



OptimizeRx Expands Natural Language Audience Builder to Unify HCP and DTC Audience Intelligence

September 14, 2026 at 8:00 AM EDT

New functionality helps DSPs and agency planners create deterministic HCP and consumer audiences faster, using one single workflow

WALTHAM, Mass., Sept. 14, 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 the most important decision points has expanded its patent-pending, AI-powered [Natural Language Audience Builder \(NLAB\)](#) tool to allow media planners and buyers to build both claims-grade HCP audiences and privacy-safe direct-to-consumer (DTC) audiences in the same workflow, from a shared plain-language prompt.

This expansion adds OptimizeRx's [Micro-Neighborhood® Targeting \(MNT\) audiences](#) to NLAB, transforming NLAB from an HCP audience-building solution into a platform-agnostic, no-code audience tool for comprehensive life sciences media planning. From a single patient audience description, marketers can create and optimize both NPI lists and consumer segments in minutes, and then seamlessly activate those audiences across programmatic and other major media channels.

Alongside the addition of MNT audiences, the expansion also adds new optimization and media planning functionality specific to the DTC landscape, including:

- Decile-based, interactive breakdowns of audience quality (AQ) and reach, so planners can adjust audience precision and scale in real-time to reflect different campaign goals
- Instant generation of media channel propensities and audience demographics for NLAB-created audiences or natural language audience prompts, so planners can create media mix strategies optimized for their specific brand populations

MNT audiences combine de-identified clinical and consumer data at the ZIP-9 level to create custom, privacy-safe, deterministic audiences with hyperlocal precision, providing a scalable alternative to modeled or probabilistic targeting. As a result of the NLAB integration, non-healthcare-native platforms or marketing agencies can now embed validated healthcare audience intelligence without investing in proprietary data or enterprise data licensing agreements.

"Life sciences marketers need audiences grounded in real healthcare behavior relevant to their brand, not generic segments or modelled proxies," said Mike Rousselle, Chief AI Officer, OptimizeRx. "By bringing MNT into NLAB, we're not only giving media planners a more streamlined way to build, refine, and activate consumer audiences, but also enabling the precision that can lead to higher marketing engagement and impact."

"The more complexity NLAB removes for DSPs, agencies, and their life sciences clients, the easier it becomes to put sophisticated audience intelligence to work," said Stephen Silvestro, CEO, OptimizeRx. "By making both HCP and consumer audiences available on demand, we can reduce friction for our partners and expand the role OptimizeRx plays across their planning and activation strategies."

To learn more about NLAB and OptimizeRx's MNT audience technology, visit www.optimizerx.com/technology.

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 "allow", "build", "transforming", "can", "activate", "embed", "validate", "helps" 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 DSPs and agency planners to create deterministic HCP and consumer audiences faster, marketers' ability to seamlessly activate audiences across programmatic and other major media channels, the ability of non-healthcare-native platforms or marketing agencies to embed validated healthcare audience intelligence without investing in proprietary data or enterprise data licensing agreements, the addition of audiences enabling precision leading to higher marketing engagement and impact, and the ability to reduce friction for the Company's partners by making HCP and consumer audience available on demand. 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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