

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): April 6, 2020

OptimizeRx Corporation

(Exact name of registrant as specified in its charter)

Nevada

001-38543

26-1265381

(State or other jurisdiction of incorporation)

(Commission File Number)

(I.R.S. Employer Identification No.)

400 Water Street, Suite 200, Rochester, MI

48307

(Address of principal executive offices)

(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 April 6, 2020, we issued a press release announcing that we will continue our webinar series this week to address the transformational nature of the coronavirus on the healthcare industry with leaders from HealthXL, MITX and Singularity University. 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 6, 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 April 6, 2020



OptimizeRx to Host Online Conversation with Leaders from HealthXL, MITX and Singularity University

Session to Address the Transformational Nature of COVID-19 on the Healthcare Industry

ROCHESTER, Mich. – April 6, 2020 – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies and payers, will continue its webinar series this week to address the transformational nature of the coronavirus on the healthcare industry with leaders from HealthXL, MITX and Singularity University.

OptimizeRx is hosting this conversation to facilitate industry collaboration that can help stop the spread of the virus. Hundreds of members of the healthcare community have participated in the webinar series since they began last month.

The panel will be moderated by Rebecca Love, MSN, RN and VP of customer strategy and engagement for OptimizeRx. She will be joined by Chandana Fitzgerald, chief medical officer at HealthXL; David Chang, entrepreneur and angel investor, former chief operating officer of PayPal, and current board member of Harvard Ventures, MITX and Flybridge Capital Partners; and Shawna Butler, RN, MBA, lead of Exponential Medicine partnerships and outreach at Singularity University.

Topic: Learning Together—The Transformational Nature of COVID-19 on the Healthcare Industry.

COVID-19 has become a disruptive force with a transformational impact on many industries, especially healthcare.

From unprecedented real-time scientific collaboration across the globe to newly relaxed regulations, new supply chain and PPE sourcing opportunities, and deeper reliance on digital communication than ever before, COVID-19 is transforming the landscape of healthcare. The discussion will address how this disruption is providing opportunities for new technologies, startups, and innovation to thrive, and will dive into some of the ways healthcare is adjusting and transforming at every level.

Date: Thursday, April 9

Time: 1:00 p.m. ET

The webinar is free and open to anyone in healthcare interested in participating in a practical conversation with industry leaders. OptimizeRx is hosting these conversations 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.

For more information about OptimizeRx's webinar sessions, contact media relations at (754) 245-7070 or 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.

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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