

OptimizeRx Corp. (OPRX)

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

OptimizeRx Corp. OPRX; other	
Grade	A ▼ A B C D E strongest fifth of 336 graded peers percentile 15.5; sampling error 2.6 points; lower is stronger
Rank	53 of 336
Profitability	C percentile 56.7
Solvency	A/B percentile 19.3
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 active not computable: distress
Inputs computable	12 of 14
Graded from	filings received through Mar 12, 2026 211 days before the rescan; latest periodic filing 10-Q received Aug 13, 2026
Last close	\$8.37 2026-10-08; market equity \$157.6M
Price used in grade	None



A, the bull
strongest fifth of its sector;
letters are fifths of the 336
graded peers

Share price, twelve months to the rescan

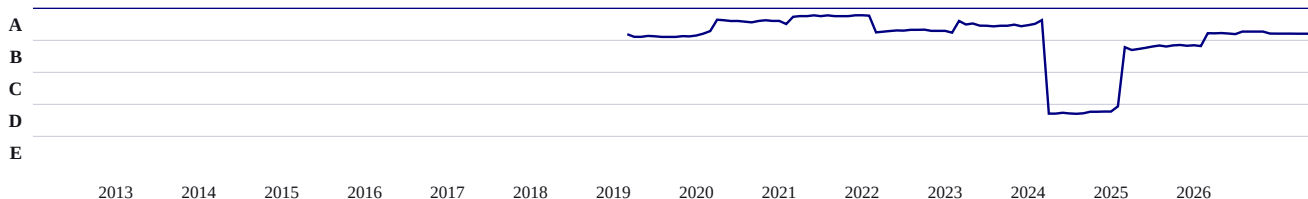
split-adjusted close; the letter is fixed at the rescan that set it



Rescans on file: D from Apr 21, 2024, C/D from Feb 21, 2025, B from Mar 21, 2025, A from Mar 21, 2026

Letter at every rescan

Jan 21, 2012 to Oct 9, 2026; sector percentile, 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.

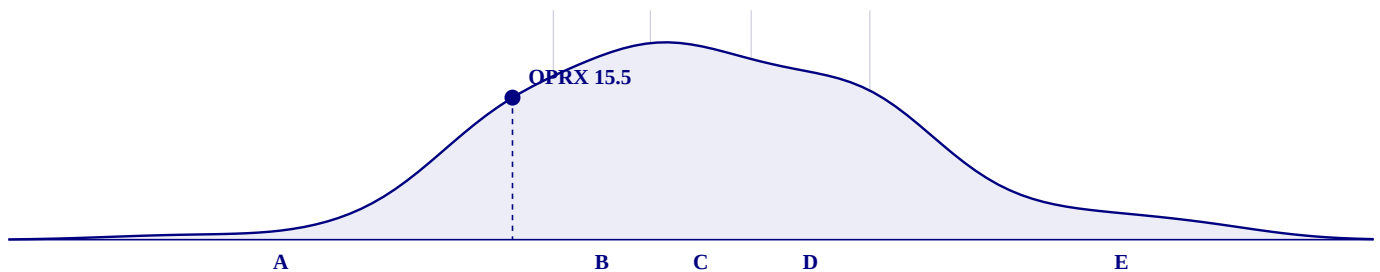
The fourteen inputs

lower percentile is stronger; equal-weighted sleeves

Input	Percentile, 0 to 100	Value	Peer median	Percentile	Peers	Period end
Profitability, sleeve percentile 56.7						
Gross profitability		41.6%	27.1%	25.0	289	2025-12-31
Return on invested capital		6.4%	10.0%	64.7	151	2025-12-31
Accruals ratio		(7.8%)	(5.9%)	37.6	506	2025-12-31
Gross margin stability, five years		1495.7 pts	2.2 pts	99.5	204	2025-12-31
Solvency, sleeve percentile 19.3						
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	28.1	386	2025-12-31
Net debt to EBITDA		0.25x	2.52x	14.2	184	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	1.32x	15.6	506	2025-12-31
Growth and financing, sleeve percentile 29.0						
Revenue growth, three-year compound		374.4%	5.1%	0.0	403	2025-12-31
Free cash flow growth, three-year compound		20.8%	8.7%	32.4	220	2025-12-31
Reinvestment rate		93.7%	11.9%	17.5	190	2025-12-31
Asset growth, three years		9.5%	4.1%	28.1	438	2025-12-31
Net share issuance, one year		1.5%	(0.4%)	67.0	356	2026-02-26

Among 336 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
48	Booz Allen Hamilton Holding Corp. (BAH)	14.0	A	
49	DoorDash, Inc. (DASH)	14.3	A	
50	Champion Homes, Inc. (SKY)	14.6	A	fortress
51	Emcor Group, Inc. (EME)	14.9	A	balance sheet fortress
52	Concentrix Corp. (CNXC)	15.2	A	balance sheet
53	OptimizeRx Corp. (OPRX) <	15.5	A	
54	Mercadolibre Inc. (MELI)	15.8	A	
55	Expedia Group, Inc. (EXPE)	16.1	A	

56	Madison Square Garden Entertainment Corp. (MSGE)	16.4	A
57	LAS Vegas Sands Corp. (LVS)	16.7	A
58	Tidewater Inc. (TDW)	17.0	A

What the price implies

at the 2026-10-08 close; none 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	(61.3%)	(26.8%)	11
EBIT to enterprise value	7.6%	4.4%	78
Free cash flow yield	11.8%	4.1%	87
Book value to price	0.83	0.34	80
Sales to price	0.69	0.70	49
Composite equity issuance, five years	11.4%	(8.8%)	78
Relative strength against the sector, log excess return	(1.09)	(0.13)	6

Diagnostics

not in 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	57 (10-Q received Aug 13, 2026)
Median daily dollar volume, 63 sessions	\$1.5M

Sources

each row links to the 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	0001448431-26-000005
2	assets	us-gaap:Assets	\$176.9M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
3	operating income	us-gaap:OperatingIncomeLoss	\$11.7M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
4	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraordinaryItemsDeductibleItems	\$14.0M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
5	income tax	us-gaap:IncomeTaxExpenseBenefit	\$1.8M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
6	total debt	us-gaap:LongTermDebt	\$26.3M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
7	book equity	us-gaap:StockholdersEquity	\$128.3M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
8	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	\$23.4M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
9	total debt	us-gaap:LongTermDebt	\$34.3M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
10	book equity	us-gaap:StockholdersEquity	\$117.0M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
11	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	\$13.4M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
12	net income	us-gaap:NetIncomeLoss	\$5.1M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
13	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$18.7M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
14	assets	us-gaap:Assets	\$171.2M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
15	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$109.4M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
16	gross profit	us-gaap:GrossProfit	\$59.4M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
17	revenue	us-gaap:Revenues	\$92.1M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
18	gross profit	us-gaap:GrossProfit	\$42.9M	2023-12-31	2025-03-20	10-K	0001213900-25-025576
19	revenue	us-gaap:Revenues	\$71.5M	2023-12-31	2025-03-20	10-K	0001213900-25-025576

20	gross profit	us-gaap:GrossProfit	\$39.0M	2022-12-31	2024-04-15	10-K	0001213900-24-033000
21	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$1.0M	2022-12-31	2023-03-10	10-K	0001213900-23-019233
22	gross profit	us-gaap:GrossProfit	\$35.6M	2021-12-31	2023-03-10	10-K	0001213900-23-019233
23	revenue	us-gaap:Revenues	\$61.3M	2021-12-31	2023-03-10	10-K	0001213900-23-019233
24	current assets	us-gaap:AssetsCurrent	\$64.7M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
25	current liabilities	us-gaap:LiabilitiesCurrent	\$21.3M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
26	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-\$79.2M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
27	liabilities	us-gaap:Liabilities	\$48.6M	2025-12-31	2026-03-12	10-K	0001448431-26-000005
28	depreciation amortization	us-gaap:Depreciation	\$102,000	2025-12-31	2026-03-12	10-K	0001448431-26-000005
29	operating income	us-gaap:OperatingIncomeLoss	-\$26.4M	2023-12-31	2025-03-20	10-K	0001213900-25-025576
30	interest expense	us-gaap:InterestExpense	\$1.5M	2023-12-31	2024-04-15	10-K	0001213900-24-033000
31	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$58,000	2025-12-31	2026-03-12	10-K	0001448431-26-000005
32	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$4.9M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
33	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$112,000	2024-12-31	2026-03-12	10-K	0001448431-26-000005
34	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-\$7.2M	2023-12-31	2025-03-20	10-K	0001213900-25-025576
35	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$87,000	2023-12-31	2025-03-20	10-K	0001213900-25-025576
36	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$10.7M	2022-12-31	2024-04-15	10-K	0001213900-24-033000
37	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$81,005	2022-12-31	2024-04-15	10-K	0001213900-24-033000
38	current assets	us-gaap:AssetsCurrent	\$54.0M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
39	current liabilities	us-gaap:LiabilitiesCurrent	\$18.7M	2024-12-31	2026-03-12	10-K	0001448431-26-000005
40	assets	us-gaap:Assets	\$183.4M	2023-12-31	2025-03-20	10-K	0001213900-25-025576
41	assets	us-gaap:Assets	\$134.7M	2022-12-31	2024-04-15	10-K	0001213900-24-033000
42	shares outstanding	dei:EntityCommonStockSharesOutstanding	18,762,203	2026-02-26	2026-03-12	10-K	0001448431-26-000005
43	shares outstanding	dei:EntityCommonStockSharesOutstanding	18,490,385	2025-03-11	2025-03-20	10-K	0001213900-25-025576