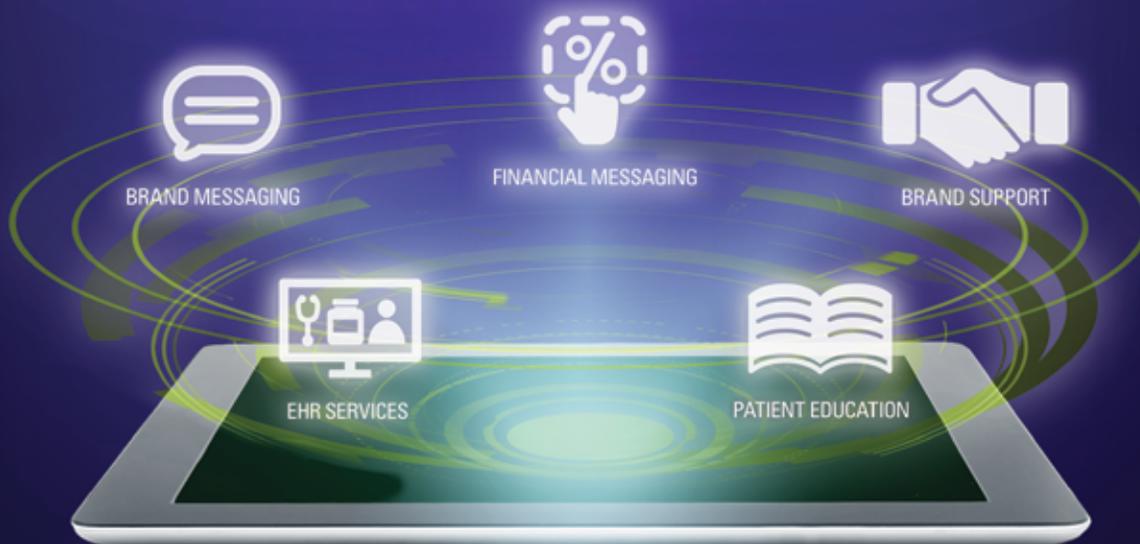


Serve up your brand with proven ROI

OptimizeRx® Financial Messaging (eCoupon) programs deliver cost-effective patient support and proven TRx lift



Independent studies demonstrate the effectiveness of OptimizeRx eCoupons.*

Therapeutic Area	Avg. Views/Month	ROI
Men's Health	1,096	10.6:1
Depression	32,868	8.5:1
Bone	3,088	5.6:1
Diabetics	7,693	7.2:1
ADHD	6,640	6.4:1
Smoking Cessation	3,132	7.1:1
Ophthalmology	12,129	6.1:1
Hematology	8,178	7.7:1

Health care professionals now spend over three hours a day using the Electronic Health Record (EHR). EHR strategy in your marketing plan is a necessity. As the leading aggregator of pharma services for the EHR, OptimizeRx provides eCoupon and other programs directly in the HCP workflow, at the point of care.

Multiple ROI studies confirm that the OptimizeRx platform grows TRx through its unique promotional system. In fact, leading pharma manufacturers have **experienced results ranging from 300% to 1200%**, proving that eCoupons is one of the most effective digital tactics available.

With OptimizeRx, your brand is seen and promoted in the right place at the right time – **for the right return on investment.**

*Studies conducted by third party analytics: Cognizant and Ogilvy Analytics 2015, 2016 on behalf of Top 5 global pharma companies.

For more information, contact us at info@optimizerx.com today.

OptimizeRx