

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): April 2, 2020

OptimizeRx Corporation

(Exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction of incorporation)

001-38543

(Commission File Number)

26-1265381

(I.R.S. Employer Identification No.)

400 Water Street, Suite 200, Rochester, MI

(Address of principal executive offices)

48307

(Zip Code)

Registrant's telephone number, including area code: 248.651.6568

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Securities registered pursuant to Section 12(b) of the Act:

Title of each class

Trading symbol

Name of each exchange on which registered

Common Stock

OPRX

Nasdaq Capital Market

SECTION 8 – Other Events

Item 8.01 Other Events

On April 2, 2020, we issued a press release announcing the launch of TelaRep™, our latest EHR-enabled digital health tool designed to support physicians who are treating patients with specialty drug therapies. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

The information in Item 8.01 of this Current Report on Form 8-K (including Exhibit 99.1) shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, except as expressly set forth by specific reference in such a filing.

SECTION 9 – Financial Statements and Exhibits

Item 9.01 Financial Statements and Exhibits

99.1 [Press release, dated April 2, 2020](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

OptimizeRx Corporation

/s/ Douglas Baker

Douglas Baker
Chief Financial Officer

Date April 2, 2020



OptimizeRx Launches TelaRep™ to Support Physicians Treating Patients with Complex Diseases in COVID-19 World

On-Demand Virtual Consults with Medical Science Liaisons Help Providers Create the Right Treatment Regimen for Patients Needing Specialty Drugs

ROCHESTER, Mich. – April 2, 2020 – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies and payers, has launched TelaRep™, its latest EHR-enabled digital health tool designed to support physicians who are treating patients with specialty drug therapies.

Before COVID-19 and social distancing, physicians treating patients with complex diseases could consult with medical science liaisons (MSLs) in their offices to ensure the appropriate treatment plan. Now that COVID-19 severely restricts these face-to-face interactions, there is a critical communication gap that can put patients at risk.

TelaRep fills this gap by enabling the providers to connect with the MSLs via on-demand video consults from within their existing EHR workflow.

“The COVID-19 pandemic has hit our national healthcare system just as there has been an increasing use of complex, expensive specialty drugs,” said Steve Silvestro, chief commercial officer of OptimizeRx. “In order to design the best therapeutic treatment regimen for their patients, healthcare providers need detailed information about these powerful specialty medications. Combined with other existing restrictions on visits by life science representatives, social distancing makes in-person consults nearly impossible. We created TelaRep™ to fill this communication gap.”

TelaRep is available to all life science companies that subscribe to the OptimizeRx integrated communications platform. Through this platform, life science companies can digitally communicate with over half of the healthcare providers in the U.S. – even when providers are working remotely. Using advanced analytics, the platform ensures that providers in need of MSL consults are connected to the appropriate life science representative.

Silvestro continued: “As a mission-driven digital health technology business, our goal is to empower providers with solutions to help their patients and ensure that advances in patient outcomes are not adversely affected by the current crisis or any future restrictions of in-person gatherings. Our team has done an amazing job enabling providers to get the information they need to help their patients during this unprecedented time.”

William Febbo, CEO of OptimizeRx, commented: “With over 80,000 highly-trained MSL professionals sidelined at a time when the sharing of clinical knowledge is key to specialty medications, on-demand virtual consults via TelaRep could not have come at a better time. Our suite of digital health technology solutions allows us to reach a broad network of medical professionals in a seamless, non-disruptive way. Given the growing emphasis on telehealth and its increasing adoption rates, TelaRep is ideally positioned to help all stakeholders as the market adopts secure, video-centric methods for maintaining care and service continuity.”

About OptimizeRx

OptimizeRx® (NASDAQ: OPRX), a digital health company, connects pharmaceutical companies to patients and providers, offering greater affordability, adherence and brand awareness at the point-of-care. As the nation's largest digital platform connecting life sciences to the point-of-care, OptimizeRx provides a direct channel for pharma companies, payers, medtech, and medical associations to communicate with healthcare providers right within their workflow and also directly to patients.

The cloud-based solution supports patient adherence to medications and better healthcare outcomes with real-time access to financial assistance, prior authorization, education and critical clinical information. OptimizeRx provides more than half of the ambulatory patient market with access to these benefits through leading EHR platforms like Allscripts, Amazing Charts and Quest, and directly via its mobile communications platform and digital therapeutics SaaS platform.

For more information, follow the company on [Twitter](#), [LinkedIn](#) or visit www.OptimizeRx.com.

Important Cautions Regarding Forward Looking Statements

This press release contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended, and such as in section 21E of the Securities Act of 1934, as amended. These forward-looking statements should not be used to make an investment decision. The words 'estimate,' 'possible' and 'seeking' and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition, and other material risks.

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