

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): February 15, 2018

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. ☐

SECTION 8 – Other Events

Item 8.01 Other Events

On February 15, 2018, we issued a press release announcing our invitation to present at the 30th Annual Roth Conference being held on March 11-13, 2018 at The Ritz-Carlton in Dana Point, California. 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 February 15, 2018](#)

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

Date: February 16, 2018

/s/ Douglas Baker

Douglas Baker

Chief Financial Officer



OptimizeRx to Present at the 30th Annual ROTH Conference on March 12, 2018

Rochester, MI (February 15, 2018) — OptimizeRx Corp. (OTCQB: OPRX), a leading provider of digital health messaging to the pharmaceutical industry, has been invited to present at the 30th Annual Roth Conference being held on March 11-13, 2018 at The Ritz-Carlton in Dana Point, California.

OptimizeRx CEO William Febbo is scheduled to present on Monday, March 12, 2018 at 5:30 p.m. Pacific time, and participate in one-on-one meetings with institutional investors and analysts. He will discuss the value of the company's digital communication platform. Febbo will also discuss OptimizeRx's recently expanded exclusive partnership with Allscripts for its suite of solutions, as well as the company's growing electronic health record (EHR) and electronic e-prescription (eRx) network that reaches more than 500,000 healthcare providers in the U.S.

"I look forward to sharing the progress we have made over the last 12 months with the Roth investor community," said OptimizeRx CEO, Will Febbo. "We believe that better communication about medication options leads to better patient outcomes, and so we continue to focus on the large opportunity to create a real-time, digital communication channel between pharma and the point of care."

The presentation will be also webcast live and available for replay here and via the investor relations section of the company's website at investors.optimizeRx.com.

This year's Roth Conference will feature presentations from hundreds of growth companies, along with Q&A sessions, expert panels, and thousands of one-on-one and small group meetings. As one of the largest of its kind, the event is designed to provide investors with a unique opportunity to gain insight into emerging growth companies across a variety of industry sectors.

For more information about the conference or to schedule a one-on-one meeting with OptimizeRx, please contact your Roth representative at (800) 678-9147 or via e-mail at oneononerequests@roth.com.

About Roth Capital Partners

ROTH Capital Partners, LLC is a relationship-driven investment bank focused on serving emerging growth companies and their investors. As a full-service investment bank, ROTH provides capital raising, M&A advisory, analytical research, trading, market-making services and corporate access. Headquartered in Newport Beach, CA, ROTH is privately-held and employee owned, and maintains offices throughout the U.S. For more information on ROTH, please visit www.roth.com.

About OptimizeRx

OptimizeRx® (OTCQB: OPRX) is the nation's leading provider of digital health messaging via electronic health records (EHRs), providing a direct channel for pharma companies to communicate with healthcare providers. The company's cloud-based solution supports patient adherence to medications by providing real-time access to financial assistance, prior authorization, education, and critical clinical information. The company's network is comprised of leading EHR platforms like Allscripts, Amazing Charts and Quest, and provides more than half a million healthcare providers access to these benefits within their workflow at the point of care. 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 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.

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