



OptimizeRx Corp. and Allscripts Expand Partnership to Automate Savings Within EHR to Improve Patient Adherence

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ROCHESTER, MI--(Marketwired - August 03, 2015) - OptimizeRx Corp. (OTCQB: OPRX) announced Allscripts (NASDAQ: MDRX), a global leader in healthcare information technology solutions, will expand its partnership to automate voucher and copay savings support within its Touchworks® electronic health record (EHR) platform. Some of the largest health systems in the country use Touchworks EHR.

This expansion will enable healthcare providers to automatically view, print and electronically transfer these prescription savings directly to the patient's pharmacy to reduce out-of-pocket costs and increase patient adherence.

The joint collaboration integrates OptimizeRx's proprietary SampleMD technology exclusively to reduce the hassles and workflow interruptions of traditional drug samples and pre-printed pharmaceutical manufacturer coupons.

"We are very pleased to work with Allscripts, a recognized leader in the industry, to expand solutions to improve better patient outcomes by addressing the proven correlation of rising out of pocket prescription costs causing poor medication adherence," stated David Harrell, CEO of OptimizeRx.

Multiple studies from leading physician journals and healthcare publications have shown a clear relationship between reduced patient medication costs and improved medication adherence.

For more information, please visit www.allscripts.com and www.optimizerxcorp.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 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.optimizerxcorp.com.

'SAFE HARBOR'

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. Actual results may vary materially from the forward looking statements. More information about potential risk factors that could affect our business and financial results are included in our annual report on Form 10-K for the fiscal year ended December 31, 2014, and in reports subsequently filed by us with the Securities and Exchange Commission ("SEC"). All documents are available through the SEC's Electronic Data Gathering Analysis and Retrieval System (EDGAR) at www.sec.gov or on our website listed above. We hereby disclaim any obligation to publicly update the information provided above, including forward looking statements, to reflect subsequent events or circumstances.

Contact:

OptimizeRx

Doug Baker

dbaker@samplemd.com

248-651-6568 x807

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