

## SampleMD Announces New Alternative Patient Sample & Support System for MedAssets Customers

Rochester, MI – April 28, 2010 – OPTIMIZERx Corporation (OTCBB: [OPRX](#)) announced today that it has signed an agreement with MedAssets Supply Chain Systems to allow its healthcare providers customers to implement a Virtual Sample & Support Cabinet to more efficiently search, select and print or e-send sample vouchers, prescription co-pay coupons and other support information right from their computer desktops.

“With more health systems limiting or restricting the use of samples and pharmaceutical representative access, we look forward to offering SampleMD’s innovative platform as an alternative to minimize workflow interruption within healthcare facilities while maximizing patient savings and compliance to needed medications.” said Mark Miriani, President of MedAssets.

“The pharmaceutical industry has many outstanding programs to help patients start and stay on their medications. Unfortunately many physicians do not have access to them or are looking for an easier, more appropriate way to review and distribute them in compliance with their organization’s current goals and procedures. Working with MedAssets allows us to leverage SampleMD’s virtual technology to customize a solution that works for the healthcare provider and the patients they serve.” said David Harrell, Chairman and Founder of SampleMD.

SampleMD ([www.samplemd.com](http://www.samplemd.com)) is a downloadable virtual "Patient Support Center" that allows doctors and staff to access a universe of sample vouchers and prescription co-pay coupons directly from their desktops. Doctors and healthcare providers utilize the SampleMD application from their computer desktops or integrate it into their EMR and/or e-Prescribe systems to search, print or electronically dispense drug samples and prescription co-pay coupons through a national network of pharmacies.

SampleMD’s platform eliminates the need for physicians to manage and store physical drug samples by offering a more convenient and efficient way to allocate, administer and track samples and prescription co-pay savings provided to their patients. Doctors can also review a selected drug's formulary status within the patients' insurance plan to determine at what level the product is paid/reimbursed. With an integrated automated communications capability, SampleMD can also provide on-going patient support and delivery of monthly prescription co-pay savings to promote continued drug compliance for chronic conditions such as diabetes, cholesterol, heart disease and asthma.

### About OPTIMIZERx Corporation

OPTIMIZERx Corporation provides unique platforms to help patients better afford and comply to their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand patient awareness, access and adherence to their brands. The Company's patient support website, [www.OPTIMIZERx.com](http://www.OPTIMIZERx.com), and its permanent subscriber base, continue to grow each month and is quickly becoming the preferred way to access branded prescription savings and support programs. Additionally, OPTIMIZERx is launching SampleMD ([www.samplemd.com](http://www.samplemd.com)) within leading health systems and organizations to better integrate available patient support within doctors and staff's workflow.

## **About MedAssets Supply Chain Systems**

MedAssets Supply Chain Systems is one of the largest group purchasing organizations in the U.S., utilizing a national contract portfolio of over 1,500 contracts to efficiently connect manufacturers, distributors and other suppliers with its more than 1,700 hospitals and over 40,000 non-acute healthcare provider customers. MedAssets Supply Chain Systems is a wholly owned subsidiary of MedAssets, Inc. For more information, visit [www.medassets.com](http://www.medassets.com).

### **'SAFE HARBOR'**

This press release 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 'estimate,' 'possible' and 'seeking' and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition and other material risks.

### **Contact:**

**David Lester**  
**248-651-6568**

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