OptimizeRx Corp.

OPRX

Nasdaq; other; SIC 7389, Services-Business Services, NEC; CIK 0001448431

A

strongest fifth of 334 graded peers in other

rank 50 of 334; percentile 14.7; sampling error 2.7 points; lower is stronger

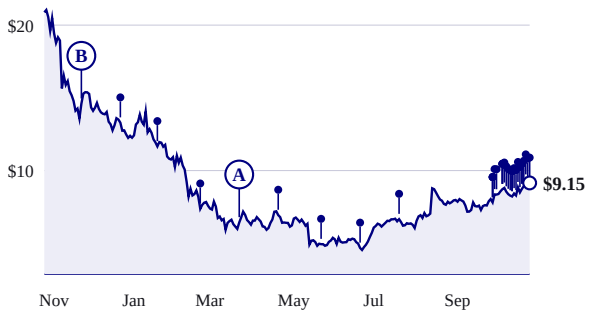
A B C D E

A, the bull



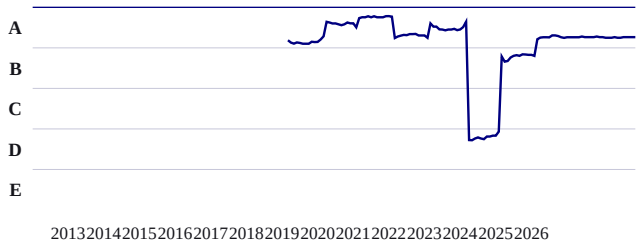
Scoreboard	
Profitability	C percentile 56.5
Solvency	A/B percentile 19.2
Growth and financing	B percentile 29.0
Reliability	0.87 AUC filers with $120M to $591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025
Peer failure rate	1.03% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	$120M to $591M assets total assets $176.9M
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered not computable: distress
Inputs computable	12 of 14
Graded from	filings received through Mar 12, 2026 228 days before the rescan; latest periodic filing 10-Q received Aug 13, 2026
Last close	$9.17 2026-10-23; market equity $172.7M; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Mar 12, 2026

OptimizeRx is a leading digital healthcare technology company that is redefining how life sciences brands engage with, market their services and products to, and support patients and healthcare providers. We leverage our proprietary technology solutions and partnerships to help our clients develop and execute highly individualized and targeted marketing campaigns to drive physician and patient engagement and to enhance patient care.

The fourteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

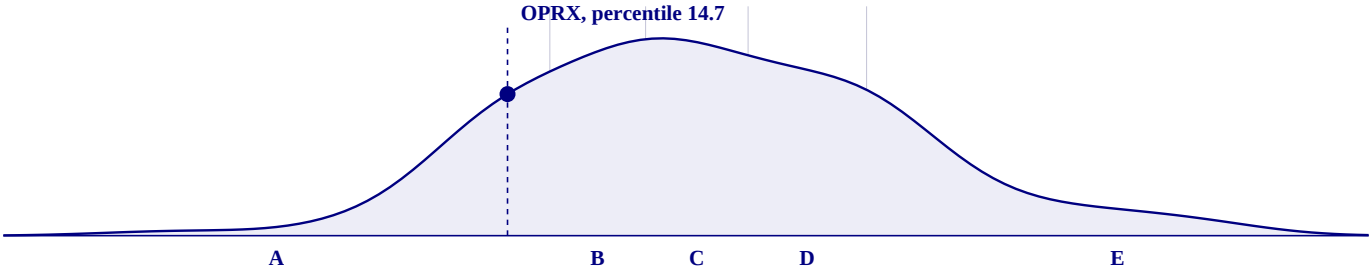
Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 56.5						
Gross profitability	41.6%	27.1%		24.6	286	2025-12-31
Return on invested capital	6.4%	10.0%		64.7	151	2025-12-31
Accruals ratio	(7.8%)	(5.8%)		37.3	502	2025-12-31
Gross margin stability, five years	1495.7 pts	2.2 pts		99.5	205	2025-12-31

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Solvency, sleeve percentile 19.2					
Twelve-month failure probability	not computable	0.04%			
latest liabilities, cash plus short-term investments, book equity, and shares are required					
Altman Z double-prime	3.37	2.05	28.2	384	2025-12-31
Net debt to EBITDA	0.25x	2.52x	13.8	182	2025-12-31
Interest coverage	not computable	2.18x			
latest aligned inputs end 2023-12-31; latest annual assets end 2025-12-31					
Current ratio	3.04x	1.33x	15.7	504	2025-12-31
Growth and financing, sleeve percentile 29.0					
Revenue growth, three-year compound	374.4%	5.1%	0.0	399	2025-12-31
Free cash flow growth, three-year compound	20.8%	8.9%	32.6	219	2025-12-31
Reinvestment rate	93.7%	11.9%	17.5	190	2025-12-31
Asset growth, three years	9.5%	4.1%	28.3	435	2025-12-31
Net share issuance, one year	1.5%	(0.5%)	66.9	354	2026-02-26

Among 334 peers

other; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
45	MediaAlpha, Inc. (MAX)	13.2	A	
46	Mercadolibre Inc. (MELI)	13.5	A	
47	American Public Education Inc. (APEI)	13.8	A	fortress balance sheet
48	Champion Homes, Inc. (SKY)	14.1	A	fortress balance sheet
49	DoorDash, Inc. (DASH)	14.4	A	
50	OptimizeRx Corp. (OPRX)	14.7	A	
51	Emcor Group, Inc. (EME)	15.0	A	fortress balance sheet
52	Booz Allen Hamilton Holding Corp. (BAH)	15.3	A	
53	Concentrix Corp. (CNXC)	15.6	A	
54	Expedia Group, Inc. (EXPE)	15.9	A	
55	Madison Square Garden Entertainment Corp. (MSGE)	16.2	A	

What the price implies

at the 2026-10-23 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(61.1%)	2.0%	6
Distance from 52-week high	(57.8%)	(25.2%)	15
EBIT to enterprise value	7.0%	4.3%	74
Free cash flow yield	10.8%	4.1%	86
Book value to price	0.76	0.34	79
Sales to price	0.63	0.72	47
Composite equity issuance, five years	11.4%	(8.8%)	79
Relative strength against the sector, log excess return	(1.09)	(0.13)	6

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Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score 8 of 9, period end 2025-12-31	
Return on assets above zero	pass
Operating cash flow above zero	pass
Return on assets improved	pass
Operating cash flow exceeds net income	pass
Long-term leverage fell	pass
Current ratio improved	pass
No new shares issued	fail
Gross margin improved	pass
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	$24.1M
Operating cash flow, four quarters	$18.4M
Months of runway	not finite
Days since last periodic filing	74 (10-Q received Aug 13, 2026)
Median daily dollar volume, 63 sessions	$1.3M

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	gross profit	us-gaap:GrossProfit	$73.6M	2025-12-31	2026-03-12	10-K	26-000005
2	assets	us-gaap:Assets	$176.9M	2025-12-31	2026-03-12	10-K	26-000005
3	operating income	us-gaap:OperatingIncomeLoss	$11.7M	2025-12-31	2026-03-12	10-K	26-000005
4	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	$7.0M	2025-12-31	2026-03-12	10-K	26-000005
5	income tax	us-gaap:IncomeTaxExpenseBenefit	$1.8M	2025-12-31	2026-03-12	10-K	26-000005
6	total debt	us-gaap:LongTermDebt	$26.3M	2025-12-31	2026-03-12	10-K	26-000005
7	book equity	us-gaap:StockholdersEquity	$128.3M	2025-12-31	2026-03-12	10-K	26-000005
8	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$23.4M	2025-12-31	2026-03-12	10-K	26-000005
9	total debt	us-gaap:LongTermDebt	$34.3M	2024-12-31	2026-03-12	10-K	26-000005
10	book equity	us-gaap:StockholdersEquity	$117.0M	2024-12-31	2026-03-12	10-K	26-000005
11	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$13.4M	2024-12-31	2026-03-12	10-K	26-000005
12	net income	us-gaap:NetIncomeLoss	$5.1M	2025-12-31	2026-03-12	10-K	26-000005
13	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$18.7M	2025-12-31	2026-03-12	10-K	26-000005
14	assets	us-gaap:Assets	$171.2M	2024-12-31	2026-03-12	10-K	26-000005
15	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$109.4M	2025-12-31	2026-03-12	10-K	26-000005
16	gross profit	us-gaap:GrossProfit	$59.4M	2024-12-31	2026-03-12	10-K	26-000005
17	revenue	us-gaap:Revenues	$92.1M	2024-12-31	2026-03-12	10-K	26-000005
18	gross profit	us-gaap:GrossProfit	$42.9M	2023-12-31	2025-03-20	10-K	25-025576
19	revenue	us-gaap:Revenues	$71.5M	2023-12-31	2025-03-20	10-K	25-025576
20	gross profit	us-gaap:GrossProfit	$39.0M	2022-12-31	2024-04-15	10-K	24-033000
21	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$1.0M	2022-12-31	2023-03-10	10-K	23-019233
22	gross profit	us-gaap:GrossProfit	$35.6M	2021-12-31	2023-03-10	10-K	23-019233
23	revenue	us-gaap:Revenues	$61.3M	2021-12-31	2023-03-10	10-K	23-019233
24	current assets	us-gaap:AssetsCurrent	$64.7M	2025-12-31	2026-03-12	10-K	26-000005
25	current liabilities	us-gaap:LiabilitiesCurrent	$21.3M	2025-12-31	2026-03-12	10-K	26-000005
26	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-$79.2M	2025-12-31	2026-03-12	10-K	26-000005
27	liabilities	us-gaap:Liabilities	$48.6M	2025-12-31	2026-03-12	10-K	26-000005
28	depreciation amortization	us-gaap:Depreciation	$102,000	2025-12-31	2026-03-12	10-K	26-000005
29	operating income	us-gaap:OperatingIncomeLoss	-$26.4M	2023-12-31	2025-03-20	10-K	25-025576
30	interest expense	us-gaap:InterestExpense	$1.5M	2023-12-31	2024-04-15	10-K	24-033000
31	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$58,000	2025-12-31	2026-03-12	10-K	26-000005

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32	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$4.9M	2024-12-31	2026-03-12	10-K	26-000005
33	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$112,000	2024-12-31	2026-03-12	10-K	26-000005
34	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$7.2M	2023-12-31	2025-03-20	10-K	25-025576
35	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$87,000	2023-12-31	2025-03-20	10-K	25-025576
36	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$10.7M	2022-12-31	2024-04-15	10-K	24-033000
37	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$81,005	2022-12-31	2024-04-15	10-K	24-033000
38	current assets	us-gaap:AssetsCurrent	$54.0M	2024-12-31	2026-03-12	10-K	26-000005
39	current liabilities	us-gaap:LiabilitiesCurrent	$18.7M	2024-12-31	2026-03-12	10-K	26-000005
40	assets	us-gaap:Assets	$183.4M	2023-12-31	2025-03-20	10-K	25-025576
41	assets	us-gaap:Assets	$134.7M	2022-12-31	2024-04-15	10-K	24-033000
42	shares outstanding	dei:EntityCommonStockSharesOutstanding	18,762,203	2026-02-26	2026-03-12	10-K	26-000005
43	shares outstanding	dei:EntityCommonStockSharesOutstanding	18,490,385	2025-03-11	2025-03-20	10-K	25-025576

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