

Optimize Rx

› Better Connections – Better Outcomes ‹

Nasdaq:OPRX



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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 recent acquisition of 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.

Who We Are

- OptimizeRx is a **Digital Health** company
- Nation's largest **point-of-care communication platform** for the life sciences industry
- **Digital, point-of-care communication** designed to improve prescription affordability and patient adherence
- **Multiple Solutions:** financial, clinical, brand and patient messaging
- **Expanded TAM with new solutions:** recent acquisitions expand reach beyond point-of-prescribe to directly via its mobile communications platform and digital therapeutics SaaS platform

Company Snapshot

Net Revenue (ttm)
\$23.8M

Market Cap ⁽²⁾
\$182M

of Employees⁽¹⁾
70

Provider Reach
300K+

of Clients
60+

EHR & ePrescribe
Platforms
370+

Note: ttm = trailing 12 months at September 30, 2019.

1) As of 5/03/2019.

2) Market cap as of November 1, 2019.

Our Leadership



Will Febbo
CEO

20+ years of experience leading health services & financial businesses



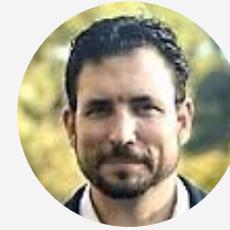
Miriam Paramore
President

30+ years of healthcare & health IT experience



Doug Baker
CFO

25+ years of senior financial experience



Stephen Silvestro
Chief Commercial Officer

20+ years of experience in operations, sales, and growing partner networks



Multiple Reasons Why Our Platform is the New Point-of-Care Solution for Communication



~55%

Percent of doctor offices now ban or severely limit access of pharma reps & ability to deliver samples and savings coupons.⁽¹⁾



\$528B

Annual cost of prescription drug non-adherence.⁽²⁾



200%+

Rise in deductibles since 2008.⁽³⁾

U.S. health care costs expected to climb 5%+ annually through 2027.⁽⁴⁾



90%

U.S. physicians now using EHR on a daily basis.⁽⁵⁾

85% of prescriptions sent electronically.⁽⁶⁾



5.9 Hrs/Day

Average daily EHR use by HCP.⁽⁷⁾

More than double all other digital resources combined.

1) ZS's 2017 AccessMonitor™ and AffinityMonitor™ Findings.

2) Cost of Prescription Drug-Related Morbidity and Mortality.

3) 2018 benchmark Kaiser Family Foundation Employer Health Benefits Survey .

4) Health Affairs.

5) U.S. Adoption of Electronic Health Records Nears 100 Percent.

6) Surescripts 2018 National Progress Report.

7) 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.

Our Offerings

OptimizeRx

Financial Messaging

Integrated platform that provides access to a universe of sample vouchers, co-pay coupons and other patient support through EMR and e-prescribe systems

Brand Messaging

Tailored brand awareness messaging

Clinical Messaging

Content distribution enabling the provision of effective care while reviewing data and treatment options

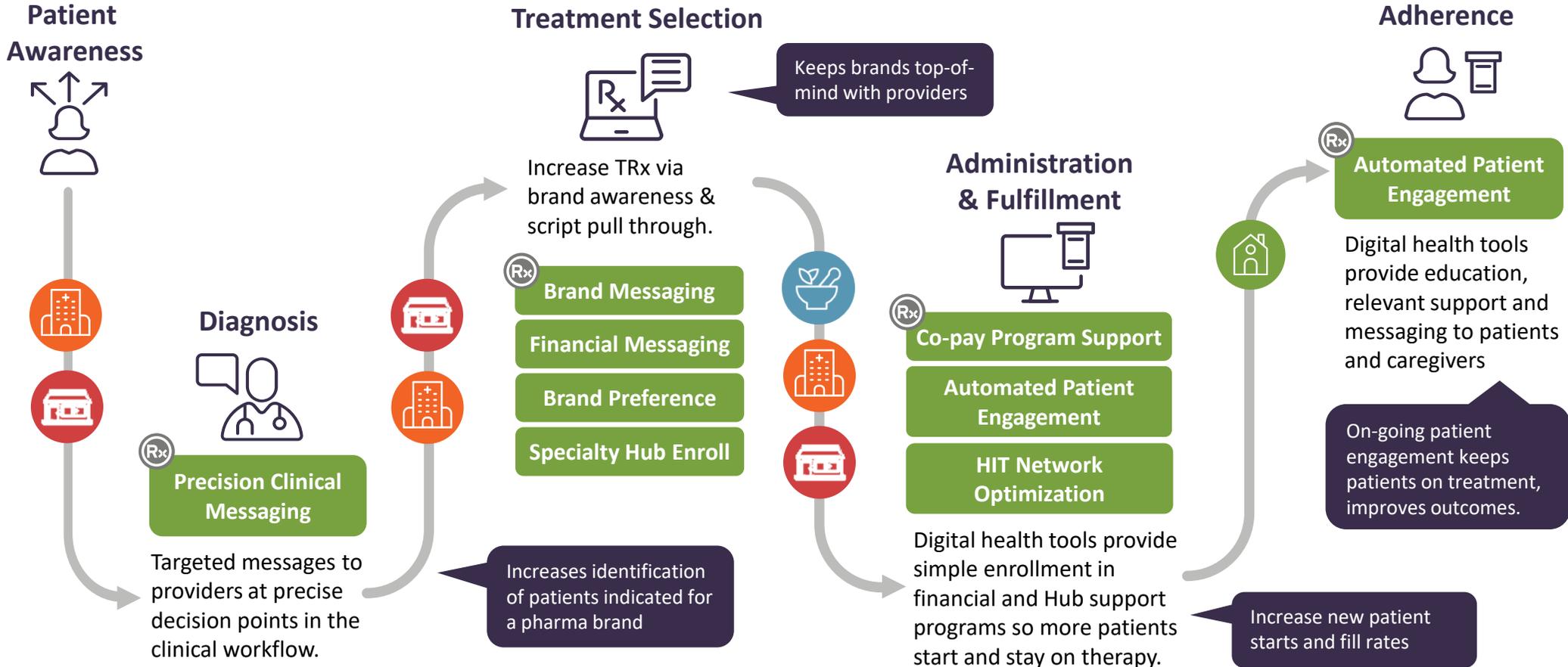
Patient Engagement

Patient-facing mobile solutions to drive adherence and better care via medication reconciliation, alerts, monitoring services and patient education

Platform Revenue

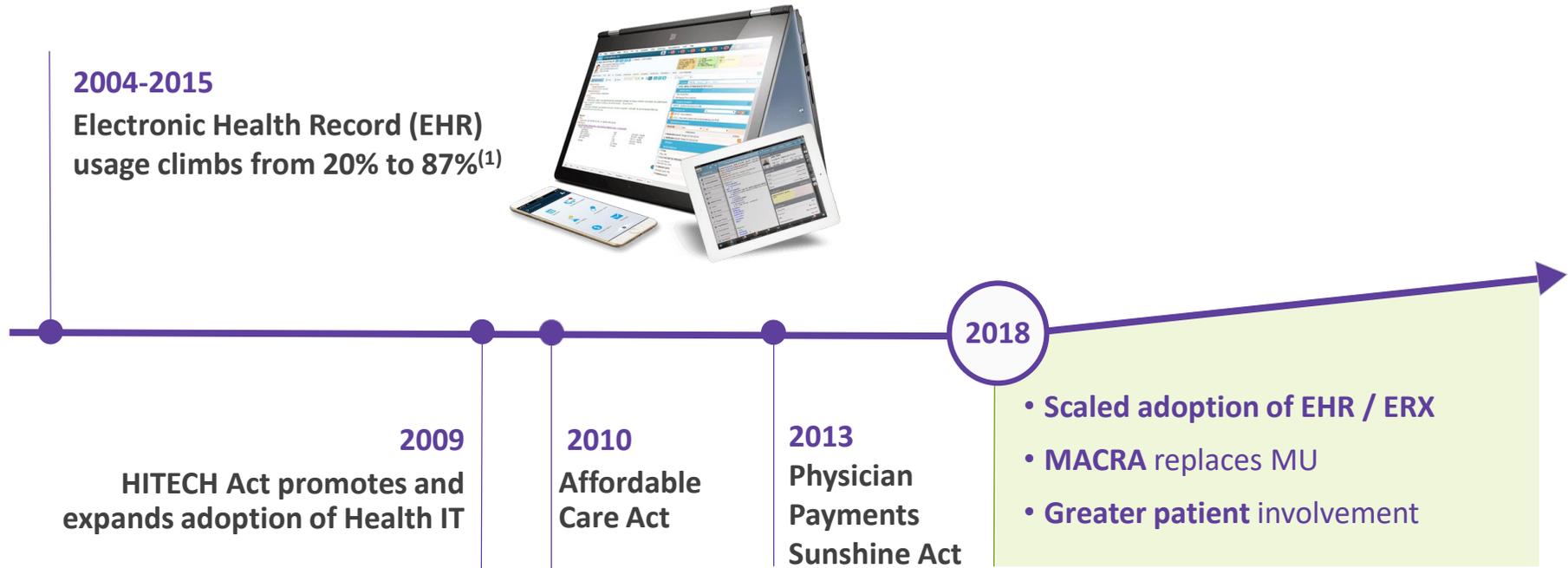
Distribution of content and brand audit services

We're at Every Stage in the Patient Journey



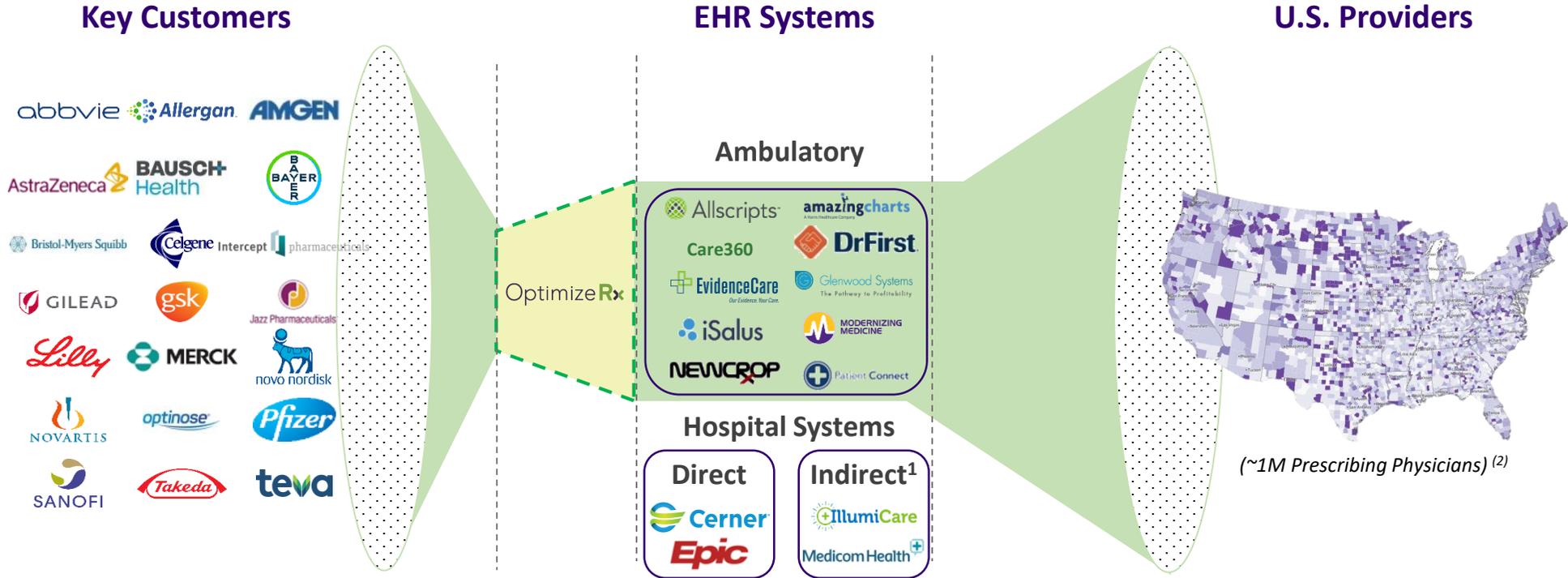
2018: Inflection Point for HealthTech

Regulations, legislation, consumer activity, and changes in healthcare provider behavior driving opportunity for Digital Health Messaging



1) Office of the National Coordinator for Health Information Technology. 'Office-based Physician Electronic Health Record Adoption,' Health IT Quick-Stat #50. dashboard.healthit.gov/quickstats/pages/physician-ehr-adoption-trends.php. December 2016.
2) Why Are There So Many EHR Systems? Analyzing a Bloated Market.

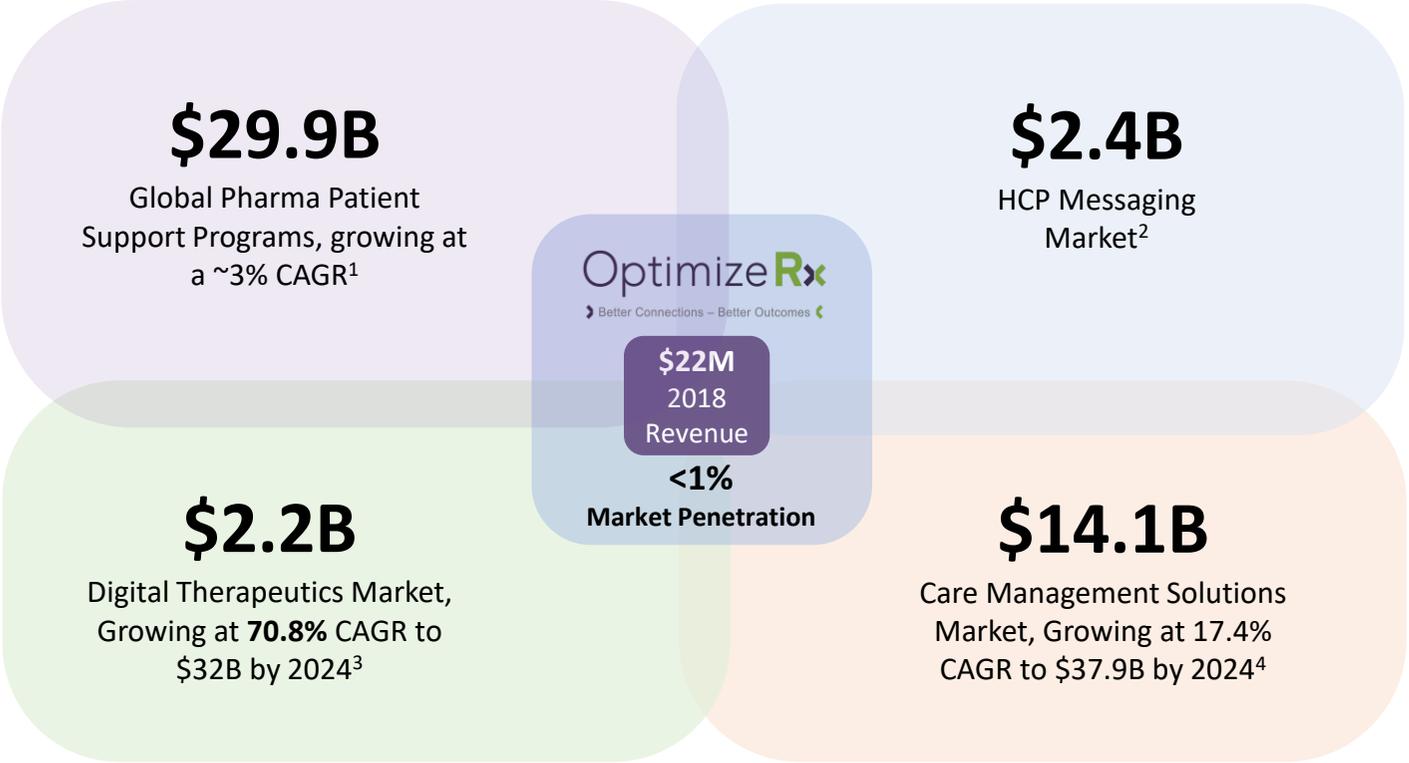
OptimizeRx is the Leading Aggregator in the Fragmented EHR market



1) Technology Partnerships.

2) Total ambulatory market of ~1M – sources: www.kff.org/other/state-indicator/totalactivephysicians/, A Census of Actively Licensed Physicians in the United States, 2016

Our Growth Opportunity Intersects Multibillion Dollar High Growth Markets

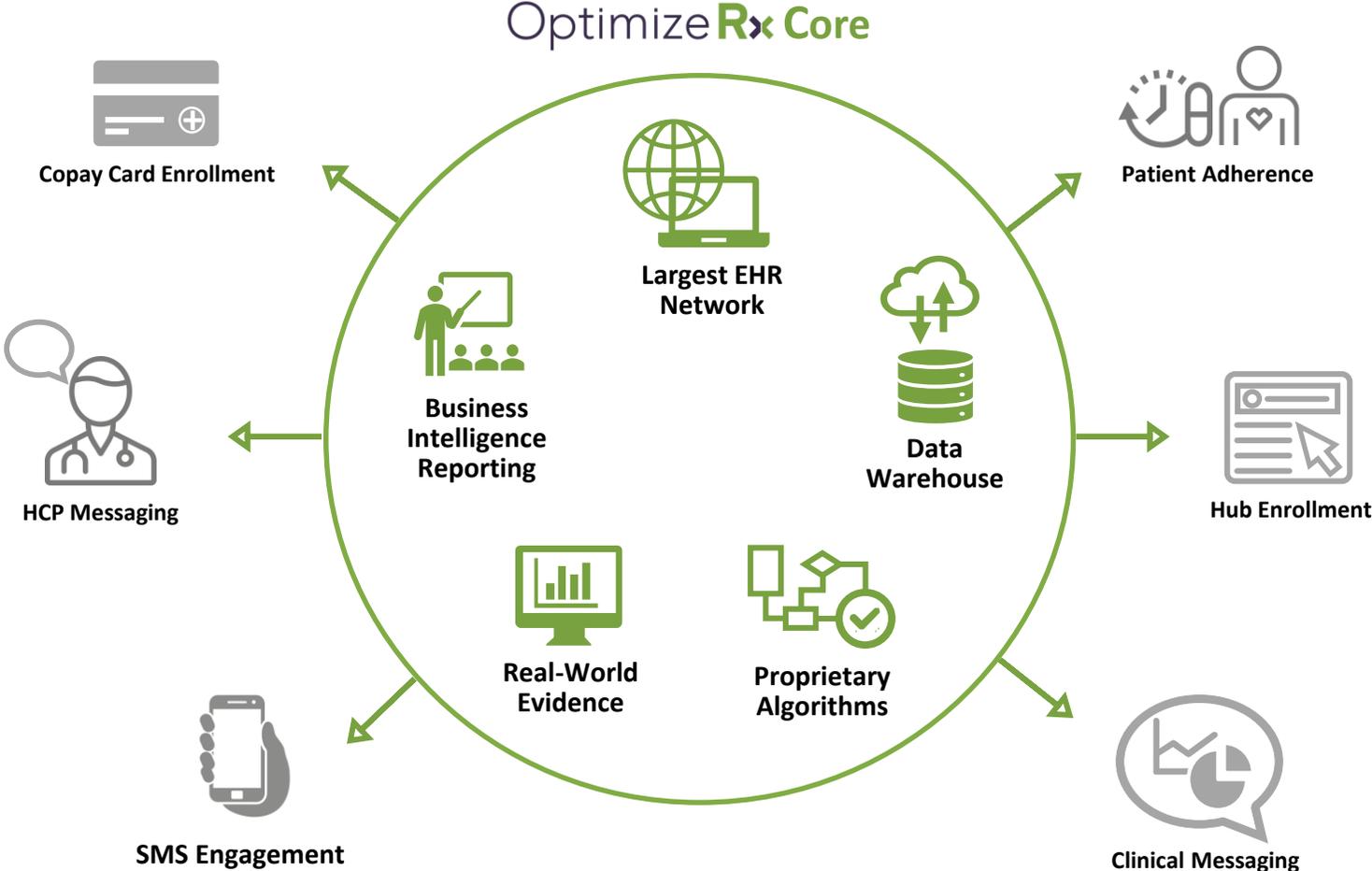


Growth Drivers

- Messaging impressions
- Brand & generic product adoption
- Legislative drivers of increased eRx utilization⁵
- Increasing use of mobile and wearable devices for managing health
- Global focus on adherence

1) As of 2016, most recent data available, published for first time by JAMA Jan. 2019; 2) 2018 addressable market per company estimate; 3) Juniper Research - May 2019; 4) Marketsandmarkets.com; 5) Point of Care Partners, Jan. 2019.

Communication Platform & Applications



We Offer Strong Value Proposition to Pharma Clients, Industry Partners, Patients and Providers

Huge Market Opportunity

1.91 billion ERx transactions annually and growing across hundreds of EHRs used constantly by health care providers (HCPs)⁽¹⁾ .

Proven Proprietary Technology

Delivered via nation's **largest promotional eRx network**

Affordability

Drives adherence by reducing barrier to prescription fill

Major Benefits for All Stakeholders

High-value support to healthcare workflow, **reducing costs, improving patient outcomes**

ROI

Pharma manufacturers report **300% - 1,200%+ ROI** making our eCoupons solution one of the most effective digital strategies available today

1) 2018 National Progress Report.

2) Source: OptimizeRx White Paper - Studies conducted by third-party analytics: Cognizant and Ogilvy Analytics 2015, 2016 on behalf of Top 5 global pharma companies.

Strong Momentum in Financial Performance

9-mo 2019 vs. 9-mo 2018

\$17.2M

First 9-mo 2019
Record revenue up 18%

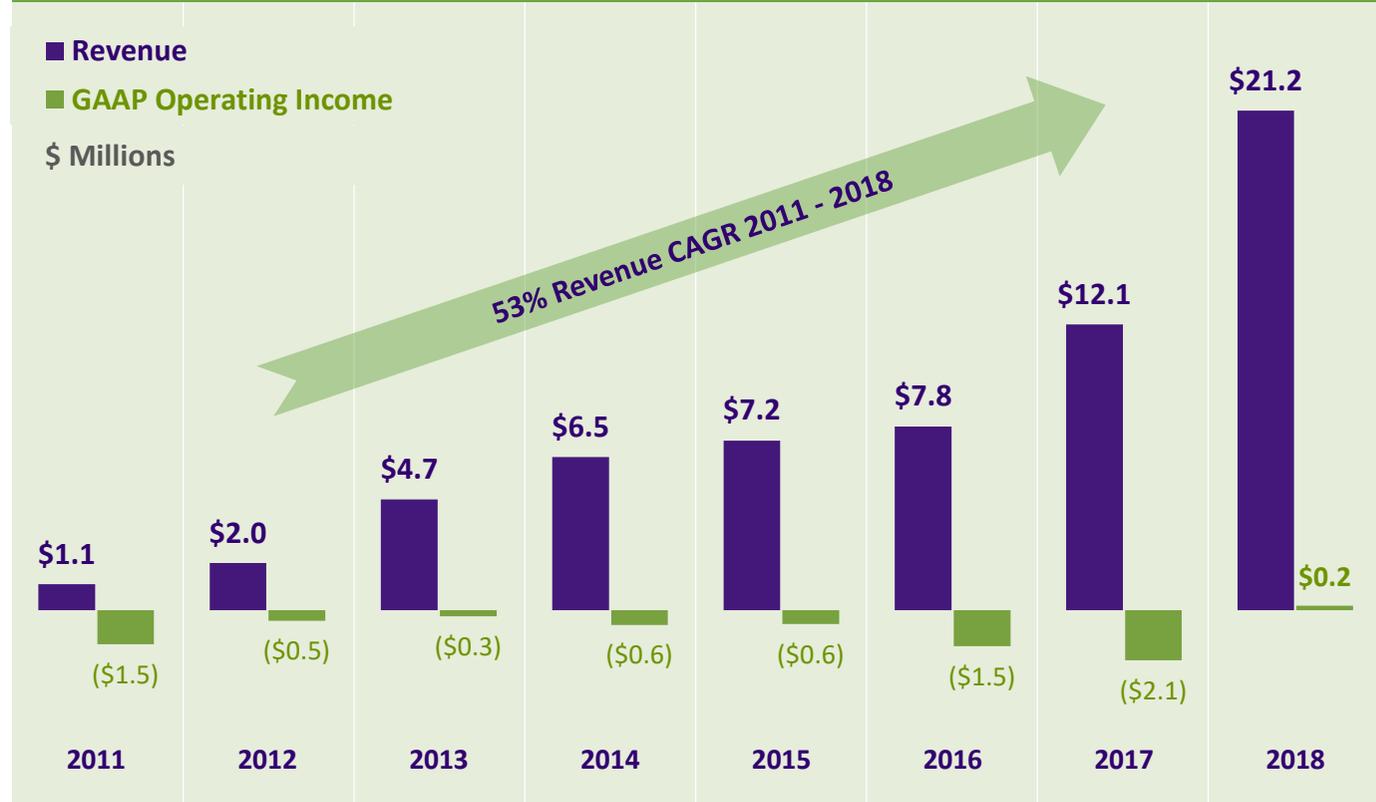
63.7%

First 9-mo 2019
Gross margin up vs. 55.5%

\$1.4M

First 9-mo 2019 non-GAAP net
loss or **\$0.10** Non-GAAP EPS⁽¹⁾

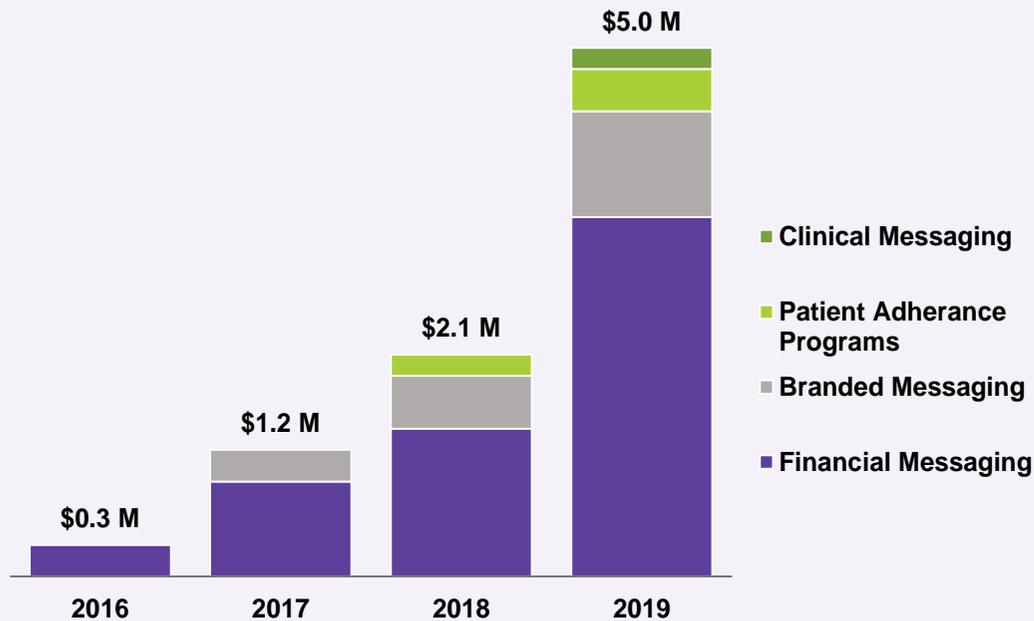
Annual Revenue & GAAP Operating Income



1) See definition of non-GAAP measures and reconciliation to GAAP in Appendix.

Highly Scalable Revenue Model - Example

OptimizeRx Revenue Growth from Client A



Digital Health Messaging Solutions	Client A	10 Clients	100 Clients
Financial Messaging	\$3.4M	\$34M	\$340M
Branded Messaging	\$1M	\$10M	\$100M
Patient Adherence Programs	\$400K	\$4M	\$40M
Clinical Messaging	\$200K	\$2M	\$20M
Total Revenue	\$5M	\$50M	\$500M

Note: Numbers are for example only, and assumes additional growth in HCP reach and EHR/ERX integration.

Growth Strategy

Expand Enterprise-level Offerings

Recently added **chief commercial officer**

Increase Customer Share of Wallet

Extend client solutions **offering**

Add Additional Pharma Brands

Rapidly **expanding commercial team** to drive growth

Reach More HCPs

Opportunity to **triple ePrescriber reach**

Expand into Hospitals & Health Systems

Started **direct sales** approach in 2019

Strategic Acquisitions

Add **payor** and **partner** customers / offerings

Key Takeaways

Market Opportunity

1.91 billion eRx transactions annually, with point-of-care marketing spend increasing.

Proven Technology

Infinitely scalable for an expanding market without need for extensive future investment.

Low Corporate Overhead

Highly leverageable/scalable profile.

World-Leading

Aggregator of EHR partners for pharmaceutical companies. Healthy pipeline for 2019 in both areas.

High Growth & Profitability

Total revenue up 18% to a record \$17.2 million in first nine months of 2019.

Proven Acquiror

Ability to identify, execute and integrate strategic acquisitions.

Management Team

Highly experienced management team with extensive background in healthcare.

Expended TAM

Recent acquisitions increase potential total available markets by a significant multiple.

APPENDIX

Condensed Consolidated Statement of Operations (Unaudited)

	For the Three Months Ended September 30,		For the Nine Months Ended September 30,	
	2019	2018	2019	2018
NET REVENUE	\$ 5,002,767	\$ 5,415,384	\$17,218,492	\$14,627,094
COST OF REVENUES	<u>1,981,143</u>	<u>2,268,968</u>	<u>6,251,766</u>	<u>6,513,810</u>
GROSS MARGIN	3,021,624	3,146,416	10,966,726	8,113,284
OPERATING EXPENSES	<u>5,008,934</u>	<u>2,923,238</u>	<u>12,341,827</u>	<u>7,807,705</u>
INCOME (LOSS) FROM OPERATIONS	<u>(1,987,310)</u>	<u>223,178</u>	<u>(1,375,101)</u>	<u>305,579</u>
OTHER INCOME				
Interest income	136,368	21,750	192,305	30,679
Change in Fair Value of Contingent Consideration	<u>280,000</u>	<u>-</u>	<u>25,000</u>	<u>-</u>
TOTAL OTHER INCOME	<u>416,368</u>	<u>21,750</u>	<u>217,305</u>	<u>30,679</u>
INCOME (LOSS) BEFORE PROVISION FOR INCOME TAXES	(1,570,942)	244,928	(1,157,796)	336,258
PROVISION FOR INCOME TAXES	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
NET INCOME (LOSS)	<u><u>\$(1,570,942)</u></u>	<u><u>\$ 244,928</u></u>	<u><u>\$(1,157,796)</u></u>	<u><u>\$ 336,258</u></u>
WEIGHTED AVERAGE SHARES OUTSTANDING				
BASIC	<u>14,146,489</u>	<u>11,755,500</u>	<u>12,996,590</u>	<u>10,840,584</u>
DILUTED	<u><u>14,146,489</u></u>	<u><u>12,921,768</u></u>	<u><u>12,996,590</u></u>	<u><u>11,766,754</u></u>
EARNINGS (LOSS) PER SHARE				
BASIC	<u><u>\$ (0.11)</u></u>	<u><u>\$ 0.02</u></u>	<u><u>\$ (0.09)</u></u>	<u><u>\$ 0.03</u></u>
DILUTED	<u><u>\$ (0.11)</u></u>	<u><u>\$ 0.02</u></u>	<u><u>\$ (0.09)</u></u>	<u><u>\$ 0.03</u></u>

Reconciliation of non-GAAP to GAAP Financial Measures

Definition and Use of Non-GAAP Financial Measures

This presentation includes a presentation of non-GAAP net income (loss) and non-GAAP earnings 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 and stock-based compensation expense. 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 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 at the end of this press release provides a reconciliation of non-GAAP net income (loss) and non-GAAP EPS for the three and six-month periods ended June 30, 2018 and 2019.

	For the three months ended September 30,		For the nine months ended September 30,	
	2019	2018	2019	2018
Net income (loss)	\$ (1,570,924)	\$ 244,930	\$ (1,157,796)	\$ 336,260
Depreciation and amortization	320,055	54,473	745,927	163,418
Stock based compensation	590,244	708,163	1,769,720	1,721,985
Non-GAAP net income (loss)	<u>\$ (660,625)</u>	<u>\$ 1,007,565</u>	<u>\$ 1,357,852</u>	<u>\$ 2,221,663</u>
Non-GAAP earnings per share				
Basic	<u>\$ (0.05)</u>	<u>\$ 0.09</u>	<u>\$ 0.10</u>	<u>\$ 0.20</u>
Diluted	<u>\$ (0.05)</u>	<u>\$ 0.08</u>	<u>\$ 0.10</u>	<u>\$ 0.19</u>
Weighted average shares outstanding				
Basic	<u>14,146,489</u>	<u>11,755,500</u>	<u>12,996,590</u>	<u>10,840,584</u>
Diluted	<u>14,146,489</u>	<u>12,921,768</u>	<u>12,996,590</u>	<u>11,766,754</u>

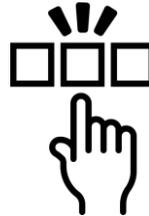
How it Works: Financial Messaging/Savings Workflow

STEP 1: SEARCH



- Healthcare provider searches for a brand drug within the EHR
- Alerted to potential savings for patient

STEP 2: SELECTION



- After selection, OptimizeRx instantly returns eligible patient financial support to review
- Offers print and/or instant electronic send-to-pharmacy option

STEP 3: SEND & PRINT



- Savings offer sent along to pharmacist with ePrescription
- Full financial savings offer can be printed and given to patient

How it Works: Clinical and Educational Messaging

Competitive Messaging:

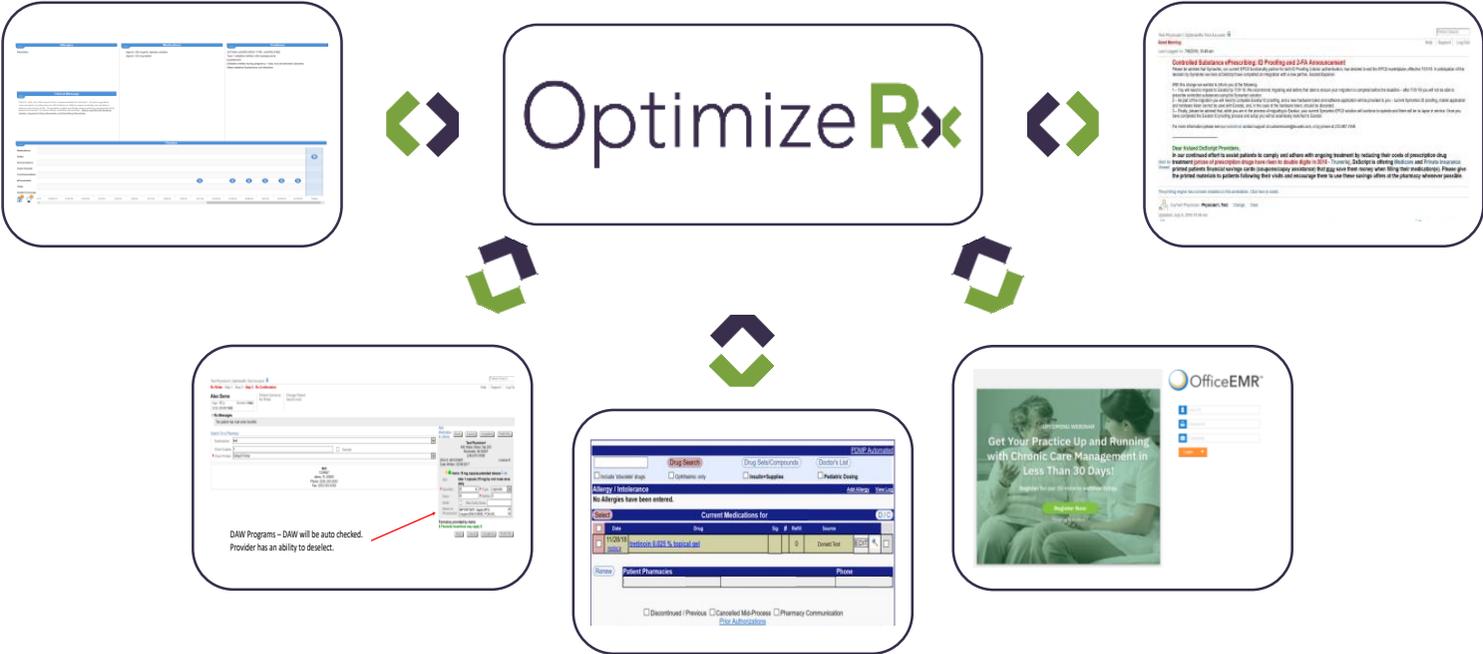
Designed to Raise Awareness of Alternative Therapy

Complementary Messaging:

Displayed with Related Medications

Self-Messaging:

New Formulation Announcements



How it Works:

CareSpeak Patient Engagement Solution

- **Interactive, mobile health messaging platform**
 - Direct, real-time interactive health messaging
- **Designed to:**
 - Help patients manage their health
 - Cost-saving co-pay programs
 - Medication reminders
 - Refill notices
 - Side effects information
 - Address critical industry need for direct communication between pharma and patients
 - Deliver greater medication adherence, patient engagement and healthier outcomes

Extends Patient's
Time-on-Therapy with
Specialty Medications
for up to 3.5 Months⁽¹⁾

Intervention Reduces
Payer Medical Cost by
\$140 Per Member Per
Month⁽²⁾



1) Simple Technology Extends Patient's Time on Therapy with Specialty Medications for up to 3.5 Months.

2) CareSpeak Helps Molina Get More Personal with Members Using Two-Way Health Messaging.

How it Works: RMDY Health

- **Digital therapeutic SaaS platform** enables health care stakeholders to launch digital care management and patient engagement programs
- Focused on care management, population health management and patient support programs
- Deployed via interactive websites and personal mobile devices
- Adds additional client segments:
 - Payers
 - MedTech companies
 - Med Associations
- Expands TAM to \$2.2 billion Digital Therapeutics Market, growing at 70.8% CAGR to \$32B by 2024¹
- Scales OptimizeRx solution set
- New recurring revenue stream with 85%-95% gross margins



Digital Therapeutic SaaS Platform

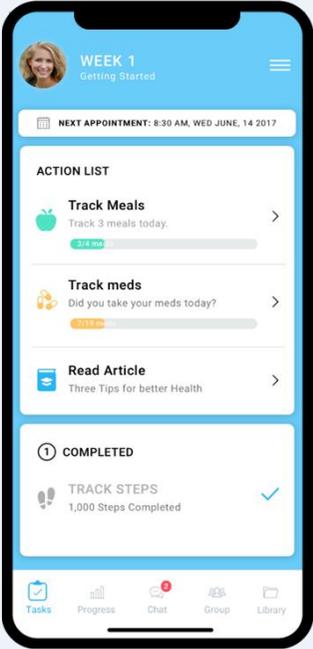
Health Care Provider Patient Console

Coach Console | Diabetes Management Program

Name: [Search] Critical value Unread chat

Member (13)	Avg B...	Weigh...	Avg Da...	Avg Da...	% of C...	Tags
Elaine Bennis Phase: 7/21	269	N/A	N/A	N/A	20	Back pain, Type I diabetes, Insulin Pump
Andrew White Phase: 7/21	209.5	36.55	N/A	N/A	20	Pre-diabetic, Insulin Resistance, Overweight
Netta Levrان Phase: 7/21	N/A	0	N/A	5,908	0	Back pain
Monica Green Phase: 7/21	181	-2.27	N/A	N/A	0	New Patient, Medication, Pre-diabetic
Jenny Brown Phase: 7/21	182.5	-4.3	N/A	N/A	10	New Patient, Medication, Anxiety, Type II Diabetes

Patient Mobile App



Connect Personal Devices Seamlessly



1) Juniper Research - May 2019