

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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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): December 5, 2013

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

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(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))
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## SECTION 7 – Regulation FD Disclosure

### Item 7.01 Regulation FD Disclosure

On December 5, 2013, OptimizeRx Corporation (the “Company”) made an investor presentation that included the slides furnished as Exhibit 99.1 to this Current Report on Form 8-K. The slides contained in Exhibit 99.1 are also posted on the Company’s website at [www.optimizerxcorp.com](http://www.optimizerxcorp.com).

The information in Item 7.01 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 [Investor Relations Presentation, dated December 5, 2013](#)

### 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/ David Lester  
David Lester  
Chief Operating Officer

Date: December 5, 2013



# OPTIMIZE



**OPTIMIZERx Corporation (symbol OPRX)**

**David Harrell, Chairman & CEO**

**H. David Lester, COO**

OPTIMIZERx Corporation

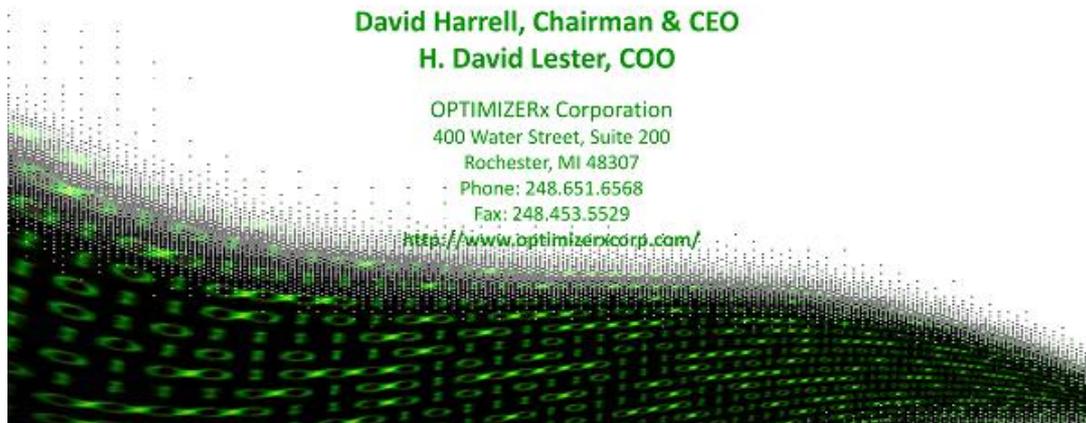
400 Water Street, Suite 200

Rochester, MI 48307

Phone: 248.651.6568

Fax: 248.453.5529

<http://www.optimizerxcorp.com/>



**SAFE HARBOR :**

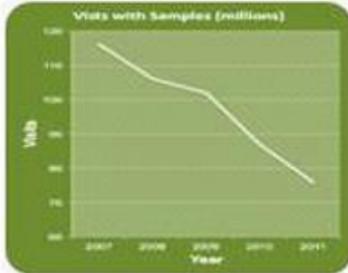
This presentation contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended and such section 21E of the Securities Act of 1934, amended. These forward-looking statements should not be used to make an investment decision.

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.



# \$350 Billion U.S. Pharma Market Place: Disarray!



## Standout Statistics:



Less than  
**50%**

of all physicians surveyed agree to see a sales rep in person without restrictions.



Oncologists,  
General &  
Family  
Practitioners,

**Pediatricians & Psychiatrists** strongly prefer alternative detailing over in-person.

**20 out  
of 100**

reps who visit physician's offices actually speak to a doctor

Physician shortages continue to grow, meaning increased pressure to see more patients in less time and less time to see pharmaceutical representatives.

## Pharma eyes EHR for engaging with docs

At a recent *MM&M* Leadership Exchange, participants were ready to declare that the great digital channel shake-up may have reached its peak...

**According to Levy, it may be time for marketers to stop looking at the phone, tablet or "phablet" as the Holy Grail of physician engagement. "Pharma brand managers need to move where their audience does. Their next frontier: the EHR."**

"EHRs will become the dominant context for physicians," said Craig DeLarge, global leader, multi-channel marketing strategy and innovation, Merck. "We've been slow to internalize the idea and engage in the EHR format."

Because the EHR is the center of physician workflow, accompanying e-prescribing data with the right information should be the new thrust for HCP engagement.



# What do Physicians Want from Pharma in their EHR?

... Access for Promotional Access

... A CMI / Compas Study

## Features That Would Be Helpful if Integrated into an EHR System

Patient Vouchers    Drug Samples    Formulary Updates    Drug Information    Patient Education

Formulary updates

Request a rep visit



Physicians across 9 of 10 specialties  
**Placed the highest value  
on samples/vouchers as  
being most helpful to  
their practice, generally  
followed by patient  
education...**

© CMI/Compas, 2012, Promotional Access and Preferences of Physicians

within hundreds of leading EHRs & health systems

# OPTIMIZE EHR



Vertical text on the left side of the advertisement, likely a list of features or benefits, though the text is too small to read.

Vertical text on the right side of the advertisement, likely a list of features or benefits, though the text is too small to read.

**THE  
Leading  
Promotional Platform  
to Maximize this Great new Digital EHR Frontier!**

Consulting • Coordinating • Connecting

# OPTIMIZE

you to more physicians & patients electronic pathways

**250,000**  
Healthcare  
Providers at  
point of eRx!

EMORY HEALTHCARE  
ST. BARNABAS HEALTH SYSTEM  
NuHealth  
Dreyer Medical Clinic Advocate  
Ochsner Health System

Allscripts  
First Insight  
Care360  
HealthTronics  
NEXTGEN  
Waiting Room Solutions  
iOPRACTICEWARE  
PDR Network  
GREENWAY  
eMDs  
NEWCROP  
Clarkson Eyecare

OPTIMIZERx's patented technology Can reach and deliver more requested support than any other platform at point of prescribe within over **350** EHRs and leading health systems!

# The most Proven & Effective eCoupon Platform. Period

Creators of eCoupon with Patented Technology • Largest Network Reach • Most Advanced Targeting & Reporting

"80 percent of physicians polled were either 'more likely' or 'much more likely' to prescribe a drug with a co-pay card."<sup>5</sup>

Atlantic Information Services, Inc., (AIS): April 26, 2012

"First, measures for improving adherence must address financial barriers, especially the copayments that patients must make for medications."

NEJM, April 2010

Reach, Report, Reporting Results

Medication & Sig

'Brand Y' 150 MG TABS - QUANTITY 30 1 TAB

'Brand Y' Instant \$15 Savings Coupon

powered by SampleMD

APPLY PATIENT COUPON! BIN: 004682

Instant Savings Coupon

Instant \$15 Savings Coupon On Your 150 mg Prescription

## SampleMD: Our primary product platform makes drug samples obsolete

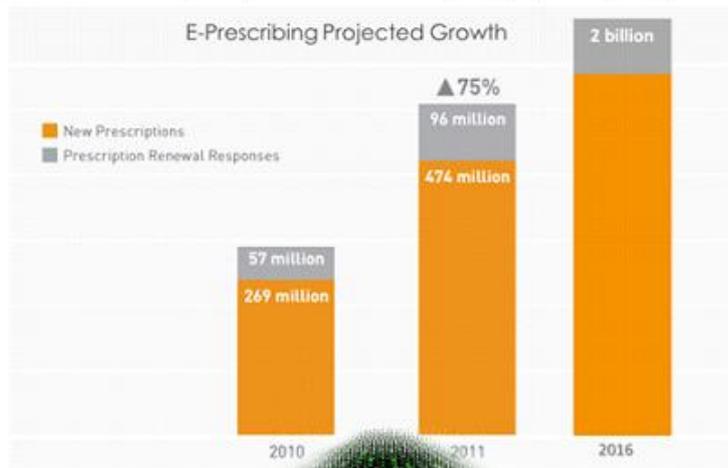


- SampleMD is a software platform that allows pharmaceutical and other interested companies to **replace drug samples by automating co-pay savings and sample voucher offers** directly in the doctor's electronic prescribing workflow.
- Doctors are able to **offer patients sample vouchers or coupons on-site at the time of prescription**, making it easy and simple to use.
- **Coupon info is printed & automatically sent to pharmacy** with eRx
- SampleMD is **paid average of \$4-\$5** by the manufacturer each time an eCoupon or eVoucher is automatically distributed to a patient.



## Model offers Huge Scalability following just eRx Trends!

- Through Major Government Incentives, Healthcare providers have moved to EHRs, with over 80% of them now ePrescribing
- By 2016, an estimated 2 billion prescriptions will be electronically sent per year and growing thereafter



# The most Effective ePatient Ed Delivery

Delivered at Point of Prescribe • Leading Partners • Future Sponsorship at Point of Diagnosis & Patient Portals

OPTIMIZERx's can deliver your brands patient education at Point of Care!

80% ranked access to patient education materials as most helpful to have integrated with their EHR systems

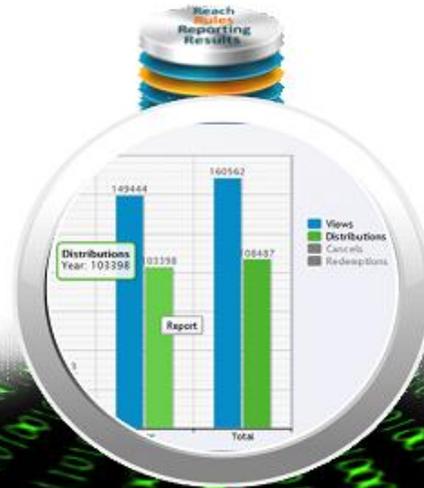
Reach Beyond Reporting Results

Learn more ▶  
Patient Education

Type 2 Diabetes

# Real Time Tracking of Your Success in generating Rx's!

OPTIMIZERx's Dashboard can measure and further OPTIMIZE your learnings and go forward success!



# Patented Automated Delivery of the Right Support

Based on Physician and Patient Segmentation via our Proprietary Rule Based Tracking System

SampleMD

## Create Targeting Rule

Select Affiliation Group

Offer: 883 Brand A(Co-pay) - Brand A Co-pay Co-pay

Total Allocation: 500000

Date: Select State

Internal Medicine

Used: 0

First Come First Served

Override

Used: 0

Should a first time patient in California get the same savings & educational support as an existing patient in Michigan?

Should a specialist in have the same product message/support as a Primary care provider?

SampleMD's rule-based technology, for example, can determine whether a voucher or co-pay is appropriate depending on a pharma company's predetermined rules regarding a patient's eligibility to receive the offer. "Once physicians select a drug the e-prescribing platform sends an electronic call to our database and we can determine if it's a first-time new patient or an existing patient. The technology then toggles between a voucher and a co-pay, the former being a 30-day trial and the latter to help them on an ongoing adherence basis," says Dave Harrell, chairman and founder of SampleMD. He adds that the company can also deliver different segmented offers based on geography, patient age, gender, physician specialty or unique targeting to named physicians.

### Promotional Targets:

All Prescribers & Patients

Specific Geography

Specific Product MDCs

Formulation

Specific Specialties

Specific Providers (NPIs)

Specific Health Systems

Apply Limits to eVoucher Only

Patient Age

Patient Gender

First Time Only

OPTIMIZERx's patented technology

can literally customize the delivery of unique

Product information, Savings and Educational Support by Physician & Patient Type!

# Targeted Product Information & Messaging

Delivered at Point of Prescribe • Leading Partners • Future Sponsorship at Point of Diagnosis & Patient Portals

The image is a composite graphic illustrating targeted product information. At the top, a navigation bar for 'Patient Advisor' includes links for 'GENERAL OUTCOMES', 'EDUCATION', 'COPAY', 'ADHERENCE PLAN', and 'SAMPLES/SUPPORT'. Below this, a 'CLINICAL LIST' snippet shows a result for 'Voltaren Gel' with a note: 'Patients properly titrated on Voltaren Gel have 72% better clinical outcomes: Max 100...'. The central focus is a magnifying glass over a 'Boxed WARNING' section, which includes links for 'Dosing and Concomitant Administration' and 'Save up to \$15 on copay'. To the left, a 'Melavin' patient support page lists 'Recent Major Change Apr 2013', 'Full Prescribing Information', 'Boxed WARNING', 'Alerts', 'BEMS', 'Melavin Patient Support Program', and 'Melavin - Patient Financial Support'. A 'PDR BRIEF' logo is also visible. To the right, a search results interface shows 'InfoScript' appearing after a medication is selected. The background features a green digital rain effect with binary code.

# Increasing Rep Access can be just a click away...

Doctor can pick available times • Request Samples and Product Information • Allows for efficient use of Rep time

**Request free samples**

**Request a rep visit**

**Features That Would Be Helpful if Integrated into an EHR System**

**Requesting Drug Samples & Drug Rep Is simply a click away!**

**Please provide the following:**

- Product Information
- Patient Education
- Samples

Other Request: \_\_\_\_\_

**Scheduled Time:**

Any time during normal business hours (8:30 AM-5:00 PM)

Specific Date/Time Period

We Rep to visit:  Only as Requested  Monthly  Quarterly

Address: 1234 Main St State: MI Zip: 48307

to: drsmith@drsoffice.com Send

**SEND REQUEST**

**Scheduled Time:**

Any time during normal business hours (8:30 AM-5:00 PM)

Specific Date/Time Period

**Unified Event**

Delete Accept Tentative Decline Propose New Time Respond Calendar

**Please respond.**

From: Requestor

Optional: \_\_\_\_\_

Subject: Dr. Eugene Smith Requested your Support

Location: 1234 Medical Dr., Rochester, MI 48307

When: Thursday, October 03, 2013 12:00 AM to Saturday, October 05, 2013 12:00 AM

[Calendar Preview](#)

Dr. Eugene Smith has requested the following support:

- Drug Samples
- Product Information

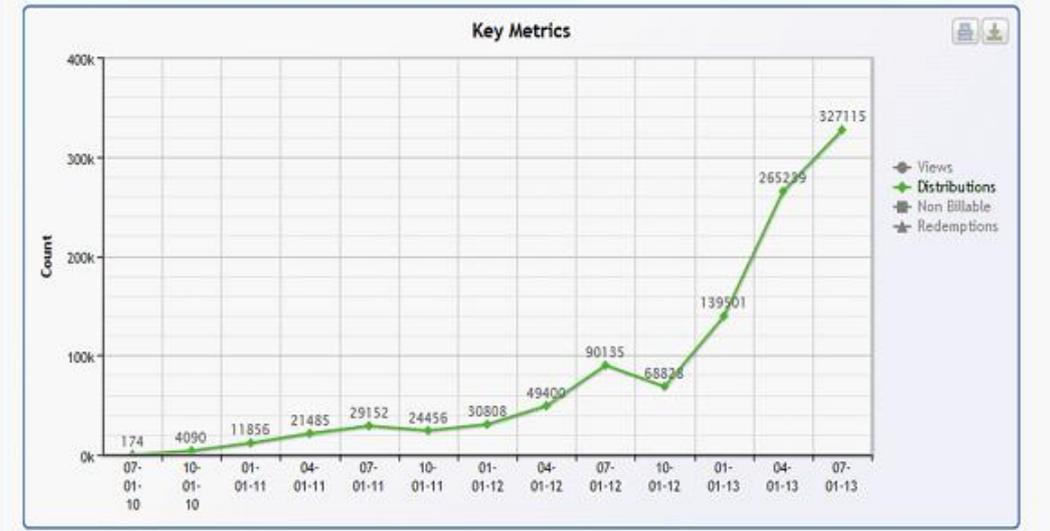
# Proven Success!

We have launched and managed over 100 brand programs from development through MLR to generating million of eRx's

Our platform delivered over **1.5 million** offers to help patients **better access & adhere** to their prescribed medications annually.



# SampleMD Core eCoupon Business Usage Metrics Jan 2010 –Sept 2013



## OPRX QUARTERLY REVENUE

