



## **OPTIMIZERx Targets Animal Health Market to Provide Automated Savings Through Veterinary Practices**

April 9, 2014

ROCHESTER, MI--(Marketwired - Apr 9, 2014) - OPTIMIZERx Corporation (OTCQB: OPRX) announced today it has launched VoucherDVM™ to assist veterinarians in providing automated savings on the products and medications prescribed to their customers.

Last year, Americans spent over \$50 Billion to care for their pets. Yet veterinarians are faced with some tough challenges these days when it comes to sales of prescription drugs. Competition from online pet pharmacies and big box retailers, as well as product diversion practices, have decreased practice revenues, eroded profit margins, and forced veterinarians to raise fees for other veterinary services in order to compensate for these losses.

Additionally, these conditions have placed a noticeable strain on the relationship between veterinarians & the pharmaceutical representatives who call on them.

Powered by OPTIMIZERx's proprietary SampleMD platform -- the industry leader in integrated on demand vouchers and coupons within the human healthcare and pharmaceutical market -- VoucherDVM™ offers a unique, proven technology solution that provides a simple and efficient way for animal product manufacturers to offer automated savings to veterinarians and their customers to encourage more affordable and convenient point-of-care purchases for their products. In the human medical field, this same proprietary technology is currently being used by over 20 leading pharmaceutical manufacturers to reach 200,000 human health care providers within over 350 EHRs to provide prescription savings to their patients.

"VoucherDVM will allow veterinary practices to now compete effectively with online pharmacies and third party pet retailers while providing their clients with significant savings on their pets' medications," stated Chris Pinney, DVM, a senior advisor to the company.

VoucherDVM™ integrates easily into veterinary practice management software or via a downloadable desktop application and provides a value-added feature that will enhance customer satisfaction and loyalty to participating manufacture brand(s). The company is already in discussions with leading platforms to offer this both nationally, as well as within the growing international market.

### **About OPTIMIZERx Corp.**

OPTIMIZERx Corp. provides unique consumer and physician platforms to help improve affordability and compliance to needed medicines and healthcare treatments, while offering pharmaceutical and healthcare companies effective ways to expand access and utilization of their products. For more information, please go to [www.voucherdvm.net](http://www.voucherdvm.net) or [www.optimizecorp.com](http://www.optimizecorp.com).

***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.***

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