



Michigan Academy of Family Physicians Announces Rollout of SampleMD as New Patient Sample & Support System to its Physician Members

Rochester, MI – March 25, 2010 – Michigan Academy of Family Physicians (MAFP) announced today that it has signed an agreement with SampleMD to allow their membership of approximately 3,000 doctors to download a free 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 physician members limiting the use of drug samples, we are excited to offer this innovative alternative that allows patients to more affordably start and stay on their prescribed medications”, said Mark Dickens, CEO of Michigan Academy of Family Physicians.

MAFP doctors will soon be able to login and download from the MAFP’s website their Virtual Sample & Support Cabinet powered by SampleMD. From there, they will also be able to look up insurance coverage, prescribing information and contact their drug representative for each selected product right from this desktop application.

The SampleMD powered desktop application 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. With an automated communications capability, SampleMD will also provide on-going patient support through delivery of monthly prescription co-pay savings to promote continued drug compliance for chronic conditions such as diabetes, cholesterol, heart disease and asthma.

“We are excited to team with MAFP and our pharmaceutical partners to launch this new technology to MAFP providers and staff. As a Michigan based company, we are keenly aware of the need to help Michigan residents save on the medicines they need”, stated David Lester, CEO of OPTIMIZERx.

About Michigan Academy of Family Physicians

Founded in 1948, the Michigan Academy of Family Physicians (MAFP) is dedicated to promoting excellence in health care and the betterment of the health of the public. There are more than 94,600 family physicians (or specialist in family medicine), family medicine residents and medical students nationwide that are part of the American Academy of Family Physicians. Of those, there are approximately 3,000 specialists in family medicine in Michigan. The skills of these physicians are in increasing demand and the forecasted supply and demand of family physicians shows that Michigan could face a shortage of family physicians

The estimated family physician visits per week in Michigan approaches almost 100 which equates to approximately 10 million patient visits annually. Family physicians have a significant impact on population and individual health, and family physicians are able to follow patients throughout their entire lives helping to ensure that men, women and children get the appropriate screening and preventative services well before they have established disease.

About OPTIMIZERx Corporation

OPTIMIZERx 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, 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) within leading health systems and organizations to better integrate available patient support within doctors and staff's workflow. The company has also developed OFFERx™ and ADHERx™ to allow a more streamlined an effective way to create, promote and test new trial or prescription co-pay programs on behalf of pharmaceutical and health care manufacturers.

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