# 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

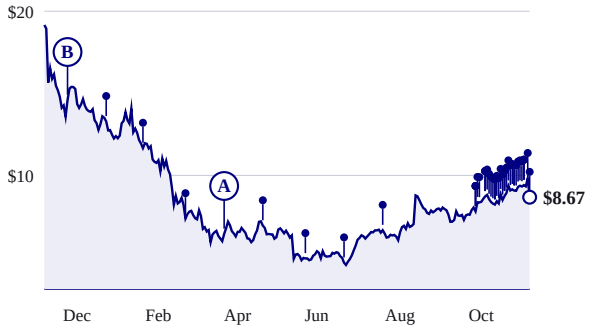
A B C D E

**A, the bull**



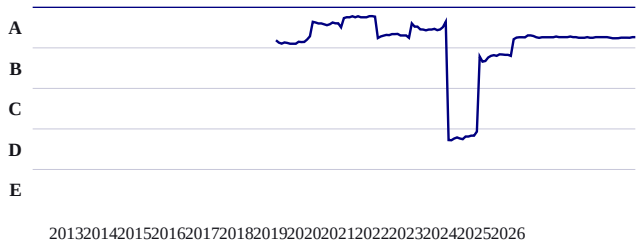
| Scoreboard | |
|---|---|
| **Profitability** | C<br>percentile 56.4 |
| **Solvency** | A/B<br>percentile 19.5 |
| **Growth and financing** | B<br>percentile 29.2 |
| **Reliability** | 0.87 AUC<br>filers with $120M to $591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025 |
| **Peer failure rate** | 1.03% a year<br>Item 1.03 bankruptcies, same asset band, 2012 to 2025 |
| **Size band** | $120M to $591M assets<br>total assets $176.9M |
| **Standard universe** | inside<br>revenue above $1M and assets above $10M |
| **Warnings** | none triggered<br>not computable: distress |
| **Inputs computable** | 12 of 14 |
| **Graded from** | filings received through Mar 12, 2026<br>239 days before the rescan; latest periodic filing 10-Q received Aug 13, 2026 |
| **Last close** | $8.64<br>2026-11-05; market equity $162.7M; 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*

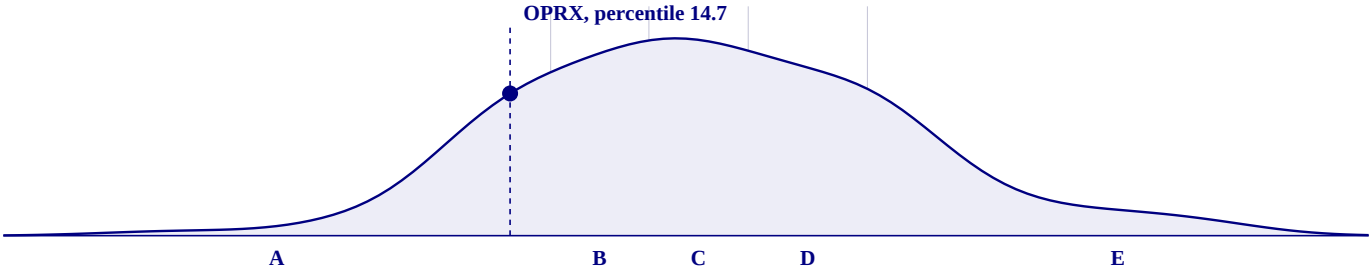
| Input | Value | Peer median | Percentile, 0 to 100 | Pct | Peers | Period end |
|---|---|---|---|---|---|---|
| **Profitability, sleeve percentile 56.4** | | | | | | |
| Gross profitability | 41.6% | 27.1% | | 24.6 | 286 | 2025-12-31 |
| Return on invested capital | 6.4% | 10.0% | | 64.7 | 151 | 2025-12-31 |
| Accruals ratio | (7.8%) | (5.8%) | | 36.9 | 502 | 2025-12-31 |
| Gross margin stability, five years | 1495.7 pts | 2.2 pts | | 99.5 | 204 | 2025-12-31 |

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| | | | | | |
|---|---|---|---|---|---|
| **Solvency, sleeve percentile 19.5** | | | | | |
| 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 | 2.06 | 28.7 | 388 | 2025-12-31 |
| Net debt to EBITDA | 0.25x | 2.51x | 13.9 | 181 | 2025-12-31 |
| Interest coverage | not computable | 2.45x | | | |
| *latest aligned inputs end 2023-12-31; latest annual assets end 2025-12-31* | | | | | |
| Current ratio | 3.04x | 1.33x | 15.8 | 508 | 2025-12-31 |
| **Growth and financing, sleeve percentile 29.2** | | | | | |
| Revenue growth, three-year compound | 374.4% | 5.1% | 0.0 | 396 | 2025-12-31 |
| Free cash flow growth, three-year compound | 20.8% | 8.9% | 32.7 | 218 | 2025-12-31 |
| Reinvestment rate | 93.7% | 11.9% | 17.5 | 190 | 2025-12-31 |
| Asset growth, three years | 9.5% | 4.1% | 28.6 | 431 | 2025-12-31 |
| Net share issuance, one year | 1.5% | (0.5%) | 67.1 | 351 | 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 | DoorDash, Inc. (DASH) | 13.5 | A | |
| 47 | Emcor Group, Inc. (EME) | 13.8 | A | fortress balance sheet |
| 48 | Champion Homes, Inc. (SKY) | 14.1 | A | fortress balance sheet |
| 49 | American Public Education Inc. (APEI) | 14.4 | A | fortress balance sheet |
| 50 | OptimizeRx Corp. (OPRX) | 14.7 | A | |
| 51 | Booz Allen Hamilton Holding Corp. (BAH) | 15.0 | A | |
| 52 | Concentrix Corp. (CNXC) | 15.3 | A | |
| 53 | Expedia Group, Inc. (EXPE) | 15.6 | A | |
| 54 | Mercadolibre Inc. (MELI) | 15.9 | A | |
| 55 | Madison Square Garden Entertainment Corp. (MSGE) | 16.2 | A | |

## What the price implies

*at the 2026-11-05 close; none of these enters the grade*

| Measure | Value | Peer median | Percentile |
|---|---|---|---|
| Twelve-month price change, skipping the latest month | (59.2%) | (0.6%) | 7 |
| Distance from 52-week high | (54.7%) | (24.6%) | 17 |
| EBIT to enterprise value | 7.4% | 4.4% | 75 |
| Free cash flow yield | 11.4% | 4.1% | 87 |
| Book value to price | 0.80 | 0.35 | 80 |
| Sales to price | 0.67 | 0.71 | 46 |
| Composite equity issuance, five years | 11.4% | (8.8%) | 79 |
| Relative strength against the sector, log excess return | (1.02) | (0.13) | 7 |

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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 | 85 (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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