Technology Solutions For Life Sciences at the Point-of-Care

Corporate Presentation

Physician Awareness

Digital Therapy Initiation

Patient Adherence

Rx

Our Mission

At OptimizeRx — we are building a more informed and empowered healthcare community by developing new technology solutions that help people start and stay on life-impacting therapies.

Growth Leaders | Growth Drivers

EXPERIENCE
20+

Leading Health Services and Financial Businesses

PLEXUUS · M

MedPanel

Will Febbo
Chief Executive Officer

EXPERIENCE
20+

Senior Financial Roles

Otsuka · SANOFI

Johnson & Johnson

Ed Stelmakh
Chief Financial Officer /
Chief Operations Officer

EXPERIENCE
20+

Operations, Sales, and Growing Partner Networks

CCH Tagetik · prognos

DRG

Steve Silvestro
Chief Commercial Officer

EXPERIENCE
30+

Healthcare IT, Master Data Mgmt

CHANGE HEALTHCARE · WebMD

CareFirst

QUINTILES

Todd Inman
Chief Technology Officer

EXPERIENCE
20+

Legal Corporate and Business Compliance

DRG · MINTZ

CRA Charles River Associates

Marion Odence-Ford
General Counsel & Chief Compliance Officer

OptimizeRx

At-a-Glance

A leading provider of point-of-care technology solutions helping patients start and stay on therapy

Corporate Profile

- Re-Founded in 2016, **OptimizeRx** enables engagement between life sciences organizations, physicians and patients

- OptimizeRx **powers drug maker brand awareness with physicians as well as patient treatment initiation, affordability and adherence efforts**

- Our **technology platform** coupled with the nation's largest patient point-of-care **network** connects the majority of U.S. physicians and millions of patients

- The Company has grown to **~110** employees across the United States and Croatia

Stock Information

Stock Price (as of 5/10/23)	**$14.28**
Shares Outstanding fully diluted (as of 3/31/23)	**~17.1M**
Market Cap (as of 5/10/23)	**~$244.6M**
Cash, Cash Equivalents[1] (as of 3/31/23)	**$73.7M**
Total Debt	**$0.00**

NASDAQ Exchange listed under ticker **(NASDAQ:OPRX)**

(1) Includes short-term investments

OptimizeRx

Pharma is Facing New Problems… and Some Old Ones…

Increased Focus on Medical Science Liaisons

76% of KOLs perceive interactions with MSLs to be more valuable than interactions with drug sales reps

Script Abandonment

~50% of patients never fill their scripts at the pharmacy[2]

Diagnosis Criteria Increasingly Complex

12M People are affected by medical diagnostic errors each year[3]

Shift to Specialty Medications

81% of new drug approvals are specialty medications[4]

Daily EHR Use Can Be All-Consuming

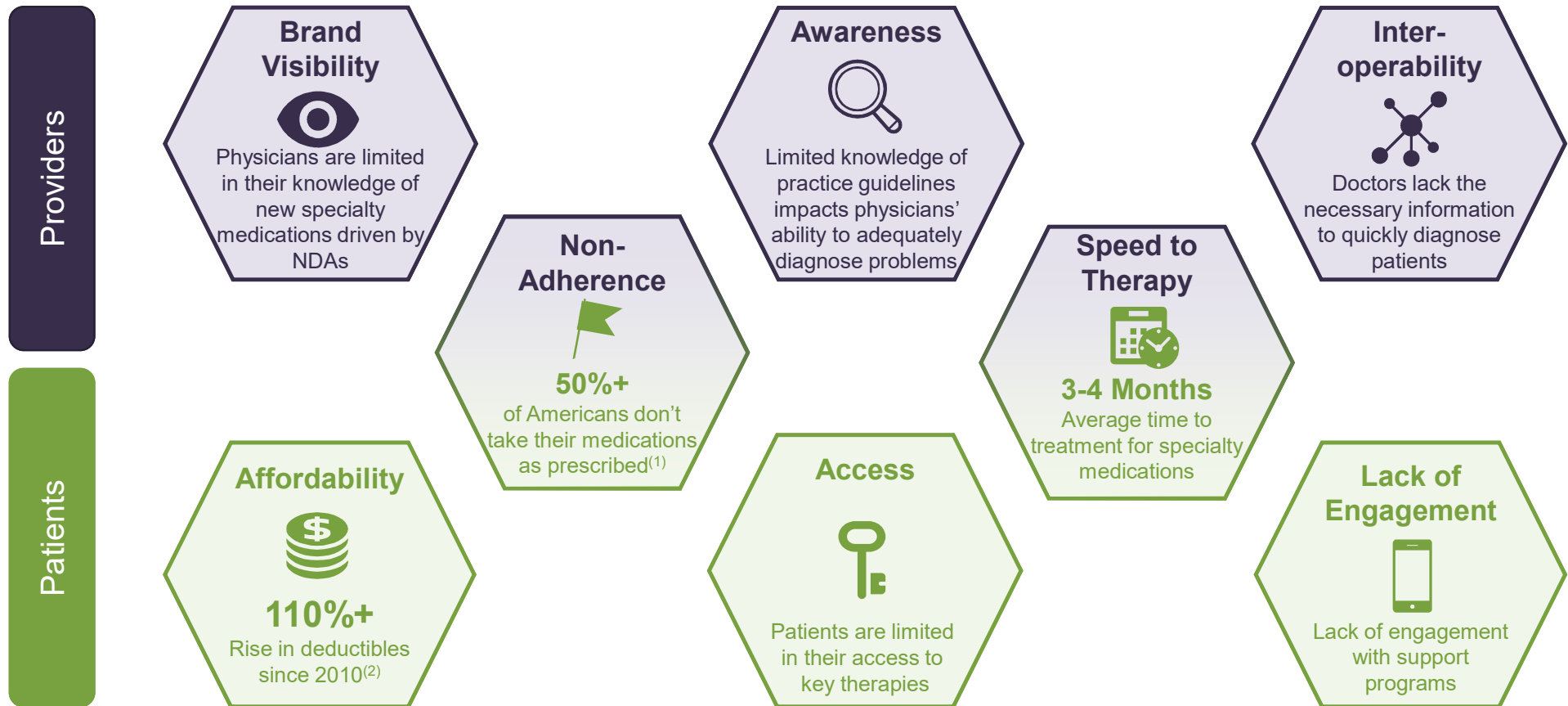**5.9 hrs/day** average daily EHR use by HCPs[5]

Affordability

43-49% increase of total spend on specialty medications[6]

(1) ZS's 2017 AccessMonitor and AffinityMonitor Findings. (2) Center for Disease Control, *"Prescription Medication Adherence"* . (3) U.S Department of Veterans Affairs, *"Twelve million patients misdiagnosed yearly in America"*. (4) RxBenefits, *"Don't Ignore the Growing Specialty Medication Trends.* (5) Tethered to the EHR: Primary Care Physician Workload Assessment Using EHR Event Log Data and Time-Motion Observations. (6) ASPE Office of Science & Data Policy, *"Trends in Prescription Drug Spending, 2016-2021"*.
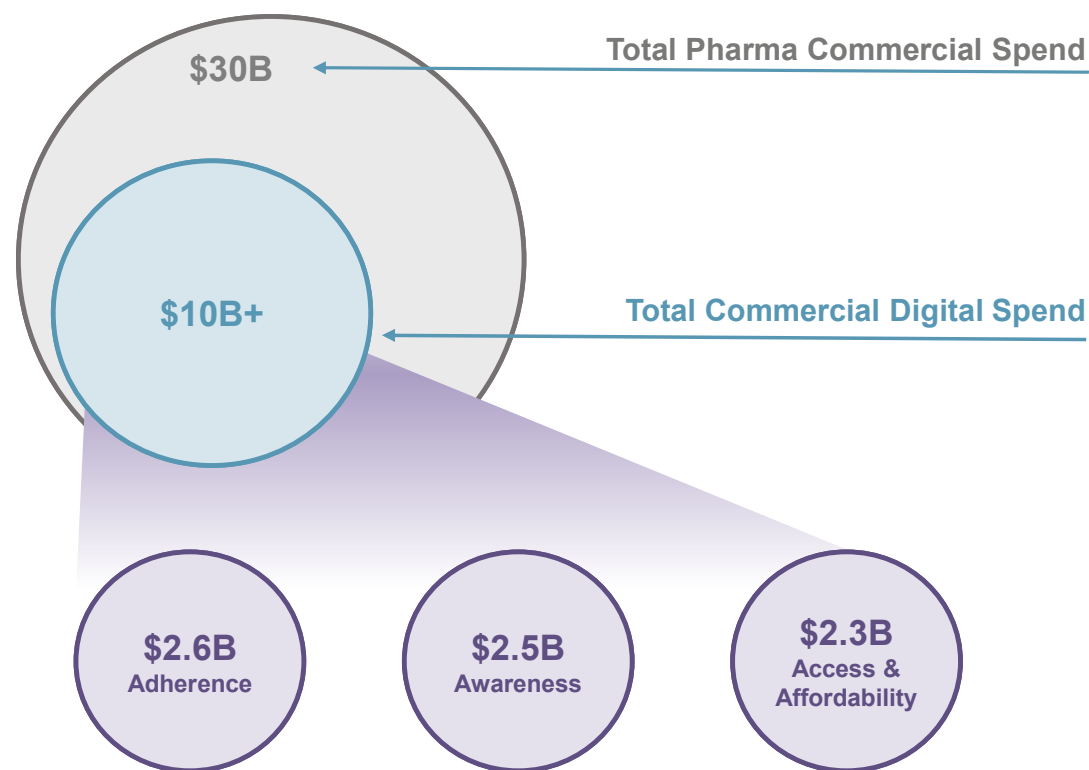
OptimizeRx

… and Providers and Patients Face Similar Issues Around Therapeutics

Providers

Brand Visibility
Physicians are limited in their knowledge of new specialty medications driven by NDAs

Awareness
Limited knowledge of practice guidelines impacts physicians' ability to adequately diagnose problems

Inter-operability
Doctors lack the necessary information to quickly diagnose patients

Non-Adherence
50%+
of Americans don't take their medications as prescribed[1]

Speed to Therapy
3-4 Months
Average time to treatment for specialty medications

Patients

Affordability
110%+
Rise in deductibles since 2010[2]

Access
Patients are limited in their access to key therapies

Lack of Engagement
Lack of engagement with support programs

OptimizeRx

Large, Under Penetrated Market With Strong Secular Tailwinds Driven by Increased Pharma Advertising Spend on Digital Channels

Total U.S. Commercial Digital Spend is Approximately $10bn

Breakdown in Digital Spend[1]

$30B — Total Pharma Commercial Spend

$10B+ — Total Commercial Digital Spend

$2.6B Adherence

$2.5B Awareness

$2.3B Access & Affordability

OptimizeRx Physician Survey Results[2]

78%
of physicians find prescription benefit information useful for finding affordable medication options for patients

71%
of physicians who have access to affordability information check it before writing specialty scripts

4
hours per day spent by physicians and staff in getting patients access to medications

OptimizeRx

How Does OptimizeRx Solve the Problem?

Life Sciences Customers
Need access to doctors at the point of care and patients to adhere to therapy

Physicians
Need information about disease-specific relevant therapies and the ability to access these therapies in the clinical setting

Patients
Need access to affordable and relevant therapies and engagement with the provider to ensure adherence

OptimizeRx

Technology to Reach Prescriber and Patient

- API Connectivity to leading EHRs, fully integrated into physician clinical workflows

- AI-Driven Digital Platform

- Real World Evidence Decision Support Engine

- Independently verified, measurable ROI and impact on commercial performance of customers

20
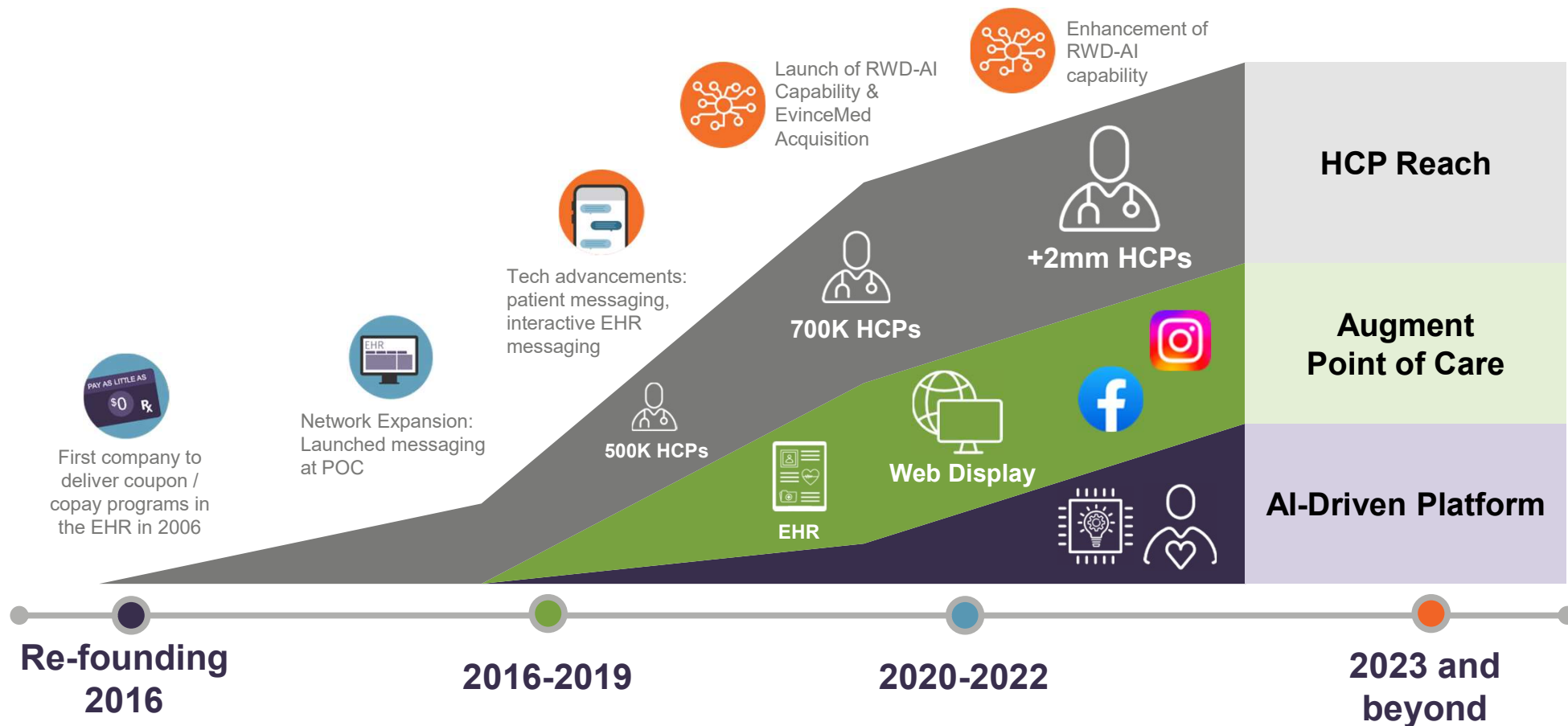relevant touchpoints a day with HCPs vs 6.4 / month

40%+
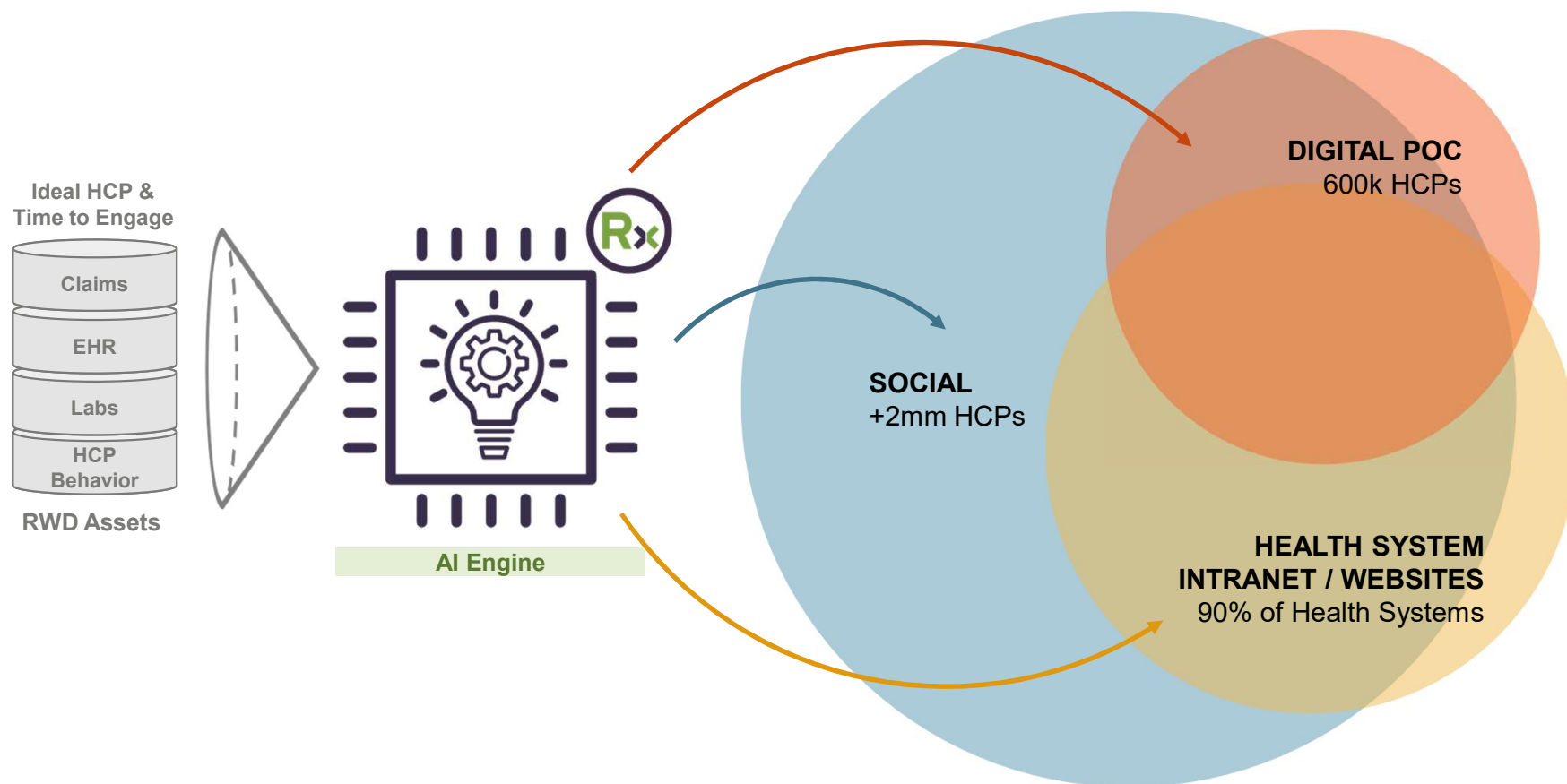monthly script increases when using the platform

>10:1 ROI
average on pharma-sponsored enterprise programs

OptimizeRx

Staying Ahead of the Industry with Smart, Data-Driven Technology

Enhancement of RWD-AI capability

Launch of RWD-AI Capability & EvinceMed Acquisition

Tech advancements: patient messaging, interactive EHR messaging

Network Expansion: Launched messaging at POC

First company to deliver coupon / copay programs in the EHR in 2006

PAY AS LITTLE AS $0 Rx

+2mm HCPs

700K HCPs

500K HCPs

EHR

Web Display

HCP Reach

Augment Point of Care

AI-Driven Platform

Re-founding 2016

2016-2019

2020-2022

2023 and beyond

OptimizeRx

OptimizeRx Point-of-Care Reach: Touchpoints with HCPs In All the Right Places

Ideal HCP & Time to Engage

Claims

EHR

Labs

HCP Behavior

RWD Assets

AI Engine

DIGITAL POC
600k HCPs

SOCIAL
+2mm HCPs

HEALTH SYSTEM INTRANET / WEBSITES
90% of Health Systems

OptimizeRx   Smart targeting allows for dynamic channel placement and HCP prioritization

Integrated Engagement at Point-of-Care and Beyond

During Care Delivery, On Breaks, and At Home

Clinically relevant and contextual communications via the EHR

Clinicians and Data Scientists at OptimizeRx leverage patient journey milestones and physician engagement preferences to time communications

RWD-AI extends engagement points with the same pool of prescribers outside the EHR to care-adjacent digital settings

OptimizeRx

Enabling Awareness, Access & Adherence

Through AI-Driven Omni-Channel Engagement

EHR	SOCIAL	WEB DISPLAY

SYMPTOM AWARENESS

DIAGNOSIS

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

PRESCRIBING

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

OptimizeRx

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OPRX Positioned to Win

Operating the largest point-of-care (POC) communications network in the nation

Customer demand shift to enterprise digital POC solutions across multiple commercial budget areas
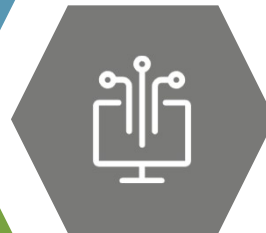
Scalable operating model to achieve $100's MM in revenue with attractive bottom line

Deeply embedded customer base transitioning to a strategic partner and enterprise contracts

Deep expertise facilitating POC communications technology in a highly complex and well-regulated area of healthcare

Deeply Embedded Customer Base
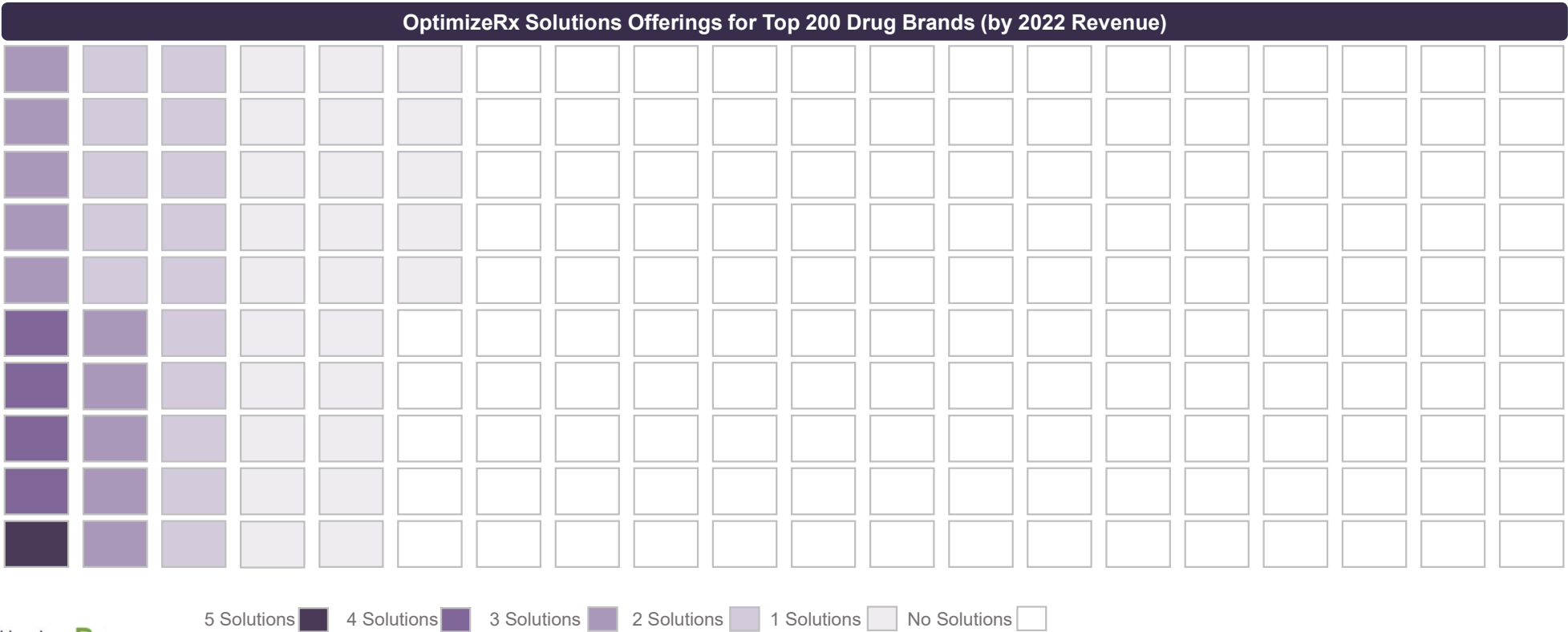
Supporting 90% of all top Pharma Manufacturers

Driving long term, sustained marketing return on investment
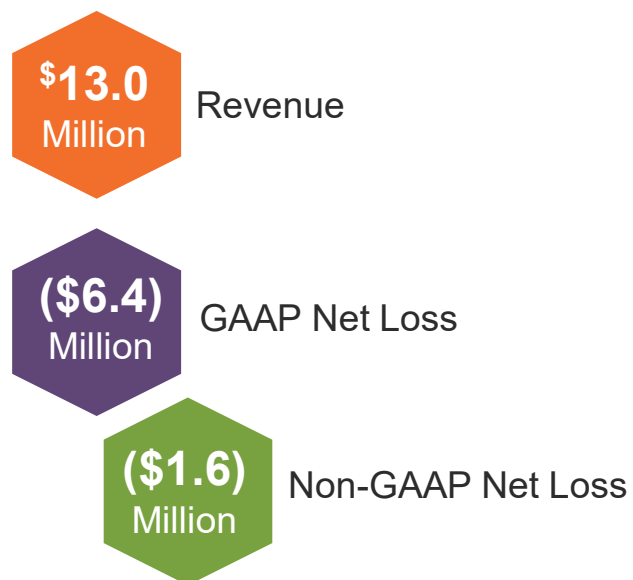
Growing Presence Within Top Drugs

OptimizeRx has significant room to continue to penetrate and grow with the top drugs by sales and volume

- OptimizeRx provides digital solutions for 28% (by count) of the top 200
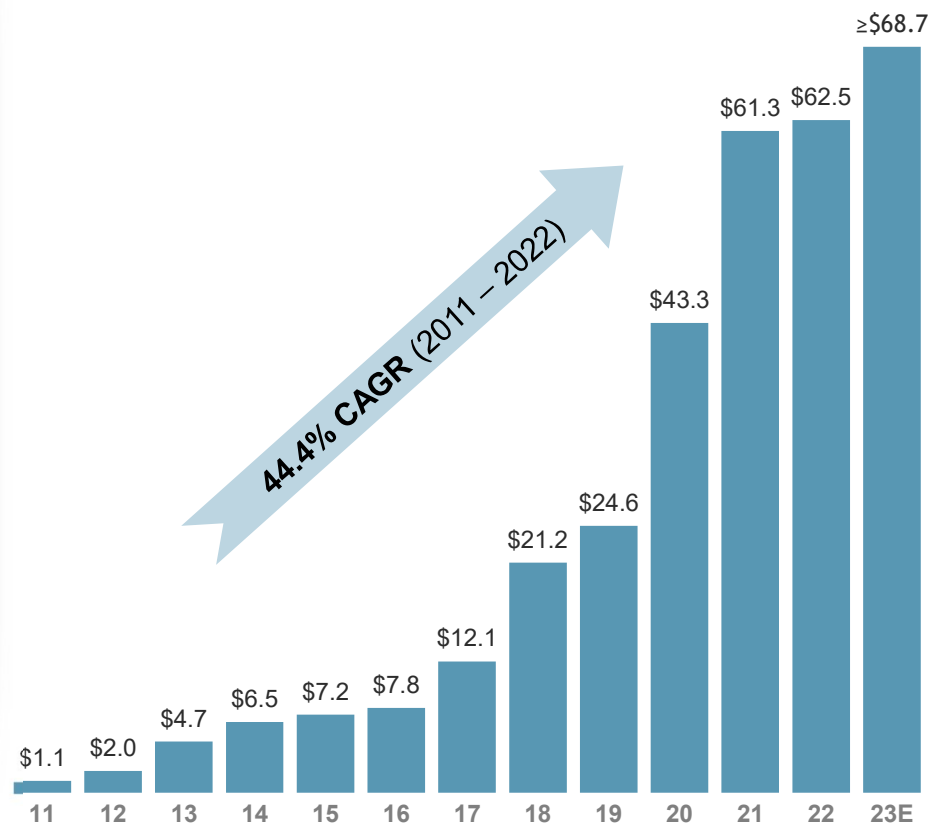- Significant identified whitespace for OptimizeRx to continue to penetrate

OptimizeRx Solutions Offerings for Top 200 Drug Brands (by 2022 Revenue)

5 Solutions ■ 4 Solutions ■ 3 Solutions ■ 2 Solutions ■ 1 Solutions ■ No Solutions □

Strong Financial Momentum

Q1 2023 Results

$13.0 Million — Revenue

($6.4) Million — GAAP Net Loss

($1.6) Million — Non-GAAP Net Loss

Annual Revenue Growth (\$millions)

44.4% CAGR (2011 – 2022)

Year	Revenue
11	$1.1
12	$2.0
13	$4.7
14	$6.5
15	$7.2
16	$7.8
17	$12.1
18	$21.2
19	$24.6
20	$43.3
21	$61.3
22	$62.5
23E	≥$68.7

Fiscal 2023 guidance calls for Y-o-Y revenue to increase at least 10% with gross margins between 58%-62%

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Key Performance Indicators

Our footprint in the top 20 pharmaceutical manufacturers positions us well to compete and win our share of the largest category of addressable commercial spend

KPIs	Trailing Twelve Months March 31,	
	2023	2022
Average revenue per top 20 pharmaceutical manufacturer	$2.0M	$2.6M
% of top 20 pharmaceutical manufacturers that are customers	90%	90%
% of total revenue attributable to top 20 pharmaceutical manufacturers	58%	74%
Net revenue retention	86%	124%
Revenue per average full-time employee	$605K	$733K

Definition of Key Performance Indicators (KPIs)

- **Top 20 pharmaceutical manufacturers:** Top 20 pharmaceutical manufacturers are based on Fierce Pharma's "The top 20 pharma companies by 2022 revenue."

- **Net revenue retention:** Net revenue retention is a comparison of revenue generated from all customers in the previous period to total revenue generated from the same customers in the following year (i.e., excludes new customer relationships for the most recent year).

- **Revenue per average full-time employee:** We define revenue per average full-time employee (FTE) as total revenue over the last 12 months (LTM) divided by the average number of employees over the LTM .

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Key Takeaways

Highly Scalable Platform

Proven Healthcare Technology

- Clients are multi-billion-dollar companies
- Secure, compliant, scalable (AWS, HITRUST, HIPAA)

- Current Commercial team has $100M+ run rate ability
- High existing network capacity

Large & Expanding Market Opportunity

Sustainable Competitive Advantage

- Direct integrations
- Deep pharma relationships
- Products become deeply embedded
- Meaningful to all stakeholders

- Electronic prescribing adoption
- Digital enablement
- Consumer demand – billions and growing

OptimizeRx

Thank you!

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# Andrew D'Silva, Senior Vice President of Corporate Finance

Andrew D'Silva has over a decade of equity research and capital markets experience, and most recently served as a senior healthcare research analyst at B. Riley Securities. Earlier in his career, he was a managing director and part of Merriman Capital's equity research team.

Andrew brings his deep experience in capital markets, and in-depth understanding of the healthcare technology sector to OptimizeRx where he is responsible for helping the Company with its strategic growth, and working alongside the commercial and financial teams in the design of capital allocation strategies to further drive growth.

OptimizeRx

Share Data and Key Financial Highlights

(NASDAQ:OPRX)

Stock Price *(5/10/23)*	**$14.28**
52 Week Low-High	$12.20 – $30.82
Avg. Vol. *(3-mo.)*	252,118
Shares Outstanding	17.1M
Public Free Float *(est.)*	~95.0%
Institutional Holdings	**65.8%**
Insider Holdings	3.4%
Market Cap	**$244.6M**
Enterprise Value	$170.9M
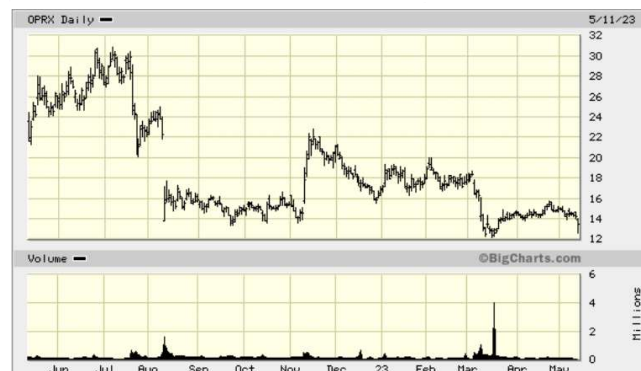
Net Revenue *ttm @ 3/31/23*	**$61.7M**
Gross Profit *ttm*	$38.3M
GAAP Net Income *ttm*	($14.1)M
Non-GAAP Net Income *ttm*	$4.9M
Cash and Cash Equivalents[1]	**$73.7M**
Total Assets @ *3/31/23*	$131.7M
Total Debt @ *3/31/23*	$0.0M
Total Liabilities @ *3/31/23*	$7.7M
Full-time Employees	107

[1]Includes short-term investments
ttm = trailing twelve months ended March 31, 2023.
mrq = most recent quarter as of March 31, 2023.

Sources: Company, BigCharts.com and Yahoo!Finance.

For definition of non-GAAP Net Loss and reconciliation to GAAP, see end of this presentation.

Annual Revenue Growth (millions)

Year	Revenue
2016	$7.8
2017	$12.1
2018	$21.2
2019	$24.6
2020	$43.3
2021	$61.3
2022	$62.5
2023E	≥$68.7

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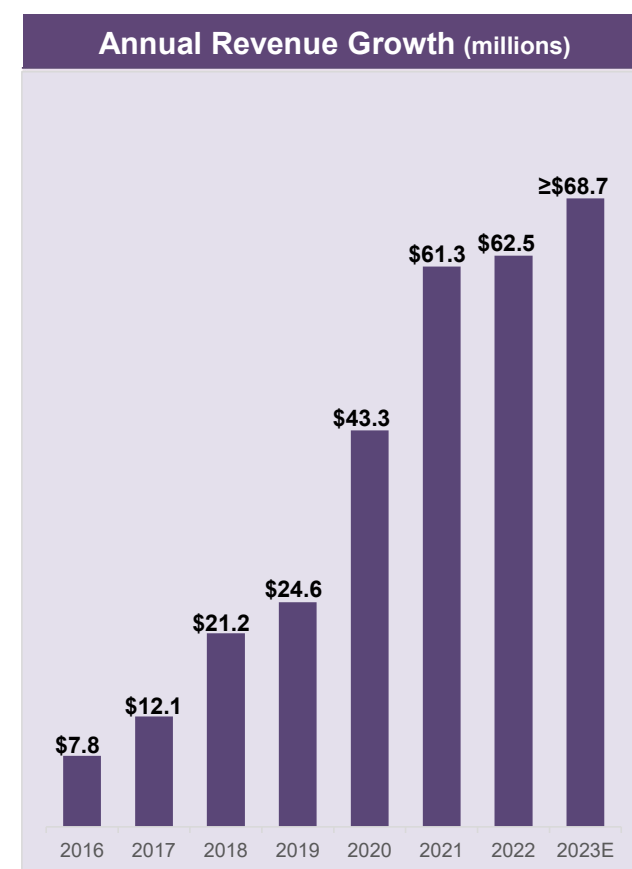
Reconciliation of Non-GAAP to GAAP Financial Measures (Unaudited)

The Company defines non-GAAP net income 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 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 cash flow 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 exclude 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 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 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 below, provides a reconciliation of non-GAAP net income for the three and twelve months ended March 31, 2023.

	For the Three Months Ended March 31,	
	2023	2022
Net loss	$ (6,397,714)	$ (3,761,098)
Depreciation and amortization	463,933	471,539
Stock-based compensation	4,380,503	3,174,098
Acquisition expense	—	17,160
Non-GAAP net loss	(1,553,278)	(98,301)
Non-GAAP net loss per share		
Diluted	$ (0.09)	$ (0.01)
Weighted average shares outstanding:		
Diluted	17,094,676	17,878,068

OptimizeRx