

A Digital Health Platform

Corporate Presentation

May 2020



Important Cautions Regarding Forward Looking Statements

This presentation has been prepared by OptimizeRx Corporation (“we,” “us,” “our,” “OptimizeRx” or the “Company”) and is made for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy securities, nor shall there be any sale of any securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The information set forth herein does not purport to be complete or to contain all of the information you may desire. Statements contained herein are made as of the date of this presentation unless stated otherwise, and neither this presentation, nor any sale of securities, shall under any circumstances create an implication that the information contained herein is correct as of any time after such date or that information will be updated or revised to reflect information that subsequently becomes available or changes occurring after the date hereof. This presentation 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 ‘believe,’ ‘expect,’ ‘may,’ ‘strategy,’ ‘future,’ ‘likely,’ ‘goal,’ ‘plan,’ ‘estimate,’ ‘possible’ and ‘seeking’ and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. All statements other than statements of historical facts included in this presentation regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements. Examples of forward-looking statements include, among others, statements we make regarding our acquisition of RMDY Health and CareSpeak Communications, the plans and objectives of management for future operations, including plans relating to the development of new products or services, and our future financial performance. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, competition within the industries in which we operate, the timing, cost and success or failure of new product and service introductions and developments, our ability to attract and retain qualified personnel, maintaining our intellectual property rights and litigation involving intellectual property rights, legislative, regulatory and economic developments, and the other risks and uncertainties described in the Risk Factors and in Management’s Discussion and Analysis of Financial Condition and Results of Operations sections of our most recently filed Annual Report on Form 10-K and any subsequently filed Quarterly Report(s) on Form 10-Q. Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

This presentation may include certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures, which is available in the Appendix.

**OptimizeRx Is
A Digital Health
Company**

**Nation's largest
Point-Of-Care
Communication
Platform for
Life Sciences
Companies**

**Multiple Physician
and Patient
Communication
Solutions**

**Expanded TAM
With New Solutions**

**Connecting Care
Between Physicians
And Patients**

WHO WE ARE

Company Snapshot



OPRX Benefits



Customers:
Reach patients
and providers digitally



Physicians:
Therapeutic knowledge,
Industry connectivity enabling affordability



Patients:
Affordability, adherence, virtual care

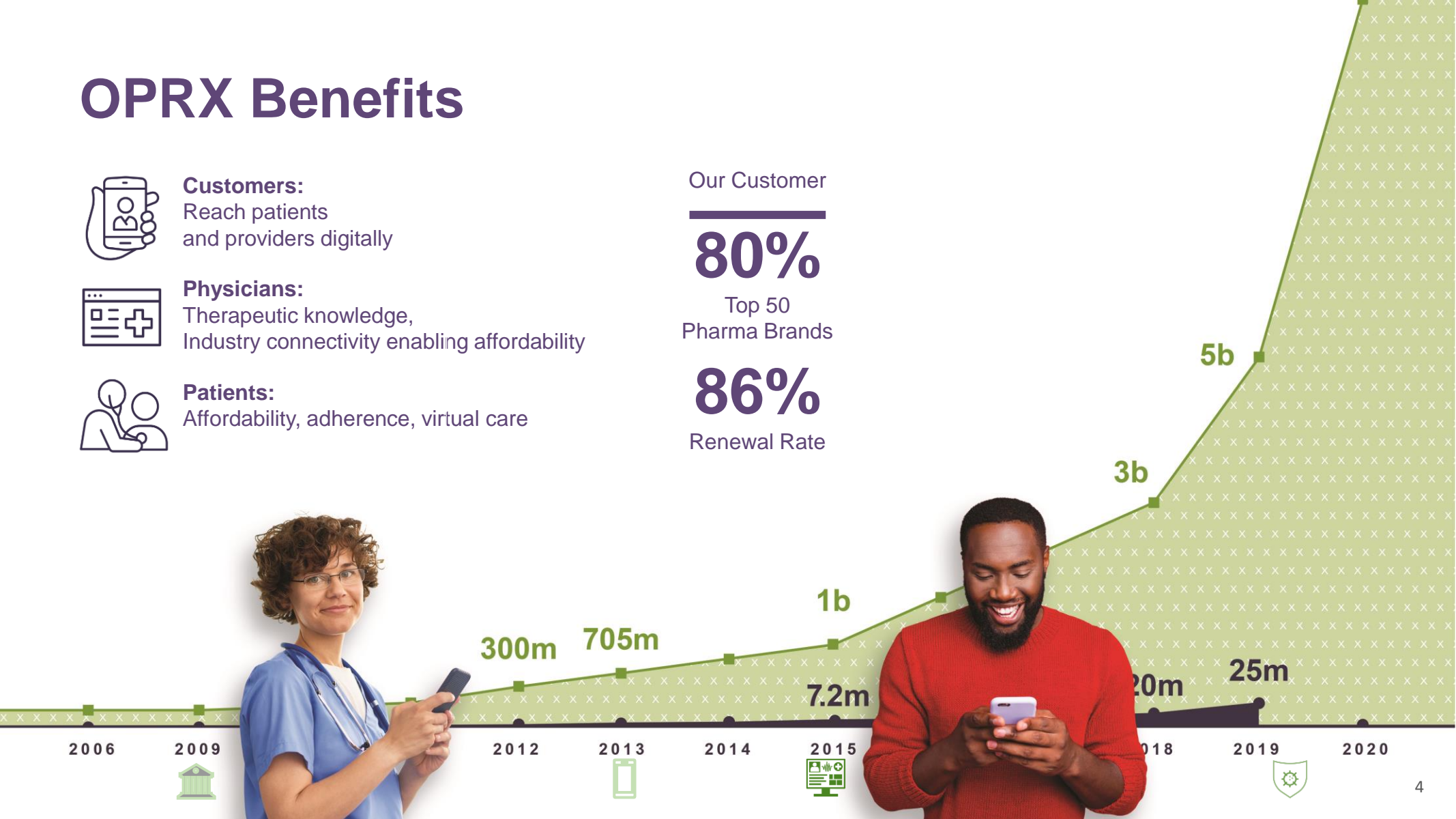
Our Customer

80%

Top 50
Pharma Brands

86%

Renewal Rate



Improving Healthcare For The Good of All Stakeholders



Reaching Providers and Patients Keeps Getting More Difficult

EHR fragmentation

Less time for rep visits

FDA approvals increase

OptimizeRx
Affordability,
Adherence
and Care



Digital Communication Pathways Continue To Grow

90%
U.S. physicians
using EHR daily¹

5.9 hrs
Avg. daily
EHR use²

94%
U.S. consumer
mobile phone use³

1. U.S. Adoption of Electronic Health Records Nears 100 Percent, <https://www.eweek.com/it-management/u.s.-adoption-of-electronic-health-records-nears-100-percent>

2. Tethered to the EHR: Primary Care Physician Workload Assessment Using EHR Event Log Data and Time-Motion Observations and Allocation of Physician Time in Ambulatory Practice: A Time and Motion Study in 4 Specialties, <https://www.ncbi.nlm.nih.gov/pubmed/28893811>

3. <https://www.pewresearch.org/global/2019/02/05/smartphone-ownership-is-growing-rapidly-around-the-world-but-not-always-equally/>

OptimizeRx: A Digital Health Platform



370+
EHRs

300m+
Mobile
Devices



60%
Prescribing
Physicians

66%
Insured
Patients

From Physician Awareness To Patient Adherence

SYMPTOM AWARENESS



DIAGNOSIS



Therapeutic Support Messaging

Target messages to providers at precise decision points in the clinical workflow

TREATMENT SELECTION



Support access and adherence as early in the patient journey as possible

Brand Messaging
Financial Messaging
TelaRep

PERSCRIBING



Financial Messaging
Refill Alerts
Rx Forms

Digital health tools provide simple enrollment in financial and Hub support programs so more patients start and stay on therapy

ADHERENCE

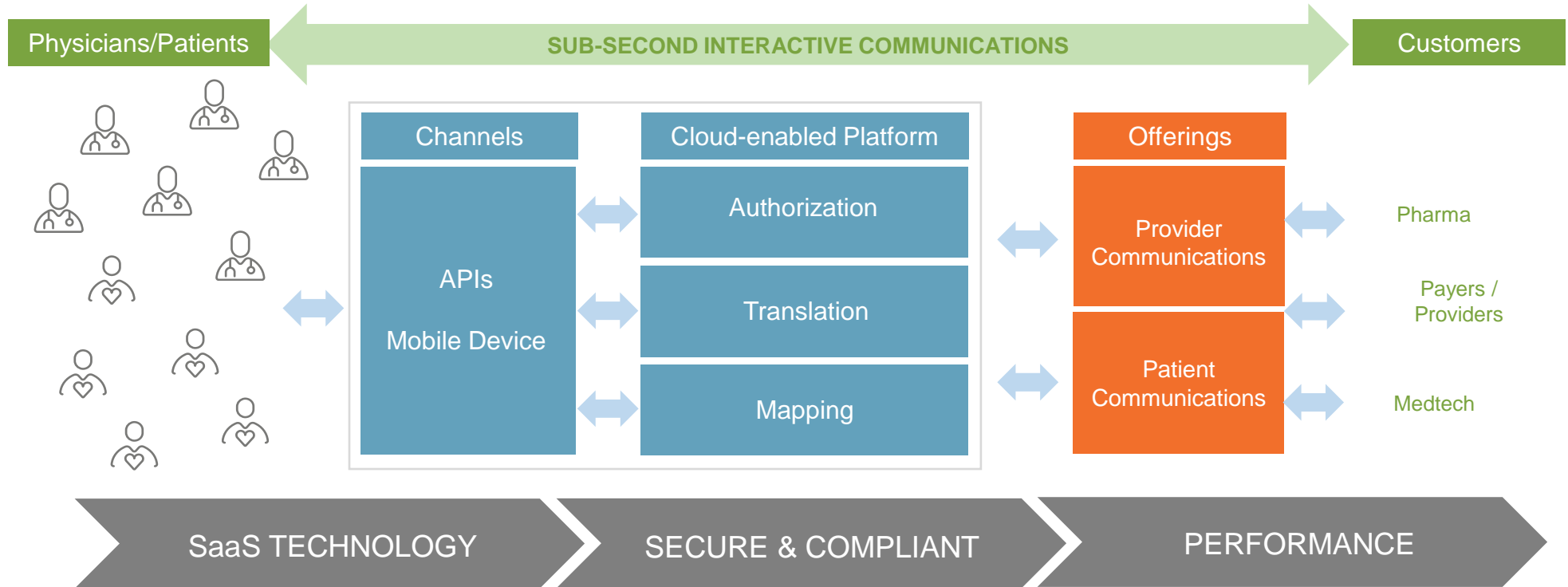


Digital health tools provide education, relevant support, and messaging to patients and caregivers, so they stay on treatment

Patient Engagement
Virtual Care

- Many brands have experienced 50 – 60% monthly script increases using the OptimizeRx platform to reach providers
- Pharma-sponsored financial support programs implemented through the Integrated OptimizeRx Communications platform see an average ROI of 520%

Powerful Technology



Growth Leaders | Growth Drivers



Stephen Silvestro
Chief Commercial Officer

EXPERIENCE
20+

Operations, Sales,
And Growing
Partner Networks

CCH* Tagetik
prognos
DRG



Miriam Paramore
President

EXPERIENCE
30+

Healthcare and
Health IT

CareSource
CHANGE
HEALTHCARE
PDX HIMSS



Will Febbo
CEO

EXPERIENCE
20+

Leading Health Services
And Financial Businesses

PLEXUUS
M MedPanel



Doug Baker
CFO

EXPERIENCE
25+

Senior Financial
Roles

Applied Nanotech, Inc.
TECHNOLOGY OF MIND OVER MATTER

Growth Leaders

MARKET OPP
GROWTH
TECHNOLOGY
PEOPLE



Large Market Opportunity And Clear Growth Strategy

Pharma Marketing to Providers¹

\$4 billion is Digital



\$20.3B

Care Management Solutions

17.4% CAGR from \$14.1B in 2019 to \$37.9B by 2027²



\$14.1B

TOTAL TAM

\$34.4B+

Expand
Enterprise-level
Offerings

Increase
Customer
Share of Wallet

Reach More
Physicians

Expand into Hospitals
& Health Systems

Add Additional
Digital Solutions for
Point of Care

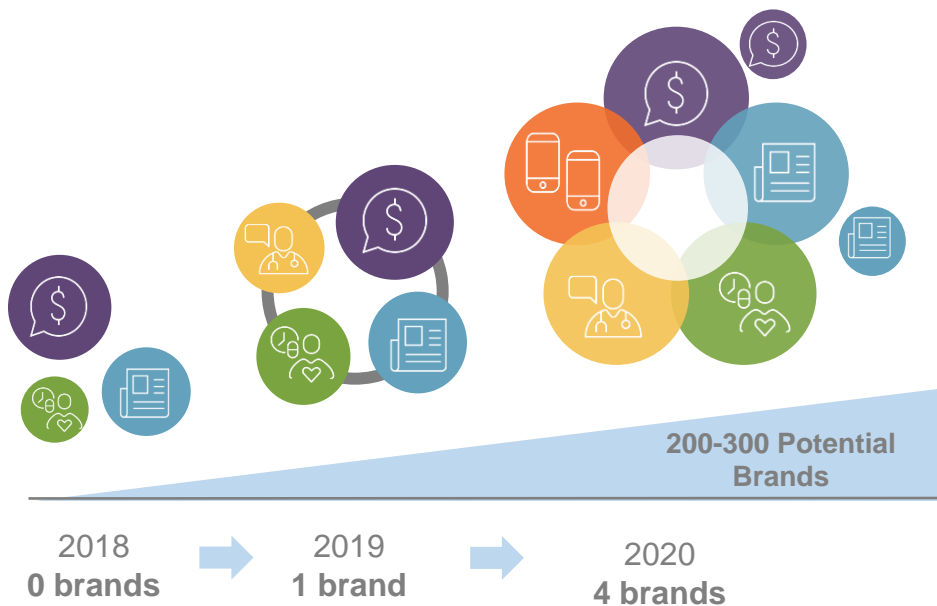
Strategic
Acquisitions

1) Globally as of 2016, most recent research data available as published for first time by JAMA in Jan. 2019

2) Marketsandmarkets.com

Scalable Revenue Model

Enterprise/Recurring Revenue



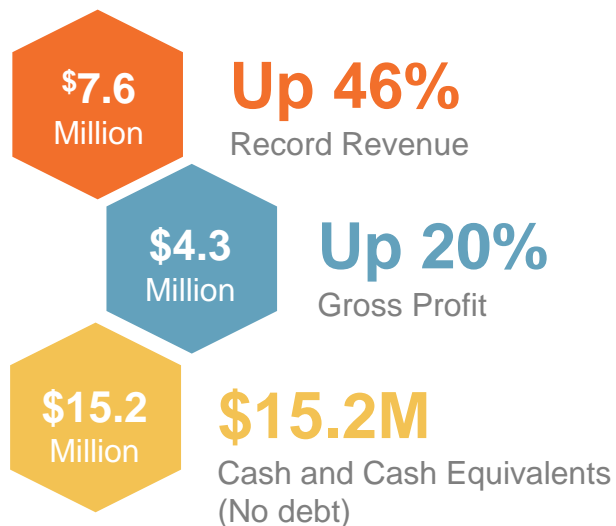
Brand Annual Contract Value Evolution*

	2018	2019	2020	2021
Client A single brand (tactical)	\$400k	\$800k	\$1m	\$1.5m
Client B single brand (transition to enterprise)	\$400k	\$1.4m	\$3.6	\$4.3m
Client C multi-brand (transition to enterprise)	\$0	\$0	\$3.6	\$9.5m

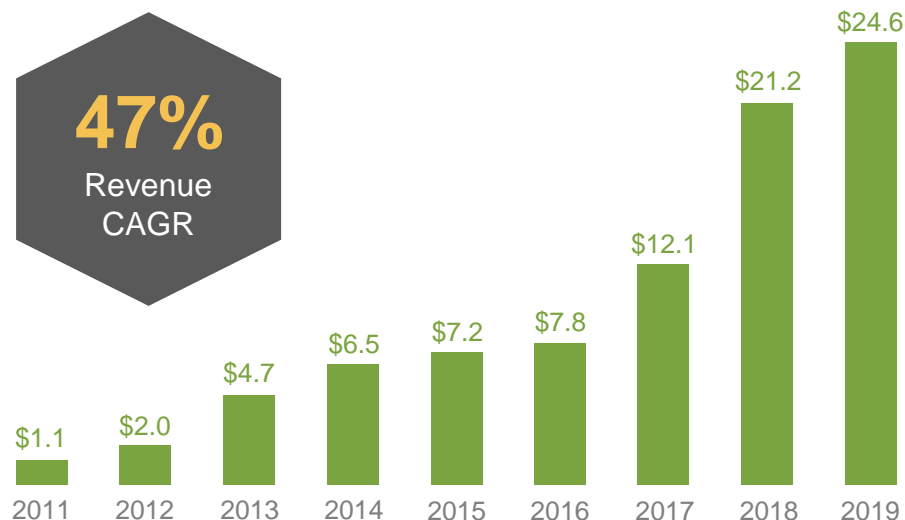
**aspirational numbers*

Strong Financial Momentum

Q1 2020 vs Q1 2019



Annual Revenue



Key Takeaways

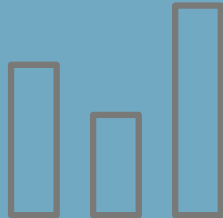
Highly Scalable
Platform



Proven Healthcare
Technology



Large & Expanding
Market Opportunity



Sustainable
Competitive
Advantage



Appendix

- Key Stats
- Reconciliation of non-GAAP to GAAP Financial Measures (Unaudited)



Key Stats (NASDAQ: OPRX)

Stock Price (5/5/20) **\$10.41**

52 Week Low-High \$6.50- \$17.24

Avg. Vol. (3-mo.) 100,600

Shares Outstanding 14.6M

Public Free Float (est.) 69%

Institutional Holdings **59%**

Insider Holdings 3%

Market Cap **\$152.4M**

Enterprise Value \$120.9M

Net Revenue *ttm* **\$27.0M**

Combined Average ACV \$3.2M

Gross Profit *ttm* \$14.6M

Net Loss *ttm* \$4.2M

Non-GAAP Net Loss *mrq* \$0.8M

Cash @ 3/31/20 **\$15.2M**

Total Assets \$56.2M

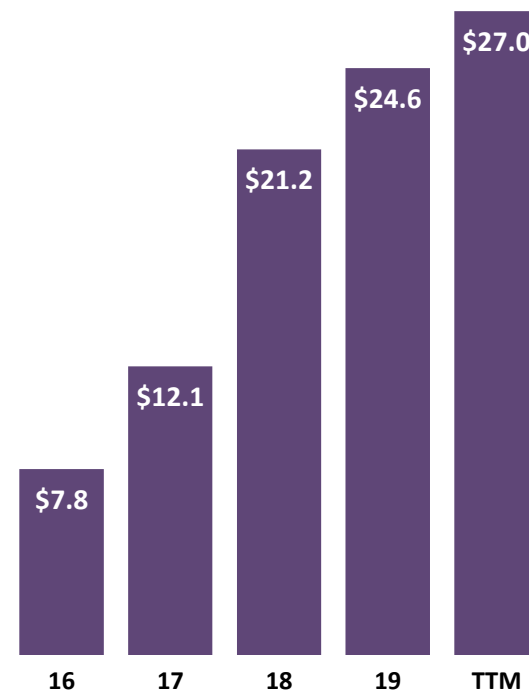
Total Debt \$0.0M

Total Liabilities \$12.6M

Full-time Employees 70

Net Revenue Growth

\$Millions

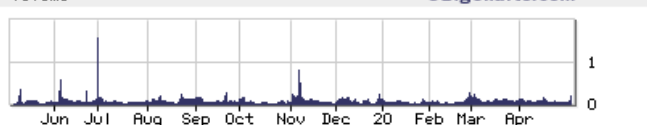


ttm = trailing twelve months ended March 31, 2020.
 mrq = most recent quarter as of March 31, 2020.
 ACV = average contract value; proposals for enterprise-level engagements.
 Sources: Company, BigCharts.com and Yahoo!Finance.
 For definition of non-GAAP Net Loss and reconciliation to GAAP, see end of this presentation.

OPRX Daily 5/05/20



Volume ©BigCharts.com



Reconciliation of non-GAAP to GAAP Financial Measures (Unaudited)

Definition and Use of Non-GAAP Financial Measures

This presentation includes a presentation of non-GAAP net income (loss) and non-GAAP earnings (loss) per share or non-GAAP EPS, both of which are non-GAAP financial measures.

The company defines non-GAAP net income (loss) as GAAP net income (loss) with an adjustment to add back depreciation, amortization, stock-based compensation, acquisition expenses, income or loss related to the fair value of contingent consideration, and deferred income taxes. Non-GAAP EPS is defined as non-GAAP net income (loss) divided by the number of weighted average shares outstanding on a basic and diluted basis. The company has provided non-GAAP financial measures to aid investors in better understanding its performance. Management believes that these non-GAAP financial measures provide additional insight into the operations and cashflow of the company.

Because of varying available valuation methodologies, subjective assumptions and the variety of equity instruments that can impact a company's non-cash operating expenses, management believes that providing non-GAAP financial measures that excludes non-cash expenses allows for meaningful comparisons between the company's core business operating results and those of other companies, as well as provides an important tool for financial and operational decision making and for evaluating the company's own core business operating results over different periods of time.

The company's non-GAAP net income (loss) and non-GAAP EPS measures may not provide information that is directly comparable to that provided by other companies in the company's industry, as other companies in the industry may calculate such non-GAAP financial results differently. The company's non-GAAP net income (loss) and non-GAAP EPS are not measurements of financial performance under GAAP and should not be considered as an alternative to operating income or as an indication of operating performance or any other measure of performance derived in accordance with GAAP. The company does not consider these non-GAAP measures to be substitutes for or superior to the information provided by its GAAP financial results.

The table, "Reconciliation of non-GAAP to GAAP Financial Measures," included on this page, provides a reconciliation of non-GAAP net income (loss) and non-GAAP EPS for the three months periods ended March 31, 2020 and 2019.

	For the Three Months Ended March 31,	
	2020	2019
Net income (loss)	\$ (2,203,931)	\$ 6,529
Depreciation and amortization	519,669	190,501
Stock-based compensation	854,512	636,346
Loss related to the fair value of contingent consideration	-	148,000
Non-GAAP net income (loss)	<u>\$ (829,750)</u>	<u>\$ 981,376</u>
Non-GAAP net income (loss) per share		
Basic	<u>\$ (0.06)</u>	<u>\$ 0.08</u>
Diluted	<u>\$ (0.06)</u>	<u>\$ 0.08</u>
Weighted average shares outstanding:		
Basic	<u>14,609,499</u>	<u>12,077,829</u>
Diluted	<u>14,609,499</u>	<u>13,077,917</u>