OPTIMIZERx Corporation Announces SampleMD(TM) Q1 2013 Operational Update

April 16, 2013 at 5:03 PM EDT

ROCHESTER, MI--(Marketwired - Apr 16, 2013) - Today OPTIMIZERx Corporation (OTCQB: OPRX) announced the preliminary results of SampleMD's eCoupon and eVoucher distributions from January 1st, 2013 through March 28th, 2013. The Company reported that from January 1st, 2013 through March 28th 2013, SampleMD generated over 177,000 new ePrescriptions with Co-Pay Coupons or Free Sample Voucher to help patients more affordably start and stay on their prescribed medications.

The Company's CEO Mr. Shad Stastney stated, "Although the absolute number of new prescriptions written with one of our promoted electronic Co-Pay or Voucher programs is impressive in itself, the trend line within the quarter is also very encouraging -- in March alone we distributed over 85,000 patient coupons in total. We look forward to increasing our ability to generate more prescriptions for our pharmaceutical clients; increasing our revenue contributions to our ePrescribing and EHR partners; and most importantly, improving adherence and outcomes for health care providers and their patients."

The total savings distributed included 38,000 co-pay coupons distributed by SampleMD from a legacy program with an ePrescribe platform partner.

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

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 . SampleMD is a software as a service application that automates the drug industries $5 billion sample issuance process, so care providers can now provide co-pay discount coupons and free sample & vouchers to patients right from within their doctor's eprescribe or electronic health record workflow.

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.

News powered by iR Direct — Copyright © 2017 Issuer Direct Corporation.

All Rights Reserved.