



Practice Fusion and OptimizeRx Partner to Help Providers Improve Patients' Access and Adherence to Medication

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SAN FRANCISCO, Jan. 13, 2015 /PRNewswire/ -- [Practice Fusion](#), the #1 cloud-based electronic health record (EHR) for doctors and patients, announced an agreement with OPTIMIZERx Corporation (OTCQB: OPRX) to integrate its patient savings and support system into the Practice Fusion EHR. This integration will enable prescribers using the Practice Fusion EHR to help their patients better afford and adhere to their prescribed medications.



With OPTIMIZERx's SampleMD technology being integrated into the Practice Fusion platform, providers that e-prescribe medications will be able to provide coupons for patients' co-pays and free sample vouchers alongside prescriptions for their patients electronically through the Practice Fusion EHR. This helps to eliminate the need for providers to store drug samples and physical coupons in their offices, and helps better ensure that patients can get access to medications that are prescribed to them.

"We are very excited to partner with Practice Fusion to significantly expand the utilization of the savings and support programs that we manage on behalf of over 20 leading pharmaceutical companies," said David Harrell, CEO, OPTIMIZERx. "Together, we can make an impact on the number one challenge in healthcare: improving patient affordability and adherence to medications."

According to a [2013 Commonwealth Fund Survey](#), one in five U.S. adults did not fill their prescriptions or skipped doses because their medications were too expensive. With more than 4 million prescriptions managed through the Practice Fusion EHR every month, this program has the potential to impact medication adherence for millions of patients.

"[Half of all patients](#) don't properly take their prescription medications. For patients with chronic diseases like diabetes, non-adherence can have a detrimental impact on their health. In fact, according to studies, patients with diabetes have one of the lowest medication adherence rates at [65 to 85 percent](#)," said Ryan Howard, founder and CEO, Practice Fusion. "This integration will better help us empower our providers to aid them in improving patients' access and adherence to medications that have the potential to save lives."

For more information about partnering with Practice Fusion, please visit <http://www.practicefusion.com/pharma/>.

About Practice Fusion

Practice Fusion is the largest and fastest-growing healthcare platform in the U.S., with a mission of connecting doctors, patients and data to drive better health and save lives. A driving force in modernizing American health care, Practice Fusion is used by a community of more than 112,000 monthly active medical professionals with over 91 million patient records. In April 2013, the company launched its consumer-facing platform, Patient Fusion, where patients can find and book appointments with doctors and access their medical records. The World Economic Forum recognized Practice Fusion as a Technology Pioneer for 2013.

About OPTIMIZERx Corporation

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. For more information, please go to www.optimizerxcorp.com.

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