

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): May 13, 2020

OptimizeRx Corporation
(Exact name of registrant as specified in its charter)

Nevada
(State or other jurisdiction of incorporation)

001-38543
(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.

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading symbol	Name of each exchange on which registered
Common Stock	OPRX	Nasdaq Capital Market

SECTION 8 – Other Events

Item 8.01 Other Events

On May 13, 2020, we issued a press release announcing the launch of a new health app powered by our RMDY digital health tools. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

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 May 13, 2020](#)

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 May 13, 2020



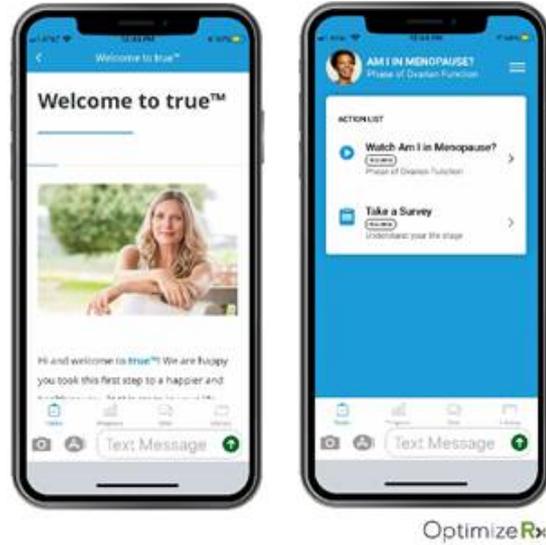
OptimizeRx Empowers Patients and Providers with Telemedicine Tools Tailored for Women's Health

ROCHESTER, Mich. – May 13, 2020 – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies and payers, announced that Michigan-based clinic, True™ Women's Health, has launched a new health app powered by the company's RMDY digital health tools.

The app focuses on delivering virtual care and patient support, and enables the clinic to treat patients nationwide with personalized health and wellness programs during the COVID-19 pandemic.

"OptimizeRx's RMDY digital health tools empowered us to launch our practice virtually during the COVID-19 crisis, and particularly to help manage menopause, which is a complicated health process and the most dramatic risk factor for heart disease in women," said Dr. Diana Bitner, chief medical officer and co-founder of True Women's Health. "The ability to have a virtual care platform supported by our team and proprietary whole-health program has been tremendous for us to stay on schedule with the launch of our clinic, even when our physical location is delayed due to COVID-19."

True Women's Health App powered by OptimizeRx's RMDY digital health tools.



OptimizeRx

True Women's Health App powered by OptimizeRx's RMDY digital health tools brings telemedicine to consumers nationwide.

"By combining the power of technology and medicine," continued Bitner, "we can provide personalized support programs paired with physician telehealth visits that help patients manage the symptoms of menopause and stay on track for healthy aging."

The True Women's Health app guides patients through a personalized patient journey that includes educational videos, trackers, surveys, direct coaching and telehealth consults, as well as easy appointment scheduling for both patient and provider. They can also track progress against program goals throughout the year and discuss health information during virtual visits. Patients can track their menopause symptoms and connect their occurrence to their daily activities, which gives providers specific data to support an individualized care plan.

"Patient engagement and telehealth are more than about virtual visits," noted OptimizeRx's vice president of customer strategy and engagement, Rebecca Love, RN, MSN. "Our RMDY digital health tools enable Dr. Bitner and other healthcare providers to have touchpoints with their patients throughout the year, increasing adherence and creating better outcomes. This is the future of healthcare."

OptimizeRx's RMDY digital health tools are proven to drive positive, measurable behavior change across a variety of health management programs by helping patients efficiently track and manage their habits with the goal of improving personal health. In addition to women's health, the virtual care solution has been applied to mental health services, cardiac rehabilitation, chronic condition management and diabetes prevention. The solution is part of OptimizeRx's comprehensive digital health program designed for providers, health plans, life science companies and other healthcare organizations.

To receive more information about RMDY digital health tools or to schedule a demo, submit your request [here](#). The True Women's Health app is available for download today from the [Apple App store](#) or [Google Play store](#).

About True Women's Health

True Women's Health is a concierge clinic providing a total wellness experience for women. The clinic specializes in women's health with an expertise in midlife, menopause, and sexual health. It offers a high-touch personalized care approach that addresses each woman's individual needs. It aims to educate women at every age about their wellness while driving prevention, individualized goal setting, and health planning. True Women's Health was founded by OB/GYN Diana Bitner, M.D., who is a North American Menopause Society Certified Menopause Practitioner (NAMS) and has more than 28 years of experience serving thousands of women across West Michigan. The midlife, menopause, and sexual health wellness clinic will be located at 2144 E. Paris Ave., Grand Rapids, Michigan. For more information, visit www.truewomenshealth.com.

About OptimizeRx®

OptimizeRx Corporation (NASDAQ: OPRX) is a digital health company that facilitates communication at point-of-care among all stakeholders in healthcare. Primarily focused on life science and payer clients, its suite of digital and mobile SaaS-based solutions enables affordability, patient adherence and care management. OptimizeRx's network reaches more than 60% of U.S. ambulatory providers, delivering therapeutic support on specialty medications and patient financial assistance directly within a provider's workflow through leading electronic health platforms. OptimizeRx's fully integrated platform supports the real-time exchange of information, improving provider knowledge and patient engagement, and ultimately leading to healthier outcomes.

For more information, follow the company on [Twitter](#), [LinkedIn](#) or visit 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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