



## OptimizeRx Corporation Updates Growth and Progress During Earnings Call

August 11, 2015

ROCHESTER, MI--(Marketwired - August 11, 2015) - OptimizeRx Corp. (OTCQB: OPRX) announced during its earnings conference call continued growth in both expansion of pharmaceutical brands and promotional reach within its growing network of electronic health records (EHRs) and physicians.

During the call, the company discussed 2<sup>nd</sup> Quarter results and 2015 activity and recent developments including:

- Record revenues for the second quarter ended June 30, 2015 up 20% increase over the same 2<sup>nd</sup> quarter of 2014 and a 15% increase over the first quarter of 2015.
- Positive cash flow from operations of approximately \$250,000 during the six month period of 2015 with cash balance increased to in excess of \$3.6 million; a working capital of approximately \$3.4 million and a working capital ratio of 2.5 to 1.
- Excluding non-cash expenses, the first six months of 2015 generated operating income of \$251,372.

The company also discussed the recent announcement and major impact of Allscripts agreeing to exclusively work with OptimizeRx to manage their patient savings within all platforms, including their largest platform Touchworks which will begin offered automated savings through OptimizeRx.

"With our expanded partnership with Allscripts, we are now the EXCLUSIVE eCoupon delivery platform of over 200 EHRs -- which represents two-thirds of our network," stated David Harrell CEO of OptimizeRx. "OptimizeRx has created the largest promotional network that engages more healthcare providers at point of prescribe than any other company through the promotion of our programs within over 350 leading EHRs and growing."

OptimizeRx also announced plans to expand its operations and sales force to further accelerate the numerous opportunities that are coming forth as it leads this new emerging market.

The company is also focused on expanding its Board and is in the process of interviewing seasoned industry executives to help further guide the company and its management to additional growth and governance.

Combined with a multitude of strategic partnership discussions underway with some of the largest healthcare companies, the company expects these developments will have a meaningful impact to further accelerate growth in the second half of the year and into 2016.

Click [here](#) to view the 10Q or contact:

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### 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 patients 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.optimizerrxcorp.com](http://www.optimizerrxcorp.com).

### 'SAFE HARBOR'

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