OptimizeRx Corporation Engages Liolios Group to Lead New Strategic Investor Relations Program

November 17, 2015 at 10:44 AM EST

Company Positioned for Accelerated Growth With New Premier Partnerships

ROCHESTER, MI--(Marketwired - November 17, 2015) - OptimizeRx Corp. (OTCQB: OPRX), a software company whose premier content-delivery platform enables pharmaceutical companies to provide on-demand patient-care services, has engaged Liolios Group to lead a new strategic investor relations and financial communications program.

"Last week, we reported record revenue and attained profitability through continued progress in adding pharmaceutical brands and expanding distribution channels," said David Harrell, CEO of OptimizeRx. "This includes our expanded partnership with WPP, the largest marketing services company worldwide, which provides us access to virtually every pharmaceutical company in the world.

"We recently expanded our relationship with Allscripts, who will work with us exclusively to manage their patient savings across all of their electronic healthcare records (EHR) platforms, including their largest platform, Touchworks, which will be integrated in 2016. OptimizeRx has now created the largest network of its kind, with promotional programs incorporated into more than 350 leading EHRs and engaging more healthcare providers at 'point-of-prescribe' than any other network. This broad market reach and exclusivity provides a substantial competitive advantage.

"Having reached this pivotal point in our market reach, growth and profitability, we believe our shareholders will benefit from an experienced team of financial communication professionals to help us navigate the capital markets and generate greater awareness of OptimizeRx in the investment community," continued Harrell. "Liolios Group brings a proven record of helping emerging growth companies like ours enhance shareholder value by delivering the right message to the right audience and establishing high-quality, long-term relationships with influential members of the financial community."

Over the course of the next several weeks, Liolios Group will work closely with OptimzeRx management to develop and execute a comprehensive communication strategy to the investment community. Activities will include messaging and corporate positioning, strategic advisory and introductions to analysts, investors and other key influencers across the financial community. Liolios Group will also schedule a number of road shows and financial conferences for management over the next several months.

For additional information about OptimizeRx, contact Liolios Group at (949) 574-3860 or email OPRX@liolios.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.

Our 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, we promote 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
Email contact
248-651-6568 x807

Investor Relations Contact:
Liolios Group
Ron Both
Senior Managing Director
Email contact949-574-3860

News powered by iR Direct — Copyright © 2017 Issuer Direct Corporation.

All Rights Reserved.