



Grey Healthcare Group & OptimizeRx Announce Partnership to Expand Offerings Through EHRs

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NEW YORK, NY--(Marketwired - Jan 7, 2014) - ghg (grey healthcare group) and OptimizeRx Corporation (OTCQB: OPRX) today announced an innovative partnership that will enable pharmaceutical/biotech companies and payers to better support healthcare providers and patients through their electronic health records (EHRs) and patient portals.

ghg and OptimizeRx will jointly market existing and newly developed products and services that are embedded in the doctor's electronic workflow and provide physicians a suite of useful tools and information to support patient health. Powered by OptimizeRx's SampleMD™ proprietary technology to automated delivery of product savings, support and information and with ghg's premier strategic, creative and contract sales capabilities, these expanded services will provide instantaneous access to a range of information and on-demand services, including sampling, coupons, patient education, product information and (virtual) pharmaceutical rep support via the EHR.

The shifting healthcare environment has changed the way physicians work and how pharmaceutical companies support them. With a national shortage of physicians and mounting pressure to ensure positive health outcomes among patients, physicians have less and less time to see pharmaceutical representatives. More than half of physicians are not accessible to representatives, yet research shows that the top rated things physicians value from pharmaceutical/biotech companies are samples, coupons and patient education. As healthcare providers are increasingly relying on EHRs for information and workflow management, the opportunity to provide easy, on-demand tools that help physicians access valuable support is more critical than ever. The suite of expanded offerings by ghg and OptimizeRx will provide manufacturers and other healthcare companies a way to integrate their programs and offerings at point of context, directly and efficiently in physicians' workflows.

"Today's pay-for-performance environment puts pressure on physicians to deliver better health outcomes for patients. The more we can support the physician with impactful engagement tools the way they want them, the better they can help patients adhere to treatment plans and live healthier lives," said Lynn O'Connor Vos, CEO of ghg. "The healthcare industry is a customer service business. And doctors are customers as well. These new tools will help pharma better support physicians with the information they need, when they need it, through the channel they access most. This will transform the physician-pharmaceutical relationship and positively impact people's lives."

OptimizeRx's SampleMD™ proprietary technology is the leading platform to deliver patient savings and support within physician's electronic workflow. Through its network of 350 EHRs reaching 250,000 healthcare providers, OptimizeRx delivers customized prescription vouchers, co-pay saving and other support programs tailored to the specific physician and patient type. Through this partnership, these platforms will be expanding new ways to further engage both the patient and physician, including a RepOnCall capability for physicians to access a live product rep, samples or schedule a future appointment. RepOnCall capabilities will be provided by OnCall, LLC, a ghg company and one of the most sophisticated contract sales organizations in the U.S.

"Our clients and platform partners are excited about further developing technologies to automate information the doctor has deemed valuable in treating their patients. ghg offers the ideal partnership to develop and deliver 'better access to better healthcare' -- which is our mission," stated David Harrell, Chairman and Founder of OptimizeRx Corp.

About Grey Healthcare Group

ghg (grey healthcare group) is a global healthcare communications company capable of driving every aspect of healthcare communication. Headquartered in New York with offices in North America, Europe, and Asia, ghg works with leading companies to build world-class healthcare and pharmaceutical brands among medical professionals and consumers, with a unique storytelling approach that covers print, digital and television broadcast media, medical education, sales force presentations and managed access strategies. ghg is a member of the WPP Group, a global provider of advertising, branding, and marketing.

About OptimizeRx Corp.

OptimizeRx Corp. 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 patient awareness, access and adherence to their medications. For more information, please go to www.optimizerxcorp.com or www.samplemd.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.