

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): August 13, 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))
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SECTION 5 – Corporate Governance and Management

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On August 13, 2014, our Board of Directors appointed Dr. Jack Pinney to serve as a member of the Board of Directors.

From 2007 to the present, Dr. Pinney has served as Team Physician to the Great Lakes Loons baseball team in the LA Dodgers organization. From 2011 to the present, he has served as Medical Director for WellSport MidMichigan Medical Center. From 1992 to the present, he has served as Assistant Clinical Professor of Family Medicine for the Department of Family Medicine at Michigan State University College of Human Medicine. From 1992 to 2012, he served as Assistant Director for the Midland Family Practice Residency Program at MidMichigan Medical Center.

Mr. Pinney is qualified to serve on our Board of Directors because of his expertise medicine and prescription practices of physicians. His initial term shall last until the next annual meeting of the shareholders or until removed by other action as allowed by the corporate bylaws.

There were no arrangements or understandings between Mr. Pinney and any other persons pursuant to which such individual was selected as a Director of our company.

Dr. Pinney is covered by our previously disclosed Director Compensation Plan.

We issued a press release on August 14, 2014 announcing the appointment of Mr. Pinney to the Board of Directors. A copy of the press release is attached hereto as Exhibit 99.1.

SECTION 9 – FINANCIAL STATEMENTS AND EXHIBITS

Item 9.01 Financial Statements and Exhibits.

Exhibit No.	Description
99.1	Press Release dated August 14, 2014, titled “OptimizeRx Announces Appointment of Jack T. Pinney, M.D. to Board of Directors”

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
Doug Baker
Chief Financial Officer

Date: August 19, 2014

ROCHESTER, MI -- (Marketwired) -- 08/14/14 -- OPTIMIZERx Corp. (OTCQB: OPRX) announced today that Dr. Jack Pinney has joined its Board of Directors.

Dr. Pinney is a Board certified Family Physician with additional board certification in Sports Medicine. He is also an Assistant Clinical Professor of Family Medicine at Michigan State University College of Human Medicine, as well as Medical Director of WellSport at MidMichigan Health Medical Center. In his role as an Assistant Clinical Professor Dr. Pinney teaches and mentors both Family Medicine Resident Physicians and medical students and won the Robert E. Bowsher award for clinical teaching in 2010. Dr. Pinney's broad based medical knowledge and extensive experience in physician practice will bring an important user perspective to our Board of Directors. Dr. Pinney is graduate of the Wayne State University School of Medicine and the Family Practice Residency Program at MidMichigan Regional Medical Center.

"I am excited to have the opportunity to serve on the Board of OPRX and help to explore the many ways in which this platform can effectively assist health care providers in efficiently accessing patient savings and support program for their patients, thereby improving adherence and overall patient outcomes," said Dr. Pinney.

"We look forward to having Dr. Pinney work with us to better understand how we can help more healthcare providers utilize our automated access to needed information and support for their practice and patients," said Dave Harrell, CEO of OptimizeRx Corporation.

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.optimizeixcorp.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.

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