



OptimizeRx Corporation to Participate at CBI's 4th Annual Coupon and Co-Pay Offer Design Optimization Conference on September 16, 2016

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ROCHESTER, Mich., Sept. 01, 2016 (GLOBE NEWSWIRE) -- OptimizeRx Corp. (OTCQB:OPRX), a health technology software company whose premier content-delivery platform enables pharmaceutical companies to provide on-demand patient-care services, has been invited to participate at the fourth annual CBI Coupon and Co-Pay Offer Design Optimization Conference on September 15-16, 2016. The conference will be held at the DoubleTree by Hilton in Philadelphia, PA.

OptimizeRx CEO William Febbo will participate in a panel discussion titled: "Optimize e-Couponing to Enhance Physician and Pharmacist Workflow." The panel discussion will be held on Friday, September 16, 2016 at 2:15 p.m. Eastern time. He will be joined by Practice Fusion VP of Life Sciences Damon Basch.

For additional information, please contact your CBI representative or visit www.cbinet.com.

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, SampleMD, 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 over 350 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.

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