



OPTIMIZERx Corp. Awarded Patent for SampleMD(R) eCoupon Technology

January 3, 2013

ROCHESTER, MI--(Marketwire - Jan 3, 2013) - OPTIMIZERx Corp. (OTCQB: OPRX) is pleased to announce that the United States Patent and Trademark Office issued on December 25th, 2012 U.S. Patent No. 8,341,015, which provides the Company patent protection for SampleMD's eCoupon technology.

"This is exciting news for everyone one who has worked so hard to develop and integrate SampleMD's savings and support technology. Our mission is to share our patented technology with all ePrescribing and EHR platforms to allow more doctors to help more patients start and stay on their medications," said David Harrell, Founder of OPTIMIZERx.

SampleMD has been the innovator in delivering savings and support within physicians' electronic workflow since its launch in 2010. SampleMD is currently distributing hundreds of thousands of trial vouchers, co-pay savings and other educational support each quarter -- right at point of prescription -- to help patients better afford and take their prescribed medicines.

The awarded claims cover SampleMD's ability to electronically process, display and distribute eligible prescription savings on the medications and therapies healthcare providers wish to prescribe for their patients. The company has also recently submitted and will be preparing additional filings to protect its intellectual property on forthcoming solutions that will further assist and support physicians, pharmacists and patients.

Harrell further explained, "OPTIMIZERx, with the help and insights of our healthcare partners, will continue to develop technology to meet the needs of the evolving healthcare industry. We will continue to develop our suite of technology solutions to seamlessly integrate within the EHR environment to capitalize on its growth and adoption and e-prescribing -- while minimizing workflow interruptions for physicians. Our solutions are built around establishing both process and technology standards for compliance and interoperability to reach enormous scale, along with reporting that meets industry data requirements while offering new insights."

About SampleMD|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.optimizerxcorp.com or www.samplemd.com.

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