



## **SECTION 8 – Other Events**

### **Item 8.01 Other Events**

On April 16, 2020, we issued a press release announcing the continuation of our webinar series next week on COVID-19 to address the rapid adoption of telehealth with industry veterans from Carla Smith Health and Genius Rx. 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 16, 2020](#)

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**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

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Douglas Baker  
Chief Financial Officer

Date April 17, 2020

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### **OptimizeRx Continues COVID-19 Webinar Series, Addressing the Rapid Adoption of Telehealth**

**ROCHESTER, Mich. – April 16, 2020** – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies and payers, will continue its webinar series on COVID-19 next week to address the rapid adoption of telehealth with industry veterans from Carla Smith Health and Genius Rx.

This will be the sixth in a series of webinars OptimizeRx has been hosting to facilitate industry collaboration across healthcare verticals in response to COVID-19. The conversation around telehealth brings together thought leaders with deep industry relationships who have driven innovation in the healthcare space through the implementation of disruptive technologies and strategic collaboration.

The panel will be moderated by OptimizeRx president, Miriam Paramore. She will be joined by Carla Smith, CEO of Carla Smith Health. Smith recently spearheaded American Telemedicine Association's Quick-Start Guide to Telehealth, a resource for providers looking to quickly establish telehealth services during a public health crisis. Smith previously served as EVP of HIMSS for 17 years, leading U.S. and Canada strategy. She was named one of the Most Powerful Women Thought Leaders in Health IT and Most Influential Woman in Health IT several years in a row by Health Data Management.

The panel will also include Randy Parker, founder & CEO of Genius Rx, who has 30 years of experience starting and building successful, disruptive, consumer-focused companies including MDLIVE.

**Topic: Learning Together—The Rapid Adoption of Telehealth During COVID-19. Will it Stick?** In the face of social distancing to prevent further spread of the coronavirus, telehealth has emerged as the safest and most viable way to ensure patients have access to medical consults and care.

While telehealth is not new, it is suddenly experiencing unprecedented demand and easing of regulations because of the coronavirus crisis. Will this lead to a more permanent use of telehealth? Will broader telehealth initiatives persist after the pandemic subsides? The discussion will address the intricacies and opportunities of this extraordinary moment for telehealth, the growing importance of virtual care and its place in telehealth, and what these changes mean for the healthcare industry as a whole.

**Date:** Wednesday, April 22

**Time:** 1:00 p.m. ET

The webinar is open and free to anyone interested in participating in a practical conversation with industry leaders. OptimizeRx hosts these discussions to explore the transformational changes occurring in healthcare, and to connect the various stakeholders in a way that drives innovation, collaboration and education.

Register today at [www.optimizerx.com/webinars](http://www.optimizerx.com/webinars).

For more information about OptimizeRx's webinar sessions, contact media relations at (754) 245-7070 or [malejandra@optimizerx.com](mailto: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 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](http://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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