OPTIMIZERx Corporation Announces Partnership With HealthTronics to Deliver Patient Savings and Support

July 30, 2013 at 4:58 PM EDT

ROCHESTER, MI--(Marketwired - Jul 30, 2013) - OPTIMIZERx Corp. (OTCQB: OPRX) today announced a new alliance, expanding the delivery of its SampleMD solution to an important physician specialty group.

HealthTronics, a part of Endo Health Solutions, is a urology solutions company built by urologists to deliver better patient care, better economics, and better outcomes. The HealthTronics EHR solutions were designed by practicing urologists to optimize patient care, while serving the specific needs of urology health professionals.

"We are extremely pleased to be able to partner with HealthTronics to deliver SampleMD's eCoupon and eVoucher solutions to HealthTronics' urologist members, right within their e-Prescribing workflow," said Shad Stastney, Chairman and CEO of OptimizeRx. "By making the ever-increasing menu of urology-focused treatments more affordable for patients, the SampleMD solution improves adherence and outcomes, while at the same time offering important value for our pharmaceutical and EHR clients."

The SampleMD solution will be integrated within the HealthTronics UroChartEHR and meridianEMR solutions.

For more information, please go to www.samplemd.com or contact us at 248-651-6568.

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

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