

OptimizeRx

OptimizeRx's Promotional Programs Deliver Return on Investment of up to 12:1 ROI

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Proven as One of the Most Effective Digital Tactics Available to Pharmaceutical Manufacturers

ROCHESTER, Mich., Oct. 18, 2016 (GLOBE NEWSWIRE) -- OptimizeRx Corp. (OTCQB:OPRX), a health technology software company whose premier content-delivery platform enables pharmaceutical companies to offer doctors valuable product information and patient support right at point of prescribe, announced independent research results that prove the unique effectiveness and impact of OptimizeRx's promotional platform for its clients across numerous therapeutic areas.

Independent studies demonstrate the effectiveness of OptimizeRx eCoupons.*		
Therapeutic Area	Avg. Views/Month	ROI
Men's Health	1,096	10.6:1
Depression	32,868	8.5:1
Bone	3,088	5.6:1
Diabetics	7,693	7.2:1
ADHD	6,640	6.4:1
Smoking Cessation	3,132	7.1:1
Ophthalmology	12,129	6.1:1
Hematology	8,178	6.1:1

* Studies were conducted by Cognizant and Ogilvy Analytics during 2015 and 2016 on behalf of top global pharmaceutical companies

An image including study results is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/a8e5ef08-334a-4cd7-8fd9-6d0ccac665a6>

The studies were designed to measure the impact of physicians' prescribing changes when a copay or free trial was deemed available for a brand named medication that was being considered for ePrescribing. The studies were conducted by Cognizant and Ogilvy Analytics during 2015 and 2016 on behalf of top global pharmaceutical companies who utilized OptimizeRx to deliver their available copay and free trial vouchers with an ePrescription.

The results, along with other independent reviews, confirm that the **OptimizeRx platform substantially grows total prescriptions for its promoted brands by delivering meaningful support right at point of care** within its network of over 250,000 healthcare providers. In fact, OptimizeRx delivered a return on investment for each pharmaceutical brand that ranged from 300% to 1,200%.

These results are well above the traditional effects of alternate promotional or web advertising results and shows the unique value OptimizeRx's can deliver to pharmaceutical manufacturers—as well as the highly deemed value this has on doctors who resulted in selecting and prescribing more of the brands who are willing to provide these automated patient savings right within their electronic health records (EHRs).

Doctors now spend over three hours a day using EHRs. As the leading integrator of pharma services within these EHRs, OptimizeRx provides financial and clinical messaging and support directly within the doctor's prescribing workflow to make it easier for them to offer savings and education to help them start and stay on patients' medications.

"These results clearly show that our services, which are promoted in hundreds of EHR systems, deliver the ROI that pharmaceutical and biotech companies are striving to achieve," said Terry Hamilton, SVP of Sales of OptimizeRx. "Our clients recognize that they need new ways to reach and support doctors who have less and less time to spend with pharmaceutical sales representatives."

About OptimizeRx Corp

OptimizeRx Corporation (OTCQB:OPRX) provides unique consumer and physician platforms to help patients better afford and comply with their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand awareness, access and adherence to their medications.

The company's core product replaces drug samples with electronic trial vouchers and copay coupon savings that are electronically added to an e-Prescription and sent electronically to the pharmacy and is integrated within leading electronic health record (EHR) platforms in the country, including Allscripts, Quest Diagnostics, Practice Fusion and other EHRs to reach over 250,000 healthcare providers. In turn, OptimizeRx promotes

patient savings and support from the world's largest pharmaceutical companies, including Pfizer, Lilly, Novartis, AstraZeneca and many others. For more information, please go to www.optimizerxcorp.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 section 21E of the Securities Act of 1934, 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.

Company Contact:

OptimizeRx
Doug Baker
dbaker@optimizerx.com
248-651-6568 x807

Investor Relations Contact:

Liolios Group
Ron Both, Senior Managing Director
opr@liolios.com
949-574-3860



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