

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): September 15, 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 September 15, 2020, we issued a press release announcing our partnership with Epion Health, a leader in digital patient engagement solutions, to give patients direct access to savings programs sponsored by life science companies. 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 September 15, 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: September 15, 2020



OptimizeRx Expands Direct-to-Patient Reach, Partnering with Epion Health to Provide Adherence and Affordability Support at Point-of-Care

Patients Gain Direct Access to Financial Assistance Relevant to Their Health Journey Prior to Their Medical Appointment

ROCHESTER, Mich. – September 15, 2020 – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies, physicians and patients, has partnered with Epion Health, a leader in digital patient engagement solutions, to give patients direct access to savings programs sponsored by life science companies.

Patients at health systems and medical groups across the nation using Epion’s recently announced Epion Patient Services™ – a feature of its digital check-in solution, Epion Check-In™ – will gain access to the OptimizeRx digital health and communications platform to receive available savings offers.

For the first time, patients will be able to opt in to connect with OptimizeRx while checking in for their appointment from their desktop or mobile device, either at the point-of-care or from home. After opt-in, patients will see cost-saving opportunities for their prescribed medications based on their electronic health record.

According to the Annals of Internal Medicine, patients and physicians have long expressed the desire to talk about the cost of care in order to determine what works best for the patient, but have lacked the tools that would support such conversations. Now, with information about drug savings programs made available to patients before or at the point-of-care, they can proactively discuss cost with their healthcare provider. Likewise, providers are now better equipped to address affordability as a critical component of treatment.

“Our providers have identified prescription cost savings as one of the highest priorities for Epion Patient Services,” said Josh Schwartz, chief business development officer at Epion Health. “Combining OptimizeRx’s proven platform with Epion’s ability to present relevant, meaningful, and timely content to patients, we are able to address this need head-on by rapidly deploying a solution for prescription savings. Together, we can improve affordability, adherence, and satisfaction – and ultimately patient outcomes.”

Miriam Paramore, president of OptimizeRx, commented: “The innovative way Epion Health leverages digital technology to improve patient access and engagement makes our new partnership a great match. At OptimizeRx, we’re committed to enabling better health outcomes by facilitating the flow of crucial communication among healthcare stakeholders. This new ability to communicate directly at the point-of-care empowers patients to have meaningful discussions with their doctors and make more informed decisions. This also further scales our network of patients and enhances the value and revenue of our enterprise offerings in the near term.”

This expansion of the OptimizeRx digital health platform represents another significant new point of engagement with patients for the company's life science customers. Epion Check-In is utilized by leading electronic health systems, supports more than 10 million patient appointments annually, and is ranked number one in its category due to the system's ease of use and high return on investment.

Epion and OptimizeRx expect to complete the integration of their platforms and begin offering integrated services to providers and patients next month.

About Epion Health

Epion Health is a leader in digital patient engagement solutions that empower providers to deliver high-quality care that's convenient, accessible, efficient and profitable. Our secure, HIPAA-compliant platform makes it easy to connect with patients any time, from anywhere, at all points along the care journey. Epion's commitment to innovation and exceptional customer service has made us a top-rated, trusted partner to healthcare organizations across the nation.

For more information, visit www.epionhealth.com.

About OptimizeRx

OptimizeRx is a digital health company that provides communications solutions for life science companies, physicians and patients. Connecting over half of healthcare providers in the U.S. and millions of patients through a proprietary network, the OptimizeRx digital health platform helps patients afford and stay on medications. The platform unlocks new patient and physician touchpoints for life science companies along the patient journey, from point-of-care, to retail pharmacy, through mobile patient engagement.

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.

OptimizeRx Contact

Doug Baker, CFO
Tel (248) 651-6568 (x807)
dbaker@optimizerx.com

Media Relations Contact

Maira Alejandra, Media Relations Manager
Tel (754) 245-7070
malejandra@optimizerx.com

Investor Relations Contact

Ron Both, CMA
Tel (949) 432-7557
opr@cma.team