

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): January 19, 2015

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 7 – Regulation FD Disclosure**

### **Item 7.01 Regulation FD Disclosure**

On January 12, 2015, we issued a press release announcing that David Harrell, our Chief Executive Officer, will present at the Noble Financial Capital Markets Eleventh Annual Equity Conference at Club Med in Sandpiper Bay, Florida on Monday, January 19, 2015 at 2:30 pm Eastern Standard Time., a copy of which is attached as Exhibit 99.1 to this Current Report on Form 8-K.

The event was held as scheduled. A video webcast of the presentation and a copy of the presentation materials will be available at <http://noble.mediasite.com/mediasite/Play/24fcc7c1d0834f22a3a3aebd32758d4b1d> for 90 days following the event, or at the Company's website which is [www.optimizerx.com](http://www.optimizerx.com)

The information in Item 7.01 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 January 12, 2015

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**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: January 19, 2015

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# OptimizeRx Corporation to Present at Noble Financial Capital Markets Equity Conference

ROCHESTER, MI -- 1/12/15 -- OptimizeRx Corporation (OTCQB: OPRX) today announced that David Harrell, its Chief Executive Officer, will present at the Noble Financial Capital Markets Eleventh Annual Equity Conference at Club Med in Sandpiper Bay, Florida on Monday, January 19, 2015 at 2:30 pm Eastern Standard Time.

At the time of the presentation, a live audio and high-definition video webcast of the presentation and a copy of the presentation materials will be available on our website at [www.optimizerx.com](http://www.optimizerx.com), or through the Noble Financial websites: [www.noblefcm.com](http://www.noblefcm.com), or [www.nobleresearch.com/D2/2015.htm](http://www.nobleresearch.com/D2/2015.htm). We recommend registering at least 10 minutes prior to the start of the presentation to ensure timely access. You will require a Microsoft SilverLight viewer (a free download from the presentation link) to participate. The webcast and presentation will also be archived on our website for 90 days following the event.

“We are excited to again be participating in the Noble Conference to discuss our continued growth and escalation in the emerging electronic co-pay coupon market that we created and are expanding within the \$360 Billion U.S. pharmaceutical sector” stated David Harrell.

## 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 more effective ways to expand patient awareness, access and adherence to their medications. For more information, please go to [www.optimizerxcorp.com](http://www.optimizerxcorp.com) or [www.samplemd.com](http://www.samplemd.com).

## About Noble Financial

Noble Financial Capital Markets was established in 1984. Noble Financial is an equity research driven, full-service, investment banking boutique focused on life sciences, technology, energy and media, emerging growth, companies. The Company has offices in New York, Boston, Los Angeles, and Boca Raton, FL. In addition to non-deal road shows and sector specific conferences throughout the year, Noble Financial hosts its large format annual equity conference in January in South Florida featuring 120-150 presenting companies from across North America and total attendance close to 600. For more information go to [www.noblefcm.com](http://www.noblefcm.com).

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'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.

Contact:

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