



OptimizeRx Corporation

Subsidiaries: Healthy Offers, Inc., CareSpeak Communications, d.o.o.

Locations: Massachusetts (HQ)

Industries: Health Care Equipment and Services, Software and Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

OptimizeRx Corporation is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. The company occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

OptimizeRx integrates ESG into its business practices. From its 2025 ESG Report: "Integrating ESG values into all aspects of our business is a journey" (1). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (2).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

OptimizeRx does not appear to discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

OptimizeRx offers DEI training to its employees (1). The company appears to prioritize diversity over merit in its leadership composition. From its 2024 ESG Report: "In 2021, we committed to the Parity Pledge: we will interview and consider at least one qualified woman and one underrepresented minority for every open role for a vice president position or higher. In 2022, the Board officially adopted this Parity Pledge to apply to selection criteria of future Board members as well" (2). However, in 2025, OptimizeRx removed DEI language from its ESG report and DEI policies from the Director Qualifications section of its proxy statement. To date, the company has not publicly addressed these changes, leaving shareholders without clarity regarding the company's reasoning or future direction (3)(4). The company does not provide viewpoint protections for its employees (5).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. **High Risk**

OptimizeRx supports DEI within its business practices, hosting a DEI committee (1). The company supports DEI within its business practices. From its 2024 ESG Report: "Our Board of Directors and Executive Team remain committed to Diversity, Equity, Inclusion & Belonging (DEI&B) and Parity Pledge commitments made in previous years to foster a diverse and talented workforce" (2). The company supports ESG within its business practices. From its 2025 ESG Report: "This ESG Report underscores our commitment to the principles of stakeholder capitalism and addressing universal priorities" (3).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. **Lower Risk**

OptimizeRx has not used corporate funds to advance ideological causes, organizations, or policies (1).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. **N/A**

OptimizeRx does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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