

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): March 2, 2020

OptimizeRx Corporation

(Exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction
of incorporation)

000-53605

(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 March 2, 2020, we issued a press release announcing the appointment of Todd Inman as our Chief Technology Officer. 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 March 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: March 3, 2020



OptimizeRx Appoints Todd Inman as Chief Technology Officer

ROCHESTER, Mich. – March 2, 2020 – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for pharmaceutical companies, payers, medtech and medical associations, has appointed Todd Inman as chief technology officer.

Inman brings to the position more than 30 years of experience delivering outcomes across the healthcare technology industry. Since joining OptimizeRx in January 2019 as VP of Technology, he has led the company's technology innovation teams in the U.S., Europe and Israel. Inman has overseen OptimizeRx's establishment of a state-of-the-art AWS cloud backbone, data and analytics infrastructure, and the recently announced OptimizeRx Innovation Lab. He will continue leading the implementation and development of the company's newly integrated communications platform.

"Todd's appointment to this new position reflects our commitment to technology innovation that improves patient-centered care, access and adherence to medications," said Miriam Paramore, president of OptimizeRx. "Given Todd's expertise and track record of success, he is uniquely suited to fulfill the role of chief technology officer. He recently led the successful technology integration of our newly acquired companies, and we're looking forward to many more great things to come."

Inman commented: "I'm honored to take on this role at OptimizeRx to continue building and growing a world-class platform that creates better communication pathways within the healthcare industry. Leveraging the power of technology to streamline communication among stakeholders in the care journey is critical, and I couldn't be more excited to contribute to that global effort with the best team in its class."

Prior to OptimizeRx, Inman has held leadership roles within prominent health technology and information services companies. While leading data solutions at a large publicly traded health IT company, Inman directed the design and implementation of the company's big data strategy. This resulted in an AWS cloud-based data asset of over 30 billion digital health records for 230 million patients. With this highly secured and compliant health information asset, he led artificial intelligence, machine learning, and business intelligence efforts that resulted in the creation of numerous solutions benefiting providers, payers, and patients.

Inman and other OptimizeRx leaders will be attending HIMSS in Orlando on March 9-13, 2020, to demonstrate the industry-leading technology connecting provider and patient communications from the point-of-care and beyond. To schedule a meeting, please email malejandra@optimizerx.com.

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 payers, medtech companies, medical associations and pharma companies 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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