



OPTIMIZERx Corp. to Automate Patient Savings and Improve Medication Adherence for Patients Served by Providers Utilizing Care360 ePrescribing From Quest Diagnostics

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ROCHESTER, MI--(Marketwired - November 17, 2014) - OPTIMIZERx Corp. (OTCQB: OPRX) announced Quest Diagnostics (NYSE: DGX), the world's leading provider of diagnostic information services, will leverage OptimizeRx's technology to automate prescriber access to electronic coupons within Quest Diagnostics' Care360 e-prescribing solutions.

Using Care360, physicians will be able to access and provide to patients -- either via electronic transfer to the patient's pharmacy, and/or by printing -- coupons from pharmaceutical companies for brand name medications. The joint collaboration integrates OptimizeRx's proprietary SampleMD technology to reduce the hassles and workflow interruptions of traditional drug samples and pre-printed pharmaceutical manufacturer coupons.

Multiple studies from leading physician journals and healthcare publications have shown a clear relationship between reduced patient medication costs and improved medication adherence. A recent Quest Diagnostics Health Trends™ study found that nearly 60% of patients misuse their prescription medications, often by not taking their medications. Coupons may help reduce patient's costs for prescription medications, while helping to improve medication adherence.

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

About OptimizeRx Corp

OptimizeRx Corp. (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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