

OptimizeRx NASDAQ:OPRX

# A Digital Health Platform

Corporate Presentation

November 2020



# Important Cautions Regarding Forward Looking Statements

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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 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**

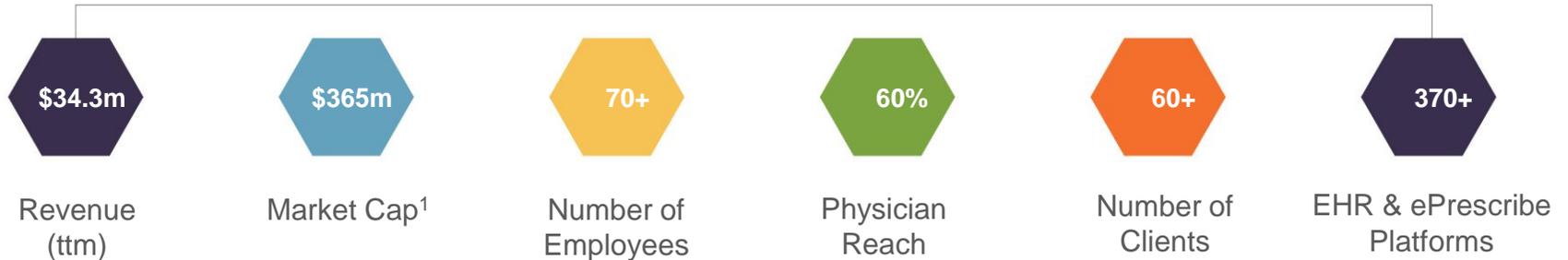
**Multiple Physician  
and Patient  
Communication  
Solutions**

**Expanded TAM  
With New Solutions**

**Connecting Care  
Between Physicians  
And Patients**

# WHO WE ARE

## Company Snapshot



1. Market cap as of November 11, 2020.

# OPRX Benefits



**Customers**  
Reach patients  
and providers digitally



**Physicians**  
Therapeutic knowledge,  
Industry connectivity enabling affordability



**Patients**  
Affordability, adherence, virtual care

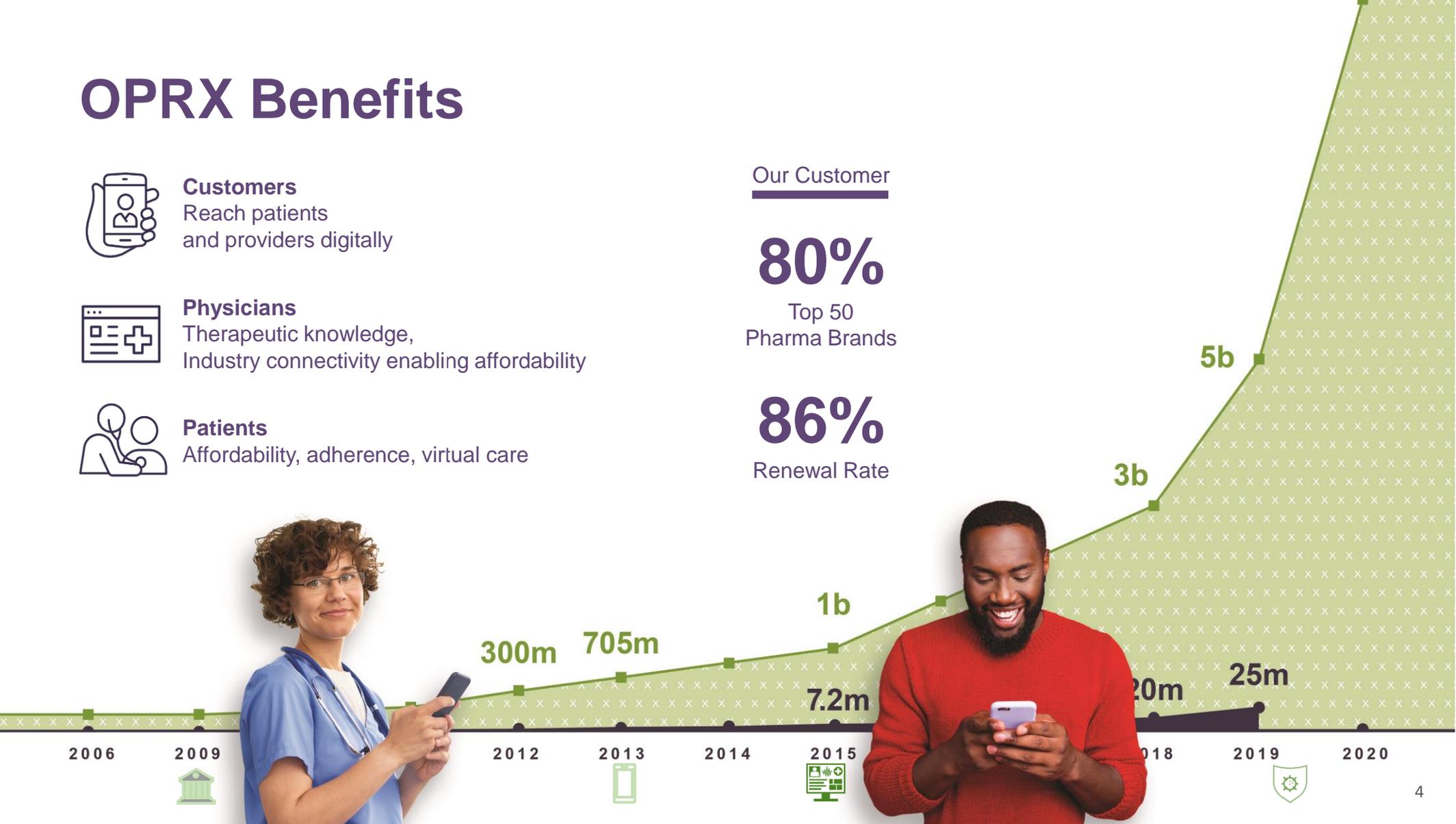
## Our Customer

**80%**

Top 50  
Pharma Brands

**86%**

Renewal Rate



2006

2009

2012

2013

2014

2015

2018

2019

2020



# Improving Healthcare for the Good of All Stakeholders



OptimizeRx

Affordability  
Adherence  
&  
Care



Reaching Providers & Patients  
Keeps Getting More Difficult

Digital Communication Pathways  
Continue To Grow

**500+**  
EHRs =  
fragmentation

**55%**  
Limit rep  
access<sup>5</sup>

**100%**  
Increase in  
FDA approvals<sup>4</sup>

**90%**  
U.S. physicians  
using EHR daily<sup>1</sup>

**5.9 hrs**  
Avg. daily  
EHR use<sup>2</sup>

**94%**  
U.S. consumer  
mobile phone use<sup>3</sup>

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/>  
 4. <https://cen.acs.org/pharmaceuticals/drug-development/new-drugs-2018/97/13>  
 5. ZS's 2017 AccessMonitorTM and AffinityMonitorTM Findings.

# OptimizeRx: A Digital Health Platform

Pharma



MedTech



Payers & Providers



370+  
EHRs

300m+  
Mobile  
Devices

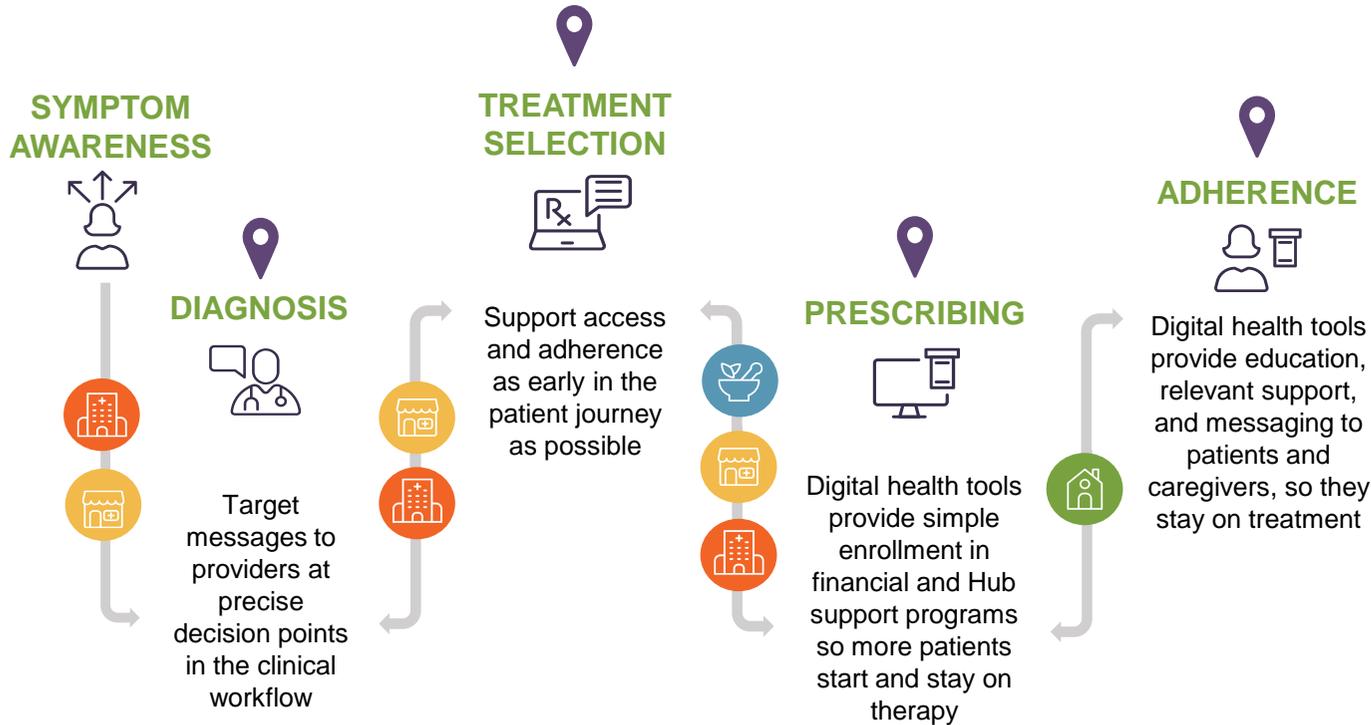
OptimizeRx



60%  
Prescribing  
Physicians

66%  
Insured  
Patients

# From Physician Awareness To Patient Adherence

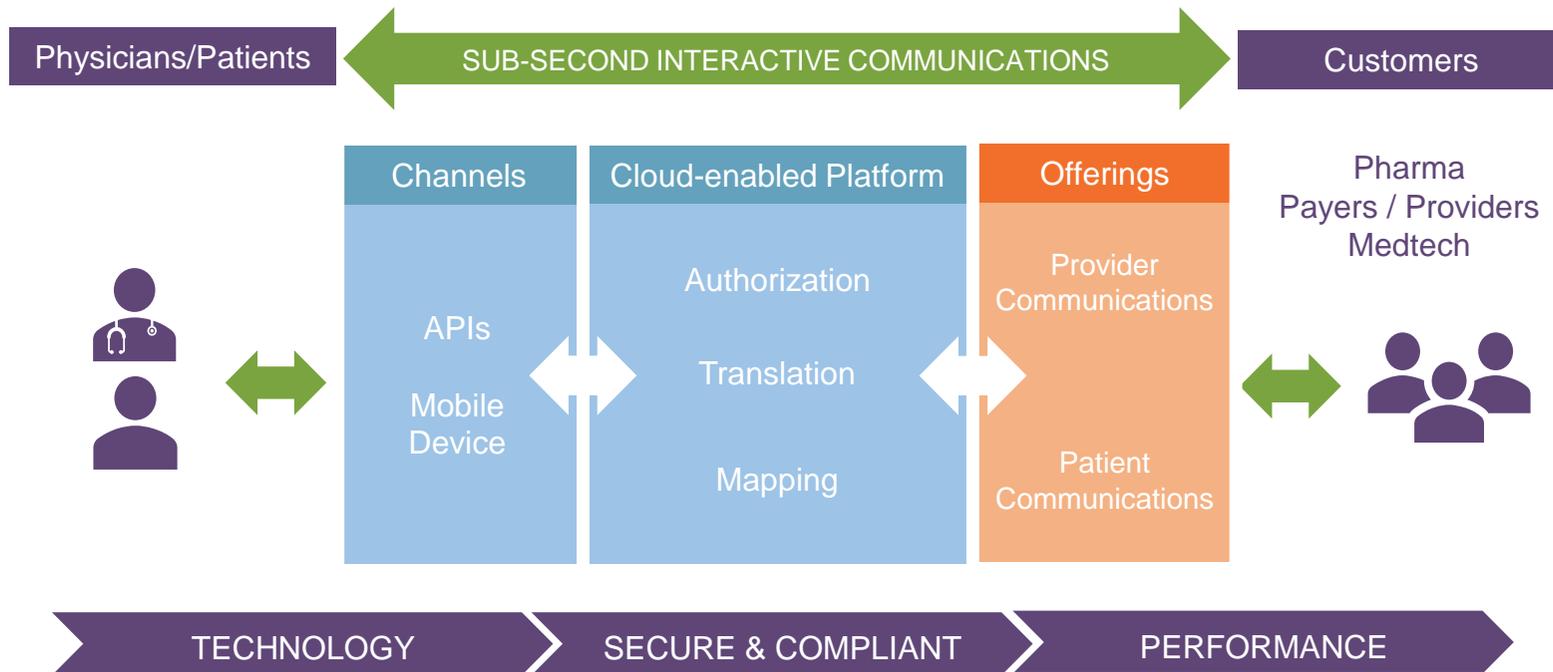


**20**  
relevant visits  
a day vs 6.4 / month

Up to  
**60%**  
monthly script increases  
when using the platform

**520% ROI**  
average on Pharma-  
sponsored financial support  
programs

# Powerful Technology



# Growth Leaders | Growth Drivers



**EXPERIENCE**  
**20+**  
Leading Health Services  
And Financial Businesses

PLEXUUS MedPanel

**Will Febbo**  
CEO



**EXPERIENCE**  
**25+**  
Senior Financial  
Roles

Applied Nanotech, Inc.  
TECHNOLOGY OF MIND OVER MATTER

**Doug Baker**  
CFO



**EXPERIENCE**  
**20+**  
Operations, Sales,  
And Growing  
Partner Networks

CCH\*Tagetik prognos

**Stephen Silvestro**  
Chief Commercial Officer



**EXPERIENCE**  
**30+**  
Healthcare and  
Health IT

HIMSS CareSource

PDX CHANGE HEALTHCARE

**Miriam Paramore**  
President



# Large Market Opportunity & Clear Growth Strategy



**\$20.3 Billion Annual Spend by Pharma for Marketing to Providers<sup>1</sup>**

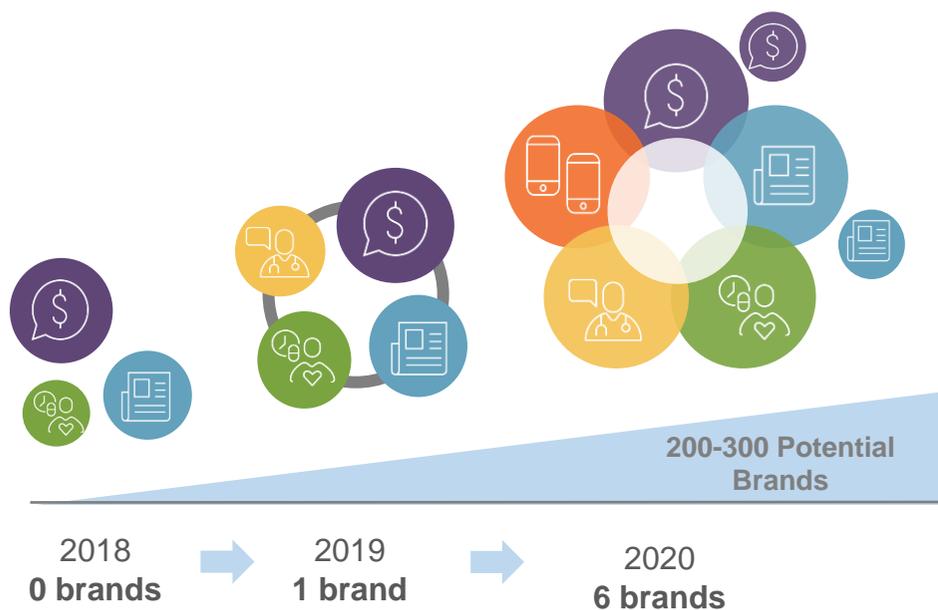
\$4 Billion is Digital

## Growth Strategy



# Scalable Revenue Model

## Enterprise/Recurring Revenue



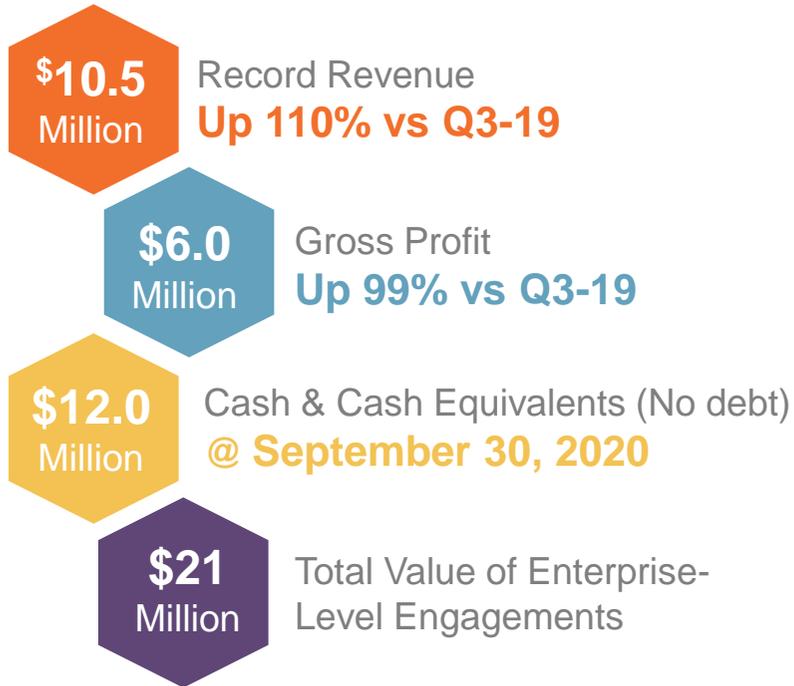
## Brand Annual Contract Value Evolution\*

	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

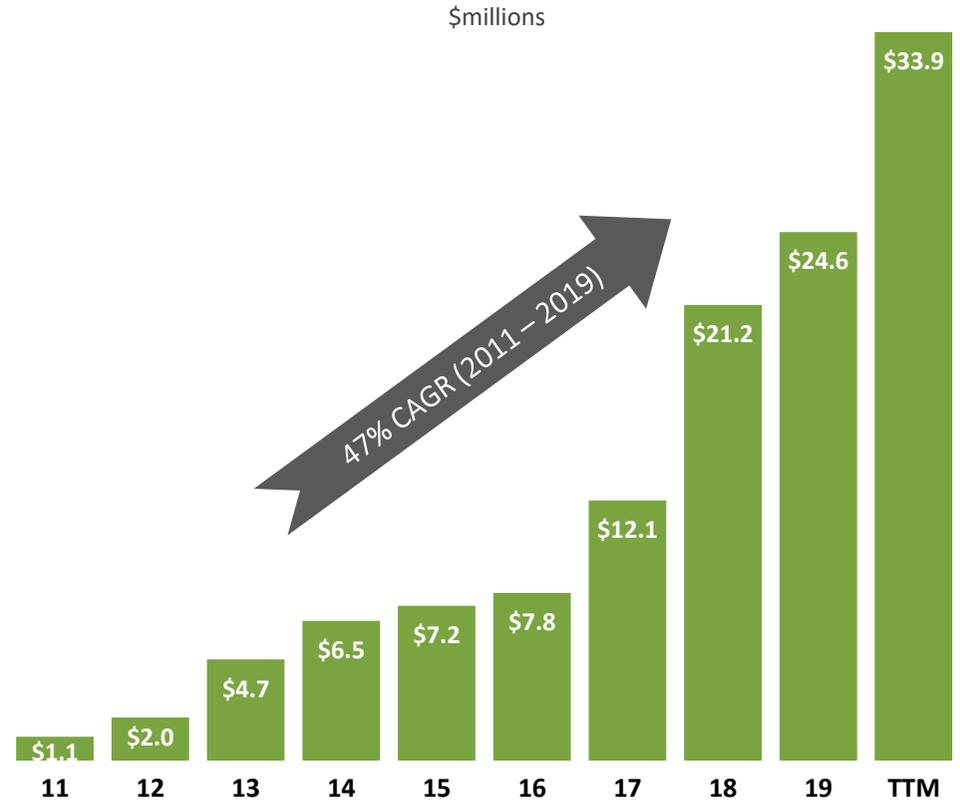
\*aspirational numbers

# Strong Financial Momentum

## Q3 2020 Results



## Annual Revenue Growth



# Key Takeaways

## HIGHLY SCALABLE PLATFORM

- Current Commercial team has \$100m run rate ability
- High existing network capacity

## PROVEN HEALTHCARE TECHNOLOGY

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

## LARGE & EXPANDING MARKET OPPORTUNITY

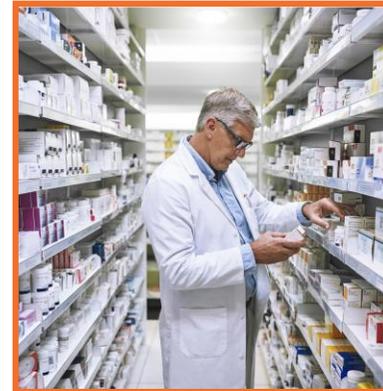
- Electronic prescribing adoption
- Digital enablement
- Consumer demand – billions and growing

## SUSTAINABLE COMPETITIVE ADVANTAGE

- Direct integrations
- Deep pharma relationships
- Meaningful to all stakeholders

# Appendix

- Key Stats
- Reconciliation of non-GAAP to GAAP Financial Measures (Unaudited)
- Case Studies
- News Coverage



# Key Stats (NASDAQ:OPRX)

<b>Stock Price (11/11/20)</b>	<b>\$24.16</b>
52 Week Low-High	\$6.50 - \$24.30
Avg. Vol. (3-mo.)	169,656
Shares Outstanding	15.1M
Public Free Float (est.)	96.5%
<b>Institutional Holdings</b>	<b>66.0%</b>
Insider Holdings	3.5%
<b>Market Cap</b>	<b>\$365M</b>
Enterprise Value	\$353M

<b>Net Revenue <i>ttm</i> @ 9/30/20</b>	<b>\$33.9M</b>
Gross Profit <i>ttm</i>	\$15.5M
Net Loss <i>ttm</i>	\$5.6M
Non-GAAP Net Income <i>ttm</i>	\$0.1M
<b>Cash @ 9/30/20</b>	<b>\$12.0M</b>
Total Assets	\$55.1M
Total Debt	\$0.0M
Total Liabilities	\$8.5M
Full-time Employees	70

## Net Revenue Growth



*ttm* = trailing twelve months ended September 30, 2020.  
*mrq* = most recent quarter as of September 30, 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.



# 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, non-cash lease expense, 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 and nine months periods ended September 30, 2020 and 2019.

	For the Three Months Ended September 30,		For the Nine Months Ended September 30,	
	2020	2019	2020	2019
Net loss	\$ (282,894)	\$ (1,570,942)	\$ (3,564,293)	\$ (1,157,796)
Depreciation, amortization, and non-cash lease expense	523,420	320,055	1,563,883	745,928
Stock-based compensation	756,437	590,244	2,391,619	1,769,720
Income or loss related to the fair value of contingent consideration	110,390	(280,000)	140,390	(25,000)
Non-GAAP net income (loss)	<u>\$ 1,107,353</u>	<u>\$ (940,643)</u>	<u>\$ 531,599</u>	<u>\$ 1,332,852</u>
Non-GAAP net income (loss) per share				
Basic	<u>\$ 0.07</u>	<u>\$ (0.07)</u>	<u>\$ 0.04</u>	<u>\$ 0.10</u>
Diluted	<u>\$ 0.07</u>	<u>\$ (0.07)</u>	<u>\$ 0.03</u>	<u>\$ 0.10</u>
Weighted average shares outstanding:				
Basic	<u>14,900,971</u>	<u>14,146,489</u>	<u>14,726,534</u>	<u>12,996,590</u>
Diluted	<u>15,996,241</u>	<u>14,146,489</u>	<u>15,640,050</u>	<u>13,952,330</u>

# Real Results: Oncology

## THE CHALLENGE

A specialty treatment received recent approval for a new indication.

Providers needed a way to learn about the updated treatment profile and more information about the new use case.



## OPRX SOLUTION

- Create a profile of providers most likely to need / prescribe the new treatment for their patients to ensure that the most relevant physicians would receive the most updated information.
- Provide a channel to deliver clinically-relevant educational information directly within the provider's EHR

## PROVIDERS:

- Gained a better understanding of the treatment
- 3x**
- Seeing the new clinical information within their EHR were 3x more likely to prescribe the treatment, indicating it was a better way to receive updated information.

# Real Results: Diabetes

## THE CHALLENGE

A new T2 Diabetes therapy entering the market faced tough challenges to patient uptake:

- Undesirable method of administration
- Challenging side-effect profile



## OPRX SOLUTION

Therapy on-boarding and adherence support via:

- Co-pay card activation mechanism
- Mobile distribution of educational information, emotional support content, nutrition tips, and more via mobile device
- Capture and deliver self-reported patient experience information for physicians

## PATIENT:

- Concern about managing injections dropped by 66%

# 91%

- Concern about side effects dropped by half
- (self-reported) adherence to therapy of 91%

# In the News



OptimizeRx launches **TelaRep**, on-demand virtual consults with medical science liaisons to help prescribers with specialty drugs.

— Circle Square

OptimizeRx is using its **digital network**, technology platform, and partnerships to provide **CDC alerts** as a public health service.

— TechRepublic

...it's beneficial to have timely outbreak updates inputted **directly into EHR systems**. And digital health firm OptimizeRx is doing just that...

— Business Insider

The Americas' **Fastest Growing Companies 2020**. #282

— Financial Times

OptimizeRx has launched a free interactive text message alert program available to the general public that delivers **COVID-19** information issued by the Centers for Disease Control and Prevention.

— BenefitsPro

**Patients** and **practitioners** alike are realizing how important it is to be able to **communicate digitally**, and they're seeing that this kind of communication is possible.

— Virsys12.com