakeholders to drive innovation, collaboration and education.

Register today at [www.optimizerx.com/webinars](http://www.optimizerx.com/webinars).

For more information about OptimizeRx's webinar sessions, contact media relations at (754) 245-7070 or [malejandra@optimizerx.com](mailto:malejandra@optimizerx.com).

### **About OptimizeRx**

OptimizeRx® (NASDAQ: OPRX), a digital health company, connects pharmaceutical companies to patients and providers, offering greater affordability, adherence and brand awareness at the point-of-care. As the nation's largest digital platform connecting life sciences to the point-of-care, OptimizeRx provides a direct channel for pharma companies, payers, medtech, and medical associations to communicate with healthcare providers right within their workflow and also directly to patients.

The cloud-based solution supports patient adherence to medications and better healthcare outcomes with real-time access to financial assistance, prior authorization, education and critical clinical information. OptimizeRx provides more than half of the ambulatory patient market with access to these benefits through leading EHR platforms like Allscripts, Amazing Charts and Quest, and directly via its mobile communications platform and digital therapeutics SaaS platform.

For more information, follow the company on [Twitter](#), [LinkedIn](#) or visit [www.OptimizeRx.com](http://www.OptimizeRx.com).

### **Important Cautions Regarding Forward Looking Statements**

This press release contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended, and such as in section 21E of the Securities Act of 1934, as amended. These forward-looking statements should not be used to make an investment decision. The words 'estimate,' 'possible' and 'seeking' and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition, and other material risks.

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