



## OptimizeRx's AI-Driven Therapy Initiation and Persistence Platform Wins 2022 BIG Innovation Award

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**Improving the continuum of patient care through enabling technology at point-of-care remains a core company-wide mission**

ROCHESTER, Mich., Jan. 18, 2022 (GLOBE NEWSWIRE) -- [OptimizeRx Corp.](#) (the "Company") (Nasdaq: OPRX), a leading provider of point-of-care technology solutions helping patients start and stay on therapy, today announced it has been named a winner in the 2022 BIG Innovation Awards presented by the Business Intelligence Group.

The Business Intelligence Group's annual [BIG Innovation Awards](#) program recognizes organizations, products, and people that are bringing new ideas to life in innovative ways. OptimizeRx's AI-Driven *Therapy Initiation and Persistence* platform empowers pharmaceutical manufacturers to easily implement and measure tech-enabled awareness, market access, and adherence programs.

"Innovation is driving growth in the global economy," said Maria Jimenez, chief operating officer of the Business Intelligence Group. "We are thrilled to be honoring OptimizeRx's AI-Driven *Therapy Initiation and Persistence* platform as they are one of the organizations leading this charge and helping humanity progress."

Steve Silvestro, chief commercial officer at OptimizeRx said, "We are delighted to be recognized for our cutting-edge contribution to improving the lives and care of patients. Our platform is the vanguard of digital solutions to execute against life science commercial strategies. Our continued innovations help to provide earlier and easier access to critical support resources, to increase medication starts and adherence, and to improve patient outcomes."

Organizations from across the globe submitted their recent innovations for consideration in the BIG Innovation Awards. Nominations were then judged by a select group of business leaders and executives who volunteer their time and expertise to score submissions.

### About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other industry award programs, these programs are judged by business executives having experience and knowledge. The organization's proprietary and unique scoring system selectively measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers.

### About OptimizeRx

OptimizeRx is the best-in-class health technology company enabling care-focused engagement between life sciences organizations, healthcare providers, and patients at critical junctures throughout the patient care journey. Connecting over 60% of U.S. healthcare providers and millions of their patients through a technology platform embedded within a proprietary point-of-care network, OptimizeRx helps patients start and stay on their medications.

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 meaning of the Private Securities Litigation Reform Act of 1995. Words such as "anticipates", "believes", "estimates", "expects", "forecasts", "intends", "plans", "projects", "targets", "designed", "could", "may", "should", "will" or other similar words and expressions are intended to identify these forward-looking statements. All statements that reflect the Company's expectations, assumptions, projections, beliefs or opinions about the future, other than statements of historical fact, are forward-looking statements, including, without limitation, statements relating to the Company's growth, business plans and future performance. These forward-looking statements are based on the Company's current expectations and assumptions regarding the Company's business, the economy, and other future conditions. The Company disclaims any intention or obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise, except as required by applicable law. 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 risks summarized in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2020, its subsequent Quarterly Reports on Form 10-Q, and its other filings with the Securities and Exchange Commission.

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