OptimizeRx Appoints Pharma Commercialization and AI Expert Troy Sarich as Company Advisor

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Experienced pharmaceutical and healthcare executive joins advisory board to help accelerate innovation and strengthen life sciences marketing technology

WALTHAM, Mass., Sept. 02, 2026 (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 at key decision moments, today announced the appointment of Troy Sarich as a Company advisor. Sarich brings nearly 30 years of extensive experience within global healthcare, life sciences and pharmaceutical commercialization to the advisory board, including deep expertise in data, analytics, and artificial intelligence.

Sarich served as the Chief Commercial Data Science Officer at Johnson & Johnson where he advanced the company’s scientific and commercial capabilities and prepared the Innovative Medicine business for the era of data-driven, AI-enabled healthcare. Throughout his career, Sarich has held key positions in R&D and commercial organizations, playing pivotal roles in the early and late-stage clinical development and commercialization of medicines across cardiology, oncology, immunology and neuroscience.

Sarich joins OptimizeRx as the Company continues to expand its portfolio of technology solutions designed to address the evolving challenges facing life science marketers. His expertise will support the Company’s continued efforts to enable more meaningful engagement between life sciences brands, healthcare providers and patients at critical moments in care.

As a Company advisor, Sarich’s experience evaluating and implementing data analytic solutions to advance patient and commercial outcomes will help inform the continued evolution of OptimizeRx’s technology and data offerings.

“OptimizeRx has led the way in its industry, equipping life sciences marketers with solutions that harness data to improve commercial decision-making and audience engagement,” said Sarich. “I look forward to helping guide this momentum and ensuring we continue to keep pace with the evolving needs of brands, patients, and providers.”

“Troy is highly respected and well known throughout the industry and his accomplishments, including driving business transformation initiatives at J&J, speak for themselves,” said Stephen Silvestro, Chief Executive Officer, OptimizeRx. “His knowledge around using the power of data, AI and digital technologies to ensure life-changing therapies are delivered to patients in need aligns perfectly with our mission. We are grateful to have Troy’s expertise at such a pivotal time in OptimizeRx’s growth.”

About OptimizeRx

OptimizeRx is a leading healthcare technology company that’s redefining how life science brands connect with patients and healthcare providers. Our platform combines innovative AI-driven tools like the Dynamic Audience Activation Platform (DAAP) and Micro-Neighborhood Targeting® (MNT) to deliver timely, relevant, and hyper-local engagement. By bridging the gap between HCP and DTC strategies, we empower brands to create synchronized marketing solutions that drive faster treatment decisions and improved patient outcomes.

Our commitment to privacy-safe, patient-centric technology ensures that every interaction is designed to make a meaningful impact, delivering life-changing therapies to the right patients at the right time. Headquartered in Waltham, Massachusetts, OptimizeRx partners with some of the world’s leading pharmaceutical and life sciences companies to transform the healthcare landscape and create a healthier future for all.

For more information, follow the Company on X, LinkedIn or visit www.optimizerx.com.

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 “expand”, “will”, “enable”, “inform”, “ensure”, or other similar words and expressions are intended to identify these forward-looking statements. All statements in this press release 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 ability of the Company to accelerate innovation and strengthen life sciences marketing technology, to enable more meaningful engagement between life sciences brands, healthcare providers and patients at critical moments in care, to advance patient and commercial outcomes to help inform the continued evolution of the Company’s technology and data offerings, to equip life sciences marketers with solutions that harness data to improve commercial decision-making and audience engagement, to keep pace with the evolving needs of brands, patients, and providers, to drive business transformation initiatives, and to ensure life-changing therapies are delivered to patients in need. Because such statements are subject to risks and uncertainties, actual results may differ materially from those expressed or implied by such forward-looking statements. These forward-looking statements are based upon the Company’s current expectations and involve assumptions regarding the Company's business, the economy, and other future conditions that may never materialize or may prove to be incorrect. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of various risks and uncertainties including, but not limited to the effect of government regulation, seasonal trends, dependence on a concentrated group of customers, cybersecurity incidents that could disrupt operations, the ability to keep pace with growing and evolving technology, the ability to maintain contracts with eRx platforms and EHR networks, competition, and other factors discussed in the Company’s Annual Report on Form 10-K for the year ended December 31, 2025, and in other filings the Company has made and may make with the SEC in the future. One should not place undue reliance on these forward-looking statements, which speak only as of the date on which they were made. The Company undertakes no obligation to update such statements to reflect events that occur or circumstances that exist after the date on which they were made, except as may be required by law.

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