



## **PDR Network and OPTIMIZERx (SampleMD) Announce Partnership to Deliver Patient Financial Support Programs Within EHR Workflow**

May 29, 2013

MONTVALE, N.J. and ROCHESTER, Mich., May 29, 2013 /PRNewswire/ -- PDR Network<sup>®</sup>, the leading distributor of FDA-approved patient drug safety and support services for electronic health record (EHR) and e-prescribing (e-Rx) platforms, today announced a strategic partnership with OPTIMIZERx Corp. (OTCBB: OPRX), the industry innovator in developing and delivering digital patient financial support technology within the e-prescribing workflow. Under the agreement PDR will bring to market OPTIMIZERx's patent solution for e-Coupons in EHR workflow to the parties' extensive combined EHR network.

"Today's healthcare providers view the EHR as their 'desktop' – the center of their workflow – relying on them to provide convenient access to critical information throughout their day," said Andrew Gelman, senior vice president, EHR vendor relations, PDR Network. "By partnering with OPTIMIZERx, we will become a hub for that information, offering the most comprehensive patient financial support solution to manufacturers and thus helping healthcare providers bring dramatic savings to their patients on their medications."

OPTIMIZERx's SampleMD patented technology has been the leader in integrating electronic vouchers, co-pay and other targeted patient support directly within the e-prescribing workflow providing solutions for many of the top drug manufacturers.

"By integrating into the PDR Network platforms, we will open new opportunities for our bio/pharmaceutical clients to reach healthcare providers with product information and financial support programs that will help their patients begin and adhere to therapy, improving health outcomes," said Shad Stastney, chief executive officer, OPTIMIZERx. "Through this relationship, our companies will lead the industry in delivering innovative services within EHR workflow to benefit healthcare professionals and their patients, while meeting the business needs of our bio/pharmaceutical clients and EHR partners."

### **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.optimizeixcorp.com](http://www.optimizeixcorp.com) or [www.samplemd.com](http://www.samplemd.com).

### **About PDR Network**

PDR Network, LLC is the leading distributor of FDA-approved drug labeling, safety and REMS information, as well as medication adherence and product support programs, through the *Physicians' Desk Reference*<sup>®</sup> suite of digital and print services. PDR Network's innovative products deliver industry-leading content to prescribers and patients across channels, including via its growing "PDR Certified" EHR vendor network. PDR Network's comprehensive offering of interactive drug information services are designed to be easily integrated with any EHR or ePrescribing system and enhancing the EHR, provider and patient experience.

For more information about PDR's EHR partnership program, please visit <http://www.PDRNetwork.com/PDR-in-EHR>.

***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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