OptimizeRx Unveils a Significant Enhancement to its Omni-channel Healthcare Engagement Platform

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The New AI-Directed Capability Unites Point-of-Care and Traditional Digital Medias to Provide a Comprehensive Solution for Pharmaceutical Marketing

WALTHAM, Mass., Sept. 26, 2023 (GLOBE NEWSWIRE) -- OptimizeRx Corp. (the "Company") (Nasdaq: OPRX), a leading provider of healthcare technology solutions helping life sciences companies reach and engage healthcare professionals (HCPs) and patients, today announced a new artificial intelligence (AI) solution, transforming its HCP engagement platform. The new capability expands the Company's patent-pending HCP engagement technology to include social, web-display channels, and CRM alerts, which create more efficiencies directly with sales forces.

With this development, the Company has renamed its HCP engagement platform the Dynamic Audience Activation Platform (DAAP), to mark the unification of its former RWD-AI capability with its full omni-channel network and new proprietary physician engagement dataset. The new DAAP advances the Company's land-and-expand strategy by enabling its clients to gain maximum market penetration by scaling their outreach in real-time across the Company's network of over 2 million HCPs across multiple major digital media channels, and at point-of-care via electronic health records (EHR), e-Prescribing, and telehealth platforms.

"Reach has always been a major growth driver for us," specified OptimizeRx Chief Executive Officer, Will Febbo. "We built the network and now we've fundamentally advanced our technology again to help our clients reach as many HCPs as they need, in a more scalable way with AI, while not being overly dependent on any one partner or channel.

The next-generation AI-guided DAAP selectively activates HCP audiences for messaging across channels based on patient care windows, driving more value for life sciences customers by improving the impact of their marketing efforts. In a recent pilot program, the Company reported a 19% script lift among AI-identified HCPs seeing relevant patients, including early impact among audience cohorts who had historically high script writing behaviors.

"In our pilot period with this technology, our customers have been thrilled with the results," stated Chief Commercial Officer, Steve Silvestro. "Client champions who have been exposed to the new DAAP are progressively bringing us to the table at the franchise-level, increasing our visibility cross-functionally and across brands.

We're currently in the process of migrating our 10 live RWD-AI programs into DAAP programs," continued Silvestro. The next generation AI-led DAAP will move us beyond the commoditization of single-channel, impression-only based models. In the near term, we expect that the majority of our revenue will be tied to DAAP programs."

About OptimizeRx

OptimizeRx provides best-in-class health technology that enables care-focused engagement between life sciences organizations, healthcare providers, and patients at critical junctures throughout the patient care journey. Connecting over 2 million U.S. healthcare providers and millions of their patients through an intelligent technology platform embedded within a proprietary digital point-of-care network, as well as web display and social media, OptimizeRx helps life sciences organizations engage and support their customers.

For more information, follow the Company on Twitter, LinkedIn or visit 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, 2022, its subsequent Quarterly Reports on Form 10-Q, and its other filings with the Securities and Exchange Commission.

OptimizeRx Contact

Andy D'Silva, SVP Corporate Finance

adsilva@optimizerx.com

Media Relations Contact

Dilma Bennett, Media Relations Manager

dbennett@optimizerx.com

Investor Relations Contact

Ashley Robinson

LifeSci Advisors, LLC

arr@lifesciadvisors.com

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