

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): October 5, 2016

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 (17 CFR 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))

## **SECTION 8 – Other Events**

### **Item 8.01 Other Events**

On October 5, 2016, we issued a press release concerning the acquisition of the LogRx inventory for the remainder of 2016 and 2017 from Allscripts Healthcare, LLC. 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 October 5, 2016

## 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/ Doug Baker

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Doug Baker  
Chief Financial Officer

Date: October 11, 2016



## OptimizeRx and Allscripts Expand Partnership to Increase Focus on Clinical Messaging for Pharmaceutical Companies

**ROCHESTER, Mich., Oct. 5, 2016** – OptimizeRx Corp. (OTCQB: OPRX), a health technology software company whose premier content-delivery platform enables pharmaceutical companies to provide point of care patient-care services, has acquired all of the LogRx inventory for the remainder of 2016 and 2017 from Allscripts Healthcare, LLC (NASDAQ: MDRX), a global leader in healthcare information technology solutions. Under this expanded partnership, OptimizeRx will sell the Allscripts LogRx messaging solution.

“This expanded partnership with Allscripts extends our point of care solutions that we can bring to the medical community,” said William Febbo, CEO of OptimizeRx. “The LogRx product strongly complements our core financial messaging (eCoupon) product, and it allows us to continue to increase and diversify our revenue base. We expect this expanded partnership to have a material impact on revenue in 2017 and beyond, and we are pleased with this continued validation of our value added solutions.”

Lynn O’Connor Vos, CEO of ghg, a subsidiary of WPP, commented: “Given OptimizeRx’s continued integration into the pharmaceutical companies within WPP, this allows us to bring additional value to our collective clients as the lead aggregator of services at point of care. The continued decline of accessibility of sales representatives to Health Care Providers makes the point of care delivery of messaging critical to improving outcomes for the patients.”

### About Allscripts

Allscripts (NASDAQ: MDRX) is a leader in healthcare information technology solutions that advance clinical, financial and operational results. Our innovative solutions connect people, places and data across an Open, Connected Community of Health™. Connectivity empowers caregivers to make better decisions and deliver better care for healthier populations. To learn more, visit [www.allscripts.com](http://www.allscripts.com), [Twitter](#), [YouTube](#) and [It Takes A Community: The Allscripts Blog](#).

### About OptimizeRx Corp

OptimizeRx Corporation (OTCQB: OPRX) provides unique consumer and physician platforms to help patients better afford and comply with their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand awareness, access and adherence to their medications.

The company’s core product replaces drug samples with electronic trial vouchers and copay coupon savings that are electronically added to an e-Prescription and sent electronically to the pharmacy and is integrated within leading electronic health record (EHR) platforms in the country, including Allscripts, Quest Diagnostics, Practice Fusion and other EHRs to reach over 250,000 healthcare providers. In turn, OptimizeRx promotes patient savings and support from the world’s largest pharmaceutical companies, including Pfizer, Lilly, Novartis, AstraZeneca and many others. For more information, please go to [www.optimizerxcorp.com](http://www.optimizerxcorp.com).

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