

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): March 31, 2014

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))

SECTION 2 – FINANCIAL INFORMATION

Item 2.02 Results of Operations and Financial Condition.

On March 31, 2014, OptimizeRx Corp. (the “Registrant”) issued a press release announcing the results of operations for the year ended December 31, 2013, and announced the details of its earnings conference call, to be held on Tuesday April 1st, 2014 at 12:00 PM EST.

The press release is furnished with this Current Report on Form 8-K as Exhibit 99.1. The information furnished under this Item 2.02 and Item 9.01 of this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed to be “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any registration statement or other filing under the Securities Act of 1933, as amended, regardless of any general incorporation by reference language in such filing, except as shall be expressly set forth by specific reference in any such filing.

SECTION 9 – FINANCIAL STATEMENTS AND EXHIBITS

Item 9.01 Financial Statements and Exhibits.

Exhibit No.	Description
99.1	Press release, dated March 31, 2014

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: March 31, 2014



Better Access.
Better Results.

OPTIMIZERx Corporation Announces 2013 Year End Results

ROCHESTER, MI – March 31, 2014: OPTIMIZERx Corp. (OTCQB: OPRX) announced fourth quarter revenues of \$1,810,610, bringing total revenues for fiscal 2013 to \$4,957,016 -- an increase of 149% over 2012. OptimizeRx Corp. also achieved net income of \$215,847 for the year after recognizing a onetime adjustment relative to our cost of goods sold which reflects a change in accounting procedures for reporting revenue share expenses.

Our continued growth in revenues continues to be driven by our SampleMD content solution which delivered over 1.2 million co-pay coupons or free sample vouchers to enable more patients to affordably start and stay on their prescribed medications.

“We continue to be very enthusiastic about our growth and core business. OPTIMIZERx continues to be resilient in building out its industry changing technology and growing our business throughout the year and is a testament to the dedication and commitment of our employees, participating pharmaceutical manufacturers and EHR partners who are working together to bring more affordable patient access to needed medications,” stated David Harrell, CEO of OptimizeRx Corp.

OptimizeRx Corp. will be holding its 2013 Year End earnings call on Tuesday April 1st, 2014 at 12:00 PM Eastern Standard Time. The call information for guests is:

Toll-Free Dial-In Number: 1(866) 593-0056 or +1(937)641-0554

Provide Conference ID 22698859 to the operator.

About OptimizeRx Corp

OPTIMIZERx Corp. (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 patient awareness, access and adherence to their medications. For more information, please go to www.optimizerxcorp.com or www.samplemd.com.

'SAFE HARBOR'

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.

Investor Contact:

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