

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 25, 2018

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))

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.

## **SECTION 8 – Other Events**

### **Item 8.01 Other Events**

On October 25, 2018, we issued a press release about our invitation to participate in the 4th Annual ROTH Technology Corporate Access Day being hosted by ROTH Capital Partners on November 14, 2018 at the Empire Steak House in New York City.

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 25, 2018](#)

**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: October 29, 2018



### OptimizeRx to Present at ROTH Technology Corporate Access Day on November 14, 2018

**ROCHESTER, Mich., (October 25, 2018)** — OptimizeRx Corp. (NASDAQ: OPRX), a leading provider of digital health messaging for the pharmaceutical industry, has been invited to participate in the 4<sup>th</sup> Annual ROTH Technology Corporate Access Day being hosted by ROTH Capital Partners on November 14, 2018 at the Empire Steak House in New York City.

This event will provide investors the opportunity to meet with senior management in a one-on-one and small group format. OptimizeRx CEO William Febbo will discuss a number of topics, including the company's results for the third quarter of 2018, recent acquisition of CareSpeak Communications, and the growth of the company's digital health network. The network is the largest of its kind, reaching more than half of the ambulatory patient market in the U.S.

For the second quarter of 2018, the company reported its seventh consecutive quarter of revenue growth, up 78% to a record \$5.1 million. Diluted EPS totaled \$0.02, with a gross margin improving from 44.0% to 56.1%.

Medication adherence improves when patients can identify ways of lowering their co-payments, according to industry research. OptimizeRx addresses the challenges adherence and rising drug costs by delivering copay coupons, savings vouchers and important clinical messaging at the point of care.

The event is by invitation only for institutional clients of ROTH Capital Partners. To schedule a meeting with OptimizeRx, please contact your ROTH sales representative at (800) 933-6830 or [conference@roth.com](mailto:conference@roth.com).

For more information about OptimizeRx, contact Ron Both of CMA at (949) 432-7557 or submit your request [here](#).

#### **About ROTH Capital Partners**

ROTH Capital Partners, LLC is a relationship-driven investment bank focused on serving emerging growth companies and their investors. As a full-service investment bank, ROTH provides capital raising, M&A advisory, analytical research, trading, market-making services and corporate access. Headquartered in Newport Beach, CA, ROTH is privately-held and employee owned, and maintains offices throughout the U.S. For more information on ROTH, please visit [www.roth.com](http://www.roth.com).

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**About OptimizeRx**

OptimizeRx® (NASDAQ: OPRX) is one of the nation's leading providers of digital health messaging via electronic health records (EHRs), providing a direct channel for pharma companies to communicate with healthcare providers. The company's cloud-based solution supports patient adherence to medications by providing real-time access to financial assistance, prior authorization, education, and critical clinical information. The company's network is comprised of leading EHR platforms like Allscripts, Amazing Charts and Quest, and provides more than half of the ambulatory patient market with access to these benefits within their workflow at the point-of-care. For more information, follow the company on Twitter, LinkedIn or visit [www.optimizerx.com](http://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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