

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): September 12, 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 September 12, 2018, we issued a press release about the launch of our return on investment guarantee to pharmaceutical manufacturers.

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 September 12, 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 September 13, 2018



## **OptimizeRx Launches ROI Guarantee to Pharmaceutical Manufacturers**

### ***Company has Proven ROI on Affordability and Adherence which Enhances the Pharma-Provider Relationship at the Point-of-Care***

**ROCHESTER, Mich., (September 12, 2018)** — OptimizeRx Corp. (NASDAQ: OPRX), one of the nation's leading providers of digital health messaging for the pharmaceutical industry, has launched a 2:1 return-on-investment (ROI) guarantee to pharmaceutical manufacturers who invest in the company's financial messaging solutions.

OptimizeRx's patient savings messages are real-time medication savings information delivered to providers within the EHR workflow, increasing the likelihood that a physician and patients will understand the true out-of-pocket cost of the prescribed drug.

"In order to succeed in today's changing health care landscape, pharmaceutical companies must evolve their strategies to directly engage with providers at the point-of-care," said William Febbo, CEO of OptimizeRx. "We work with our pharmaceutical partners strategically to design affordability and adherence programs, enabling them to run integrated messaging campaigns that deliver tangible value, including increased prescription rates and fill rates."

In the health economy, there is increasing interdependence in the payer, providers and pharmaceutical value chain. Health care providers are looking to drug companies to partner with them to deliver care that promotes sustainable population health improvement and lower costs. Industry research points to high drug costs as a primary contributing factor to medication non-adherence. With OptimizeRx, providers can empower patients with ways to afford their medications as well as access to methods for addressing health illiteracy and transparency into whether patients are following through with drug therapies.

"The growth of our patient savings solution — a 50 percent increase year-to-date — makes us confident in our ability to deliver the 2:1 ROI guarantee to current and future partners," continued Febbo. "As long as the programs we co-design meet a minimum set of requirements, we will stand behind this guarantee."

For more information about the company's patient savings solutions, visit [www.optimizerx.com](http://www.optimizerx.com).

#### **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 ambulatory healthcare providers 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 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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